

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Parents whose child uses a smartphone or tablet computer using the tool Change the settings on your child's phone or tablet to stop any in-app purchases	
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Base : Parents who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	
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Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	
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Base : Parents who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider	
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Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider	
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Base : Parents who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	
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Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	
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Base : Parents who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google	
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Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google	
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Base : Parents who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content	
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Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content	
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Base : Parents who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	

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Base : Parents whose child has a mobile phone who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	
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Base : Parents who are aware of but do not use the tool Parental control software to restrict app installation/ use	
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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 has a social media profile or account	
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Base : Parents whose child has a social media profile or account and who say they check what their child is doing	
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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 watches TV online through broadcaster catch-up services	
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Base : Parents whose child watches TV online through broadcaster catch-up services	
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Base : Parents whose child watches TV online through broadcaster catch-up services where PIN or password controls have not been set up	
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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 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 aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch television programmes	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch full-length films/ movies	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch full-length films/ movies	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	

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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch short videos - like music videos, comedy clips or trailers for new films	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch short videos - like music videos, comedy clips or trailers for new films	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch 'how to' videos for instructions or reviews	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch 'how to' videos for instructions or reviews	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look at photos posted by other people	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look at photos posted by other people	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Listen to music	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Listen to music	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Play games on their own	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Share photos or videos with other people	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Share photos or videos with other people	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Send messages to other people	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Find information for their school work	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look around online to pass the time or have fun	

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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents of children with a smartphone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	
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Base : Parents whose child has a mobile phone	

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Base : Parents whose child has a mobile phone	
SUMMARY OF CONCERNS ABOUT CHILD'S MOBILE PHONE USE - TOTAL CONCERNED	703
Base : Parents whose child has a mobile phone	
QP62 The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on their mobile device. Did you know about this bar on adult content before today? (SINGLE CODE).....	709
Base : Parents whose child has a mobile phone	
QP63 Could your child's mobile phone be used to go online? (SINGLE CODE).....	711
Base : Parents whose child has a mobile phone	
QP64 Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated? (SINGLE CODE)	713
Base : Parents whose child has a mobile phone that can be used to go online	
QP65 And can you tell me why the bar on adult content was deactivated on your child's phone? (MULTI CODE)	715
Base : Parents whose child has a mobile phone that can be used to go online where the bar on accessing adult content has been deactivated	
QP66 Which of these best describes the mobile package your child uses most often? (SINGLE CODE)	717
Base : Parents whose child has a mobile phone	
QP67 (SHOWCARD) In the last twelve months, have you or your child received a bill that is higher than normal for your child's mobile phone use or app use for any of the following reasons? Any others? (MULTI CODE).....	719
Base : Parents whose child has a mobile phone on a monthly contract	
QP68 (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)	723
Base : All parents	
QP70A Please think about the time your child spends playing these types of games at home or elsewhere on a typical school day. How many hours would you say he/ she spends playing these types of games at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	729
Base : Parents whose child play games on any type of gaming device	
QP70B And how many hours would you say he/ she spends playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	733
Base : Parents whose child play games on any type of gaming device	
QP70A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE).....	737
Base : Parents whose child play games on any type of gaming device	
QP71 (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games player or console, a computer, or any other device? Any others? (MULTI CODE)	741
Base : Parents whose child play games on any type of gaming device	
QP72 Does your child ever play games over the internet on any devices which is often referred to as online game playing? IF NECESSARY - Please think about the types of games that can be played online where more than one person can play in the same game at the same time, wherever they are in the world. (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) (SINGLE CODE)	747
Base : Parents whose child play games on any type of gaming device	
QP73 (SHOWCARD) When your child plays games over the internet, which of these describes how they are playing? Please choose as many as apply. (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) (MULTI CODE)	749
Base : Parents whose child ever plays games over the internet	
QP74 Are there any parental controls set on the handheld games player? IF NECESSARY - To stop your child playing games above a certain age rating or to restrict or prevent them going online (SINGLE CODE)	751
Base : Parents whose child ever plays games on a handheld games player	
QP75 Are there any parental controls set on the games console that is connected to a TV? IF NECESSARY - To stop your child playing games or watching DVDs above a certain age rating or to restrict or prevent them going online (SINGLE CODE)	753
Base : Parents whose child ever plays games on a games console connected to a TV	
QP76A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE HANDHELD GAMES PLAYER - I am confident that the controls we have are effective	755
Base : Parents whose child ever plays games on a handheld games player with parental controls set	

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QP76B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE HANDHELD GAMES PLAYER - I feel that my child is safer as a result of the controls we have.....	757
Base : Parents whose child ever plays games on a handheld games player with parental controls set	
QP76C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE HANDHELD GAMES PLAYER - I think my child might be able to get around or disable the controls.....	759
Base : Parents whose child ever plays games on a handheld games player with parental controls set	
QP77A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE GAMES CONSOLE CONNECTED TO A TV - I am confident that the controls we have are effective	761
Base : Parents whose child ever plays games on a games console connected to a TV with parental controls set	
QP77B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE GAMES CONSOLE CONNECTED TO A TV - I feel that my child is safer as a result of the controls we have	763
Base : Parents whose child ever plays games on a games console connected to a TV with parental controls set	
QP77C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE GAMES CONSOLE CONNECTED TO A TV - I think my child might be able to get around or disable the controls	765
Base : Parents whose child ever plays games on a games console connected to a TV with parental controls set	
QP78 And can you tell me why there are no parental controls set on the handheld games player? (MULTI CODE)	767
Base : Parents whose child ever plays games on a handheld games player with no parental controls set	
QP79 And can you tell me why there are no parental controls set on the games console connected to a TV? (MULTI CODE)	773
Base : Parents whose child ever plays games on a games console connected to a TV with no parental controls set	
QP80A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The content of the games that they are playing	779
Base : Parents whose child play games on any type of gaming device	
QP80B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much time they spend playing games	781
Base : Parents whose child play games on any type of gaming device	
QP80C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Who they are playing online games with through the games player.....	783
Base : Parents whose child ever plays games over the internet	
QP80D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The cost of possible in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades.....	785
Base : Parents whose child play games on any type of gaming device	
QP80E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Possibility of them being bullied by other players.....	787
Base : Parents whose child play games on any type of gaming device	
QP80F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Possibility of them picking up bad language or other behaviour from other players.....	789
Base : Parents whose child play games on any type of gaming device	
SUMMARY OF CONCERNS ABOUT CHILD'S GAME PLAYING - TOTAL CONCERNED (EXCLUDING CONCERN ABOUT ONLINE GAME PLAYING).....	791
Base : Parents whose child play games on any type of gaming device	
QP80X Some games consoles and games players can be used to go online, watch and download TV and movies and to chat with others. Did you know this before today? (SINGLE CODE).....	795
Base : All parents	
QP81 (SHOWCARD) And finally, we've talked about a range of things your child does. Given the option, which one of these activities do you prefer your child to do? (SINGLE CODE)	797
Base : All parents	
QCO WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT?	799
Base : All parents of children aged 5-15	
QC4 (SHOWCARD) Which of these things, if any, are things that you don't like about TV? (MULTI CODE)	801
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC5A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - Television increases my understanding of what's going on in the world, current issues and news (SINGLE CODE).....	805
Base : Children aged 12-15 who watch TV at home or elsewhere	

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QC5B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - Television makes me aware of different types of people and different opinions (SINGLE CODE)	807
Base : Children aged 12-15 who watch TV at home or elsewhere	
QC5C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - Television helps me form my own opinion about things (SINGLE CODE)	809
Base : Children aged 12-15 who watch TV at home or elsewhere	
QC5D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - On TV I see people like me (SINGLE CODE)	811
Base : Children aged 12-15 who watch TV at home or elsewhere	
QC5E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I enjoy watching TV programmes (SINGLE CODE)	813
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC5F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I talk to other people about TV programmes that I've watched (SINGLE CODE)	815
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC5G (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I find out about new TV programmes I might like from my friends (SINGLE CODE)	817
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC5H (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I find out about new TV programmes I might like from trailers on TV (SINGLE CODE)	819
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC6 Do you ever watch YouTube channels - so videos that have been put together by a particular person or a particular organisation that you can choose to subscribe to or follow if you want? (SINGLE CODE)	821
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC7 Do you prefer to watch YouTube channels, TV channels or do you like both the same? (SINGLE CODE)	823
Base : Children aged 8-15 who watch TV at home or elsewhere who ever watch YouTube channels	
QC8 (SHOWCARD) Which one of these options best describes where the BBC gets money to run its TV and radio channels and its websites? (SINGLE CODE)	825
Base : Children aged 12-15 who watch TV at home or elsewhere	
QC13 Thinking about when you're going online, do you spend most of the time... (SINGLE CODE)	827
Base : Children aged 5-15 who go online at home or elsewhere	
QC15A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)	829
Base : Children aged 8-15 who go online at home or elsewhere	
QC16A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)	831
Base : Children aged 8-15 who go online at home or elsewhere	
QC15A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)	833
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch television programmes	
QC16A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)	835
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch television programmes	
QC15B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)	837
Base : Children aged 8-15 who go online at home or elsewhere	
QC16B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)	839
Base : Children aged 8-15 who go online at home or elsewhere	
QC15B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)	841
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch full-length films/ movies	
QC16B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)	843
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch full-length films/ movies	

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QC15C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)	845
Base : Children aged 8-15 who go online at home or elsewhere	
QC16C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)	847
Base : Children aged 8-15 who go online at home or elsewhere	
QC15C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)	849
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch short videos - like music videos, comedy clips or trailers for new films	
QC16C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)	851
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch short videos - like music videos, comedy clips or trailers for new films	
QC15D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE).....	853
Base : Children aged 8-15 who go online at home or elsewhere	
QC16D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE).....	855
Base : Children aged 8-15 who go online at home or elsewhere	
QC15D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE).....	857
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch 'how to' videos for instructions or reviews	
QC16D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE).....	859
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch 'how to' videos for instructions or reviews	
QC15E (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos made by your friends (MULTI CODE)	861
Base : Children aged 8-15 who go online at home or elsewhere	
QC16E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos made by your friends (SINGLE CODE)	863
Base : Children aged 8-15 who go online at home or elsewhere	
QC15E (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos made by your friends (MULTI CODE)	865
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos made by your friends	
QC16E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos made by your friends (SINGLE CODE)	867
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos made by your friends	
QC15F (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (MULTI CODE).....	869
Base : Children aged 8-15 who go online at home or elsewhere	
QC16F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (SINGLE CODE).....	871
Base : Children aged 8-15 who go online at home or elsewhere	
QC15F (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (MULTI CODE).....	873
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)	
QC16F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (SINGLE CODE).....	875
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)	
QC15G (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by your friends (MULTI CODE).....	877
Base : Children aged 8-15 who go online at home or elsewhere	
QC16G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by your friends (SINGLE CODE).....	879
Base : Children aged 8-15 who go online at home or elsewhere	
QC15G (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by your friends (MULTI CODE).....	881
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by your friends	

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QC16G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by your friends (SINGLE CODE).....	883
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by your friends	
QC15H (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by celebrities (MULTI CODE).....	885
Base : Children aged 8-15 who go online at home or elsewhere	
QC16H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by celebrities (SINGLE CODE).....	887
Base : Children aged 8-15 who go online at home or elsewhere	
QC15H (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by celebrities (MULTI CODE).....	889
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by celebrities	
QC16H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by celebrities (SINGLE CODE).....	891
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by celebrities	
QC15I (SHOWCARD) DEVICES USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (MULTI CODE).....	893
Base : Children aged 8-15 who go online at home or elsewhere	
QC16I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (SINGLE CODE).....	895
Base : Children aged 8-15 who go online at home or elsewhere	
QC15I (SHOWCARD) DEVICES USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (MULTI CODE).....	897
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM	
QC16I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (SINGLE CODE).....	899
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM	
QC15J (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to live radio programmes (MULTI CODE).....	901
Base : Children aged 8-15 who go online at home or elsewhere	
QC16J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to live radio programmes (SINGLE CODE).....	903
Base : Children aged 8-15 who go online at home or elsewhere	
QC15J (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to live radio programmes (MULTI CODE).....	905
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Listen to live radio programmes	
QC16J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to live radio programmes (SINGLE CODE).....	907
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Listen to live radio programmes	
QC15K (SHOWCARD) DEVICES USED BY THE CHILD TO - Download music for you to own (MULTI CODE).....	909
Base : Children aged 8-15 who go online at home or elsewhere	
QC16K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Download music for you to own (SINGLE CODE).....	911
Base : Children aged 8-15 who go online at home or elsewhere	
QC15K (SHOWCARD) DEVICES USED BY THE CHILD TO - Download music for you to own (MULTI CODE).....	913
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Download music for you to own	
QC16K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Download music for you to own (SINGLE CODE).....	915
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Download music for you to own	
QC15L (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE).....	917
Base : Children aged 8-15 who go online at home or elsewhere	
QC16L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE).....	919
Base : Children aged 8-15 who go online at home or elsewhere	

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QC15L (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE).....	921
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games with or against other people	
QC16L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE).....	923
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games with or against other people	
QC15M (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on your own (MULTI CODE).....	925
Base : Children aged 8-15 who go online at home or elsewhere	
QC16M (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on your own (SINGLE CODE).....	927
Base : Children aged 8-15 who go online at home or elsewhere	
QC15M (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on your own (MULTI CODE).....	929
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games on your own	
QC16M (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on your own (SINGLE CODE).....	931
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games on your own	
QC15N (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos you have taken (MULTI CODE).....	933
Base : Children aged 8-15 who go online at home or elsewhere	
QC16N (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos you have taken (SINGLE CODE).....	935
Base : Children aged 8-15 who go online at home or elsewhere	
QC15N (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos you have taken (MULTI CODE).....	937
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share photos you have taken	
QC16N (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos you have taken (SINGLE CODE).....	939
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share photos you have taken	
QC15O (SHOWCARD) DEVICES USED BY THE CHILD TO - Share videos you have made (MULTI CODE).....	941
Base : Children aged 8-15 who go online at home or elsewhere	
QC16O (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share videos you have made (SINGLE CODE).....	943
Base : Children aged 8-15 who go online at home or elsewhere	
QC15O (SHOWCARD) DEVICES USED BY THE CHILD TO - Share videos you have made (MULTI CODE).....	945
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share videos you have made	
QC16O (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share videos you have made (SINGLE CODE).....	947
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share videos you have made	
QC15P (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages that anyone can see (MULTI CODE).....	949
Base : Children aged 8-15 who go online at home or elsewhere	
QC16P (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages that anyone can see (SINGLE CODE).....	951
Base : Children aged 8-15 who go online at home or elsewhere	
QC15P (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages that anyone can see (MULTI CODE).....	953
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages that anyone can see	
QC16P (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages that anyone can see (SINGLE CODE).....	955
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages that anyone can see	
QC15Q (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages just for your friends (MULTI CODE).....	957
Base : Children aged 8-15 who go online at home or elsewhere	

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QC16Q (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages just for your friends (SINGLE CODE)	959
Base : Children aged 8-15 who go online at home or elsewhere	
QC15Q (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages just for your friends (MULTI CODE)	961
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages just for your friends	
QC16Q (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages just for your friends (SINGLE CODE)	963
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages just for your friends	
QC15R (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for your school work (MULTI CODE)	965
Base : Children aged 8-15 who go online at home or elsewhere	
QC16R (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for your school work (SINGLE CODE)	967
Base : Children aged 8-15 who go online at home or elsewhere	
QC15R (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for your school work (MULTI CODE)	969
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Find information for your school work	
QC16R (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for your school work (SINGLE CODE)	971
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Find information for your school work	
QC15S (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)	973
Base : Children aged 8-15 who go online at home or elsewhere	
QC16S (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)	975
Base : Children aged 8-15 who go online at home or elsewhere	
QC15S (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)	977
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look around online to pass the time or have fun	
QC16S (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)	979
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look around online to pass the time or have fun	
QC15T (SHOWCARD) DEVICES USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (MULTI CODE)	981
Base : Children aged 8-15 who go online at home or elsewhere	
QC16T (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (SINGLE CODE)	983
Base : Children aged 8-15 who go online at home or elsewhere	
QC15T (SHOWCARD) DEVICES USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (MULTI CODE)	985
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Make video calls through services like Skype, FaceTime or Oovoo	
QC16T (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (SINGLE CODE)	987
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Make video calls through services like Skype, FaceTime or Oovoo	
QC15U (SHOWCARD) DEVICES USED BY THE CHILD TO - Arrange to meet friends (MULTI CODE)	989
Base : Children aged 8-15 who go online at home or elsewhere	
QC16U (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Arrange to meet friends (SINGLE CODE)	991
Base : Children aged 8-15 who go online at home or elsewhere	
QC15U (SHOWCARD) DEVICES USED BY THE CHILD TO - Arrange to meet friends (MULTI CODE)	993
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Arrange to meet friends	
QC16U (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Arrange to meet friends (SINGLE CODE)	995
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Arrange to meet friends	

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QC15V (SHOWCARD) DEVICES USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (MULTI CODE).....	997
Base : Children aged 8-15 who go online at home or elsewhere	
QC16V (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (SINGLE CODE).....	999
Base : Children aged 8-15 who go online at home or elsewhere	
QC15V (SHOWCARD) DEVICES USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (MULTI CODE).....	1001
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site	
QC16V (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (SINGLE CODE).....	1003
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site	
QC15W (SHOWCARD) DEVICES USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (MULTI CODE).....	1005
Base : Children aged 8-15 who go online at home or elsewhere	
QC16W (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (SINGLE CODE).....	1007
Base : Children aged 8-15 who go online at home or elsewhere	
QC15W (SHOWCARD) DEVICES USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (MULTI CODE).....	1009
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Write reviews about apps, games or some other product or service	
QC16W (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (SINGLE CODE).....	1011
Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Write reviews about apps, games or some other product or service	
QC17A (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Make videos using a smartphone, or tablet computer (SINGLE CODE)	1013
Base : Children aged 8-15 who go online at home or elsewhere	
QC17B (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Make videos using a video camera (SINGLE CODE).....	1015
Base : Children aged 8-15 who go online at home or elsewhere	
QC17C (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Edit videos or pictures using a smartphone or tablet computer to add effects, filters and so on (SINGLE CODE).....	1017
Base : Children aged 8-15 who go online at home or elsewhere	
QC17D (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Edit videos using a laptop or desktop computer to add effects, filters and so on (SINGLE CODE)	1019
Base : Children aged 8-15 who go online at home or elsewhere	
QC17E (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Create websites (SINGLE CODE).....	1021
Base : Children aged 8-15 who go online at home or elsewhere	
QC17F (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Write code to create apps or games (SINGLE CODE)	1023
Base : Children aged 8-15 who go online at home or elsewhere	
QC17G (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Publish your own material - through video logs/ vlogs, blogs, pictures, videos or comments (SINGLE CODE).....	1025
Base : Children aged 8-15 who go online at home or elsewhere	
QC17H (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Create avatars or alternative personalities or identities (SINGLE CODE).....	1027
Base : Children aged 8-15 who go online at home or elsewhere	
QC17I (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Sign an online petition (SINGLE CODE).....	1029
Base : Children aged 8-15 who go online at home or elsewhere	
QC17J (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Expressed your views online about political or social issues (SINGLE CODE)	1031
Base : Children aged 8-15 who go online at home or elsewhere	
SUMMARY - CREATIVE ACTIVITIES EVER UNDERTAKEN.....	1033
Base : Children aged 8-15 who go online at home or elsewhere	
QC18A (SHOWCARD) When you go online you may visit Social media sites or apps like Facebook, Google Plus, Twitter, Tumblr or You Tube. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true	

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or just some of it is true? (SINGLE CODE).....	1039
Base : Children aged 8-15 who go online at home or elsewhere and ever visit social media sites or apps	
QC18B (SHOWCARD) When you go online you may visit Sites or apps you use for school work or homework. Do you do this? Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE).....	1041
Base : Children aged 8-15 who go online at home or elsewhere and ever visit sites or apps for school work or homework	
QC18C (SHOWCARD) When you go online you may visit Sites or apps about news and what is going on in the world. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE).....	1043
Base : Children aged 8-15 who go online at home or elsewhere and ever visit sites or apps about news and what is going on in the world	
QC19 (SHOWCARD) Which of these things, if any, are things that you don't like about being online? (MULTI CODE)	1045
Base : Children aged 8-15 who go online at home or elsewhere	
QC20 In most weeks when you go online on any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games player or a media player like an iPod Touch, would you say that you... (SINGLE CODE)	1051
Base : Children aged 8-15 who go online at home or elsewhere	
QC21 (SHOWCARD) Thinking about the websites that you haven't used before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check? (MULTI CODE)	1053
Base : Children aged 12-15 who go online at home or elsewhere	
QC21 (SHOWCARD) Thinking about the websites that you haven't used before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check? (MULTI CODE)	1059
Base : Children aged 12-15 who go online at home or elsewhere- excluding Don't Know responses at this question	
QC23A Which social media sites or apps do you use? Any others? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE).....	1064
Base : Children aged 5-15 who have a social media profile or account	
QC23B And which is your main social media site or app, so the one you use most often? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	1069
Base : Children aged 5-15 who have a social media profile or account	
QC24 (SHOWCARD) Thinking about your main social media site or app, do you know if this profile can be seen by other people? Please read these options and say which one best describes who can see it. (SINGLE CODE)	1072
Base : Children aged 8-15 who go online at home or elsewhere and have a social media profile or account	
QC25 (SHOWCARD) Which of these things, if any, are things that you don't like about social media sites or apps? (MULTI CODE)	1074
Base : Children aged 8-15 who go online at home or elsewhere and have a social media profile or account	
QC26 (SHOWCARD) Do you ever watch things on You Tube? IF YES - Which of these ways do you find things to watch on YouTube? (MULTI CODE)	1078
Base : Children aged 12-15 who go online at home or elsewhere	
QC26 (SHOWCARD) Do you ever watch things on You Tube? IF YES - Which of these ways do you find things to watch on YouTube? (MULTI CODE)	1080
Base : Children aged 12-15 who go online at home or elsewhere and who ever watch things on YouTube	
QC27 (SHOWCARD) Which one of these options best describes where YouTube gets money to run their services? (SINGLE CODE).....	1082
Base : Children aged 12-15 who go online at home or elsewhere and who ever watch things on YouTube	
QC28 Do you ever use search engine websites or apps like Google, Yahoo, or Bing to search for information or to find out about other websites? (SINGLE CODE)	1084
Base : Children aged 8-15 who go online at home or elsewhere	
QC28A (SHOWCARD) When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages? (SINGLE CODE)	1086
Base : Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps	
QC29 (SHOWCARD) Which one of these options best describes where Google gets money to run their services? (SINGLE CODE).....	1088
Base : Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps	
QC30 (SHOWCARD OF IMAGE) Here's an image from a Google search for 'trainers'. There are three results at the top which are in a shaded box. Do you know why these three results are shown in a shaded box? IF YES - Why is that ? (MULTI CODE)	1090
Base : Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps	

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QC31A (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about what you are doing (SINGLE CODE).....	1092
Base : Children aged 12-15 who go online at home or elsewhere	
QC31B (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about how you are feeling (SINGLE CODE).....	1094
Base : Children aged 12-15 who go online at home or elsewhere	
QC31C (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about what you are doing online (SINGLE CODE).....	1096
Base : Children aged 12-15 who go online at home or elsewhere	
QC31D (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos or videos from your holidays (SINGLE CODE).....	1098
Base : Children aged 12-15 who go online at home or elsewhere	
QC31E (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos or videos from being out with your friends (SINGLE CODE).....	1100
Base : Children aged 12-15 who go online at home or elsewhere	
QC31F (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your contact details like home address, email address or phone number (SINGLE CODE).....	1102
Base : Children aged 12-15 who go online at home or elsewhere	
QC31G (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your location (SINGLE CODE)	1104
Base : Children aged 12-15 who go online at home or elsewhere	
QC32 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it? IF YES - Who would you tell? Who else? (MULTI CODE)	1106
Base : Children aged 8-15 who go online at home or elsewhere	
QC33 And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way that you didn't like? (SINGLE CODE).....	1110
Base : Children aged 8-15 who go online at home or elsewhere	
QC34 Have you ever been given any information or advice about risks while you are online? IF YES: Who has given you the advice? Who else? (MULTI CODE).....	1112
Base : Children aged 8-15 who go online at home or elsewhere	
QC35 Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item. Before today, were you aware that companies can collect information about what you do online and what you look at or are interested in, and share that information with companies who want to sell you things? (SINGLE CODE)	1116
Base : Children aged 12-15 who go online at home or elsewhere	
QC36 If you were to see something online that you found inappropriate or offensive, are you aware that many websites and apps have a function to report this to the website or app? The report function could be a button, a link on a web page, or even an email address through which you can point out the inappropriate or offensive content. (SINGLE CODE).....	1118
Base : Children aged 12-15 who go online at home or elsewhere	
QC37A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - Going online increases my understanding of what's going on in the world, current issues and news	1120
Base : Children aged 12-15 who go online at home or elsewhere	
QC37B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - Going online makes me aware of different types of people and different opinions	1122
Base : Children aged 12-15 who go online at home or elsewhere	
QC37C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - Going online helps me form my own opinion about things	1124
Base : Children aged 12-15 who go online at home or elsewhere	
QC37D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - When I go online I see people like me	1126
Base : Children aged 12-15 who go online at home or elsewhere	
QC37E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I should be free to say and do what I want online	1128
Base : Children aged 12-15 who go online at home or elsewhere	
QC37F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I think most people behave in a different way online to when they talk to people face to face.	1130
Base : Children aged 12-15 who go online at home or elsewhere	

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QC37G (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I enjoy doing things online.....	1132
Base : Children aged 8-15 who go online at home or elsewhere	
QC37H - (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I find out about new things to do online from talking to my friends.....	1134
Base : Children aged 8-15 who go online at home or elsewhere	
QC37I (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I find out about new things to do online by exploring.....	1136
Base : Children aged 8-15 who go online at home or elsewhere	
QC37J (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I find it easier to be myself online than when I am with people face to face	1138
Base : Children aged 12-15 who go online at home or elsewhere	
QC44 (SHOWCARD) Which of these things, if any, are things that you don't like about mobile phones? (MULTI CODE)	1140
Base : Children aged 8-15 with their own mobile phone	
QC45 (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE)	1144
Base : Children aged 5-15	
QC46 (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE)	1148
Base : Children aged 5-15	
QC47 (SHOWCARD) Given the choice, which one of these would you prefer to do? (SINGLE CODE)	1152
Base : Children aged 5-15	
QC48A (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world (SINGLE CODE).....	1154
Base : Children aged 12-15 who go online at home or elsewhere	
QC48B (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests (SINGLE CODE).....	1156
Base : Children aged 12-15 who go online at home or elsewhere	
QC48C (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things (SINGLE CODE).....	1158
Base : Children aged 12-15 who go online at home or elsewhere	
QC49A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone? (SINGLE CODE)	1160
Base : Children aged 8-15 with their own mobile phone	
QC49B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone? (SINGLE CODE).....	1162
Base : Children aged 8-15 with their own mobile phone	
QC50A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online? (SINGLE CODE).....	1164
Base : Children aged 8-15 who go online at home or elsewhere	
QC50B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online? (SINGLE CODE).....	1166
Base : Children aged 8-15 who go online at home or elsewhere	
QC51 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)	1168
Base : Children aged 12-15	
QC52 (SHOWCARD) Again, please just read out the numbers from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)	1174
Base : Children aged 12-15	
QC53 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (MULTI CODE)	1179
Base : Children aged 12-15 who go online at home or elsewhere	
QC54 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the numbers on the card if you know how to do this. (MULTI CODE)	1184
Base : Children aged 12-15 who go online at home or elsewhere	

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QC55 (SHOWCARD) And are there any things on this list that you personally have done online in the last year? (MULTI CODE)	1188
Base : Children aged 12-15 who go online at home or elsewhere	
QC56 (SHOWCARD) Which, if any, of these ways do you learn about using the internet, and using technology like smartphones, tablets, Smart TVs and so on? (MULTI CODE).....	1192
Base : Children aged 8-15	
QC57 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. IF YES - Which lessons are those? (MULTI CODE).....	1196
Base : Children aged 12-15	
QC58 Do any of your lessons at school teach you about the internet? Like how it works or how to use it? IF YES - Which lessons are those? (MULTI CODE)	1198
Base : Children aged 12-15	
QC59 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. (SINGLE CODE).....	1200
Base : Children aged 8-11	
QC60 Do any of your lessons at school teach you about the internet? For example, how the internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see. (SINGLE CODE).....	1202
Base : Children aged 8-11	
QP82 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)	1204
Base : All parents	
QP83 Does your child have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled them over a period of time or that is likely to affect them over a period of time? QP84 Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)	1210
Base : All parents	
QP85 Is there a landline phone in your home that can be used to make and receive calls? IF YES: Can this phone be used to make and receive calls? (SINGLE CODE).....	1212
Base : All parents	
QP86 Can I please ask your age? (SINGLE CODE).....	1214
Base : All parents	
QP87 And at what age did YOU finish your education?/ At which age do you expect to finish your education? (SINGLE CODE)	1216
Base : All parents	
QP88 (SHOWCARD) And which of these options applies to your home? (SINGLE CODE)	1218
Base : All parents	
QP89 How many people are there in your household in total (including yourself)? (SINGLE CODE)	1220
Base : All parents	
QP90 How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian. (SINGLE CODE)	1222
Base : All parents	
QP91 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE).....	1224
Base : All parents	
QP92 (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE).....	1230
Base : All parents	
QP94 (SHOWCARD) Which option applies to your household for the total annual household income from all sources before tax and deductions? (SINGLE CODE).....	1234
Base : All parents	
QP96 GENDER OF PARENT INTERVIEWED (SINGLE CODE)	1236
Base : All parents	
QP97 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW (SINGLE CODE).....	1238
Base : All parents of children aged 5-15	

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Table 1

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

REGION/ NATION

Base : All parents

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
London	141	43	51	47	141	74	67	24	19	25	26	24	23
	14%	16%	14%	13%	14%	15%	13%	18%	13%	14%	14%	13%	13%
South East	132	31	54	46	132	60	72	14	17	24	30	22	24
	13%	11%	15%	13%	13%	12%	14%	11%	12%	13%	17%	12%	14%
South West	80	22	29	30	80	42	39	11	11	14	15	16	14
	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%
Eastern	95	29	29	36	95	47	48	13	16	16	13	18	18
	9%	11%	8%	10%	9%	9%	10%	10%	12%	9%	7%	10%	10%
East Midlands	76	21	25	31	76	40	37	10	11	15	10	15	16
	8%	8%	7%	9%	8%	8%	7%	7%	8%	8%	5%	8%	9%
West Midlands	95	22	40	33	95	48	47	10	12	20	20	18	15
	10%	8%	11%	9%	10%	10%	9%	7%	9%	11%	11%	10%	8%
Wales	40	11	15	15	40	20	20	6	5	7	8	7	7
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Yorkshire & Humber	81	19	31	31	81	44	37	10	9	17	14	17	14
	8%	7%	9%	8%	8%	9%	7%	8%	7%	9%	8%	9%	8%
North East	42	11	14	17	42	21	21	5	6	7	7	9	8
	4%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	5%	4%
North West	107	33	36	38	107	51	56	15	18	18	18	18	20
	11%	12%	10%	10%	11%	10%	11%	12%	13%	10%	10%	10%	11%
Scotland	90	25	33	33	90	45	45	12	12	17	16	16	17
	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%
Northern Ireland	20	5	7	7	20	10	10	2	3	4	3	4	4
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

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Table 1

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

REGION/ NATION

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
London	141 14%	27 13%	41 14%	25 13%	47 16%	69 14%	72 15%	141 14%	141 17%	- -%	- -%	- -%	141 16%	- -%	141 14%
									ijkm				ijkm		ijkm
South East	132 13%	48 23% bcdfg	40 14% df	22 11%	21 7%	89 17% cdfg	43 9%	132 13% df	132 15% ijkl	- -%	- -%	- -%	107 12% ijk	24 17% ijk	132 13% ijk
South West	80 8%	21 10%	22 7%	14 7%	23 8%	43 9%	37 8%	80 8%	80 9% ijkl	- -%	- -%	- -%	61 7% ijk	19 14% ijkln	80 8% ijk
Eastern	95 9%	27 12% df	28 9%	20 11%	20 7%	54 11% d	40 8%	95 9%	95 11% ijkl	- -%	- -%	- -%	74 9% ijk	21 15% ijkln	95 9% ijk
East Midlands	76 8%	12 5%	25 9%	14 7%	25 9%	37 7%	40 8%	76 8%	76 9% ijk	- -%	- -%	- -%	67 8% ijk	9 7% ijk	76 8% ijk
West Midlands	95 10%	13 6%	28 9%	18 9%	37 12% ae	41 8%	54 11% a	95 10%	95 11% ijk	- -%	- -%	- -%	82 10% ijk	13 9% ijk	95 10% ijk
Wales	40 4%	9 4%	10 4%	9 4%	12 4%	19 4%	21 4%	40 4%	- -%	- -%	40 100% hiklmn	- -%	31 4% hik	9 6% hik	40 4% hik
Yorkshire & Humber	81 8%	11 5%	23 8%	16 8%	32 11% ae	34 7%	47 10% a	81 8%	81 10% ijk	- -%	- -%	- -%	73 8% ijk	8 6% ijk	81 8% ijk
North East	42 4%	6 3%	12 4%	10 5%	14 5%	19 4%	23 5%	42 4%	42 5% ijkm	- -%	- -%	- -%	42 5% ijkm	- -%	42 4% ijkm
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 1

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

REGION/ NATION

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
North West	107 11%	20 10%	23 8%	23 12%	41 14% be	43 9%	64 13% be	107 11%	107 13% ijk	- -%	- -%	- -%	94 11% ijk	13 10% ijk	107 11% ijk
Scotland	90 9%	16 7%	35 12% d	19 10%	21 7%	50 10%	40 8%	90 9%	- -%	90 100% hijklmn	- -%	- -%	75 9% hjk	15 11% hjk	90 9% hjk
Northern Ireland	20 2%	3 1%	6 2%	5 3%	6 2%	9 2%	11 2%	20 2%	- -%	- -%	- -%	20 100% hijklmn	12 1% h	8 6% hijln	20 2% h
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 2

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

URBANITY INDICATOR

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Large city	169	51	61	58	169	89	80	28	22	30	31	30	27
	17%	19%	17%	16%	17%	18%	16%	21%	16%	16%	17%	17%	15%
Smaller city/ Large town	206	59	73	74	206	108	99	26	33	41	33	41	33
	21%	22%	20%	20%	21%	22%	20%	19%	24%	22%	18%	22%	18%
Medium town	309	84	116	110	309	149	161	42	41	52	64	55	56
	31%	31%	32%	30%	31%	30%	32%	32%	30%	28%	35%	30%	31%
Small town within 10 miles	163	41	59	64	163	79	83	18	23	32	26	30	34
	16%	15%	16%	18%	16%	16%	17%	13%	16%	18%	15%	16%	19%
Small town more than 10 miles	12	3	5	4	12	6	6	1	2	3	2	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Rural area within 10 miles	115	29	41	45	115	56	59	14	14	20	21	22	23
	11%	11%	11%	12%	11%	11%	12%	11%	10%	11%	12%	12%	13%
Rural area more than 10 miles	25	7	9	8	25	14	11	3	4	6	4	5	4
	3%	3%	3%	2%	3%	3%	2%	3%	3%	3%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 2

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

URBANITY INDICATOR

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Large city	169 17%	31 14%	50 17%	27 14%	61 20% c	81 16%	88 18%	169 17%	163 19% ijkm	6 7% jkm	- -%	- -%	169 20% ijkm	- -%	169 17% ijkm
Smaller city/ Large town	206 21%	31 15%	59 20%	41 21% a	75 25% ae	90 18%	116 24% ae	206 21% a	185 22% im	10 11% m	7 18% m	3 17% m	206 24% ikmn	- -%	206 21% im
Medium town	309 31%	60 28%	82 28%	67 35% e	100 34%	142 28%	168 34% be	309 31%	268 31% m	25 28% m	12 30% m	5 25% m	309 36% hikmn	- -%	309 31% m
Small town within 10 miles	163 16%	38 18%	55 19% d	32 17%	38 13%	92 18% d	70 14%	163 16%	121 14% m	27 30% hklmn	12 31% hklmn	2 11% m	163 19% hkm	- -%	163 16% m
Small town more than 10 miles	12 1%	1 *% a	6 2% a	3 1%	2 1%	7 1%	5 1%	12 1%	4 1% hijlmn	6 7% hijlmn	- -%	2 8% hijlmn	12 1% h	- -%	12 1% h
Rural area within 10 miles	115 11%	47 22% bcdefg	33 11% df	18 9%	16 6%	80 16% bcdfg	35 7%	115 11% df	98 12% l	7 8% l	5 13% l	4 22% hijln	- -% hijkln	115 82% hijkln	115 11% l
Rural area more than 10 miles	25 3%	6 3%	9 3%	5 3%	5 2%	15 3%	10 2%	25 3%	10 1% l	8 9% hln	3 9% hln	4 18% hijln	- -% hijln	25 18% hijln	25 3% hl

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 3

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

LOCATION

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
								MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
		Total	5-7	8-11	12-15	ALL 5-15		5-7	5-7	8-11	8-11	12-15	12-15	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total		1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample		1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total		1000	273	364	364	1000	500	500	133	140	183	180	184	180
Urban		860	236	313	310	860	430	429	115	121	158	156	157	152
		86%	87%	86%	85%	86%	86%	86%	87%	87%	86%	86%	86%	85%
Rural		140	36	50	54	140	70	70	18	18	25	25	26	27
		14%	13%	14%	15%	14%	14%	14%	13%	13%	14%	14%	14%	15%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 3

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

LOCATION

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Urban	860	159	253	171	277	412	447	860	742	75	31	12	860	-	860
	86%	75%	86%	88%	93%	81%	91%	86%	87%	83%	79%	60%	100%	-%	86%
		a	ae	abceg	a	abeg	ae		jkm	km	km	m	hijkmn		jkm
Rural	140	54	41	24	21	95	45	140	108	15	9	8	-	140	140
	14%	25%	14%	12%	7%	19%	9%	14%	13%	17%	21%	40%	-%	100%	14%
		bcdefg	df	d		cdfg	df		l	l	hln	hijln		hijkln	l

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 4

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

NATION

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
England	850	232	309	309	850	425	424	113	119	156	153	157	152
	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
Scotland	90	25	33	33	90	45	45	12	12	17	16	16	17
	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%
Wales	40	11	15	15	40	20	20	6	5	7	8	7	7
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Northern Ireland	20	5	7	7	20	10	10	2	3	4	3	4	4
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 4

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

NATION

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
England	850 85%	185 87%	243 83%	162 83%	260 87%	428 84%	422 86%	850 85%	850 100% ijklmn	- -%	- -%	- -%	742 86% ijklm	108 77% ijk	850 85% ijkm
Scotland	90 9%	16 7%	35 12% d	19 10%	21 7%	50 10%	40 8%	90 9%	- -%	90 100% hijklmn	- -%	- -%	75 9% hjk	15 11% hjk	90 9% hjk
Wales	40 4%	9 4%	10 4%	9 4%	12 4%	19 4%	21 4%	40 4%	- -%	- -%	40 100% hijklmn	- -%	31 4% hik	9 6% hik	40 4% hik
Northern Ireland	20 2%	3 1%	6 2%	5 3%	6 2%	9 2%	11 2%	20 2%	- -%	- -%	- -%	20 100% hijlmn	12 1% h	8 6% hijn	20 2% h

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 5

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

QP1 AGE OF CHILD

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Age 5	91 9%	91 33% bcd	- -%	- -%	91 9% bc	48 10%	43 9%	48 36% ijkl	43 31% ijkl	- -%	- -%	- -%	- -%
Age 6	91 9%	91 33% bcd	- -%	- -%	91 9% bc	37 7%	54 11% e	37 28% ijkl	54 39% gijkl	- -%	- -%	- -%	- -%
Age 7	91 9%	91 33% bcd	- -%	- -%	91 9% bc	48 10%	43 9%	48 36% ijkl	43 31% ijkl	- -%	- -%	- -%	- -%
Age 8	91 9%	- -%	91 25% acd	- -%	91 9% ac	46 9%	45 9%	- -%	- -%	46 25% ghkl	45 25% ghkl	- -%	- -%
Age 9	91 9%	- -%	91 25% acd	- -%	91 9% ac	51 10%	40 8%	- -%	- -%	51 28% ghkl	40 22% ghkl	- -%	- -%
Age 10	91 9%	- -%	91 25% acd	- -%	91 9% ac	48 10%	43 9%	- -%	- -%	48 26% ghkl	43 24% ghkl	- -%	- -%
Age 11	91 9%	- -%	91 25% acd	- -%	91 9% ac	39 8%	52 10%	- -%	- -%	39 21% ghkl	52 29% ghkl	- -%	- -%
Age 12	91 9%	- -%	- -%	91 25% abd	91 9% ab	39 8%	52 10%	- -%	- -%	- -%	- -%	39 21% ghij	52 29% ghij
Age 13	91 9%	- -%	- -%	91 25% abd	91 9% ab	48 10%	43 9%	- -%	- -%	- -%	- -%	48 26% ghij	43 24% ghij

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 5

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

QP1 AGE OF CHILD

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Age 14	91	-	-	91	91	50	41	-	-	-	-	50	41
	9%	-%	-%	25%	9%	10%	8%	-%	-%	-%	-%	27%	23%
				abd	ab							ghij	ghij
Age 15	91	-	-	91	91	47	44	-	-	-	-	47	44
	9%	-%	-%	25%	9%	9%	9%	-%	-%	-%	-%	26%	24%
				abd	ab							ghij	ghij

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 5

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

QP1 AGE OF CHILD

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Age 5	91 9%	13 6%	22 7%	22 11% ae	34 11% ae	35 7%	56 11% abe	91 9%	77 9%	8 9%	4 9%	2 9%	80 9%	11 8%	91 9%
Age 6	91 9%	15 7%	30 10%	21 11%	25 8%	45 9%	46 9%	91 9%	77 9%	8 9%	4 9%	2 9%	80 9%	11 8%	91 9%
Age 7	91 9%	15 7%	25 8%	21 11%	30 10%	40 8%	51 10%	91 9%	77 9%	8 9%	4 9%	2 9%	76 9%	15 10%	91 9%
Age 8	91 9%	17 8%	26 9%	19 10%	29 10%	43 8%	48 10%	91 9%	77 9%	8 9%	4 9%	2 9%	79 9%	12 9%	91 9%
Age 9	91 9%	18 8%	33 11%	13 7%	27 9%	51 10%	40 8%	91 9%	77 9%	8 9%	4 9%	2 9%	78 9%	13 9%	91 9%
Age 10	91 9%	18 8%	22 8%	20 10%	31 10%	40 8%	51 10%	91 9%	77 9%	8 9%	4 9%	2 9%	79 9%	12 8%	91 9%
Age 11	91 9%	25 12%	27 9%	14 7%	25 8%	52 10%	39 8%	91 9%	77 9%	8 9%	4 9%	2 9%	77 9%	14 10%	91 9%
Age 12	91 9%	22 10%	29 10%	14 7%	26 9%	51 10%	40 8%	91 9%	77 9%	8 9%	4 9%	2 9%	82 10%	9 7%	91 9%
Age 13	91 9%	22 10%	24 8%	19 10%	25 8%	46 9%	45 9%	91 9%	77 9%	8 9%	4 9%	2 9%	79 9%	12 8%	91 9%
Age 14	91 9%	22 10%	30 10%	14 7%	25 9%	52 10%	39 8%	91 9%	77 9%	8 9%	4 9%	2 9%	73 8%	18 13% l	91 9%
Age 15	91 9%	26 12% df	26 9%	17 9%	22 7%	52 10%	39 8%	91 9%	77 9%	8 9%	4 9%	2 9%	76 9%	15 11%	91 9%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 6

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

QP2 GENDER OF CHILD

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Male	500	133	183	184	500	500	-	133	-	183	-	184	-
	50%	49%	50%	51%	50%	100%	-%	100%	-%	100%	-%	100%	-%
						f		hjl		hjl		hjl	
Female	500	140	180	180	500	-	500	-	140	-	180	-	180
	50%	51%	50%	49%	50%	-%	100%	-%	100%	-%	100%	-%	100%
						e		gik		gik		gik	

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 6

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

QP2 GENDER OF CHILD

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Male	500	113	142	100	145	255	245	500	425	45	20	10	430	70	500
	50%	53%	48%	51%	49%	50%	50%	50%	50%	50%	49%	50%	50%	50%	50%
Female	500	100	152	95	153	252	248	500	424	45	20	10	429	70	500
	50%	47%	52%	49%	51%	50%	50%	50%	50%	50%	51%	50%	50%	50%	50%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 7

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

QP2A What is the occupation of the main wage earner in your household? (SINGLE CODE)

Base : All parents

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
A	26 3%	4 2%	6 2%	15 4% ab	26 3%	14 3%	13 3%	2 2%	2 2%	2 1%	5 3%	10 5% gi	6 3%
B	187 19%	39 14%	72 20% a	76 21% a	187 19%	99 20%	87 18%	22 17%	17 12%	40 22% h	32 18%	37 20% h	39 21% h
C1	294 29%	77 28%	108 30%	110 30%	294 29%	142 28%	152 30%	40 30%	37 26%	53 29%	55 30%	49 27%	60 33%
C2	194 19%	63 23% c	67 18%	64 18%	194 19%	100 20%	95 19%	29 22%	34 24% l	34 19%	33 18%	36 20%	28 16%
D	155 16%	43 16%	59 16%	53 15%	155 16%	72 14%	83 17%	18 14%	25 18%	27 15%	32 18%	26 14%	27 15%
E	143 14%	46 17%	52 14%	45 12%	143 14%	73 15%	70 14%	21 16%	25 18%	28 15%	24 13%	24 13%	21 11%
AB	213 21%	44 16%	78 21% a	92 25% a	213 21% a	113 23%	100 20%	24 18%	19 14%	41 23% h	37 20%	47 26% h	44 25% h
DE	298 30%	89 33%	111 31%	98 27%	298 30%	145 29%	153 31%	39 29%	50 35% l	55 30%	56 31%	51 28%	48 26%
ABC1	507 51%	121 44%	186 51%	201 55% a	507 51% a	255 51%	252 50%	64 48%	56 40%	94 51% h	92 51% h	97 53% h	104 58% h
C2DE	492 49%	152 56% cd	178 49%	162 45%	492 49%	245 49%	248 50%	69 52%	83 60% ijkl	89 49%	89 49%	87 47%	75 42%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 7

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

QP2A What is the occupation of the main wage earner in your household? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
A	26 3%	26 12%	- -%	- -%	- -%	26 5%	- -%	26 3%	21 2%	2 2%	3 7%	1 6%	15 2%	12 8%	26 3%
		bcdefg				bcdfg		bcdf			hilm	hln		hilm	
B	187 19%	187 88%	- -%	- -%	- -%	187 37%	- -%	187 19%	164 19%	14 16%	6 15%	2 10%	145 17%	42 30%	187 19%
		bcdefg				bcdfg		bcdf	k				k	hijkl	k
C1	294 29%	- -%	294 100%	- -%	- -%	294 58%	- -%	294 29%	243 29%	35 38%	10 26%	6 32%	253 29%	41 30%	294 29%
			acdefg			acdfg		acdf		hilm					
C2	194 19%	- -%	- -%	194 100%	- -%	- -%	194 39%	194 19%	162 19%	19 21%	9 21%	5 25%	171 20%	24 17%	194 19%
				abdefg			abdeg	abde							
D	155 16%	- -%	- -%	- -%	155 52%	- -%	155 31%	155 16%	139 16%	9 10%	4 11%	2 12%	142 16%	13 10%	155 16%
					abcefg		abceg	abce	ijm				ijm		m
E	143 14%	- -%	- -%	- -%	143 48%	- -%	143 29%	143 14%	120 14%	12 13%	8 20%	3 16%	135 16%	8 6%	143 14%
					abcefg		abceg	abce	m	m	m	m	m		m
AB	213 21%	213 100%	- -%	- -%	- -%	213 42%	- -%	213 21%	185 22%	16 18%	9 22%	3 16%	159 19%	54 38%	213 21%
		bcdefg				bcdfg		bcdf						hijkl	
DE	298 30%	- -%	- -%	- -%	298 100%	- -%	298 61%	298 30%	260 31%	21 23%	12 30%	6 28%	277 32%	21 15%	298 30%
					abcefg		abceg	abce	im		m	m	im		m
ABC1	507 51%	213 100%	294 100%	- -%	- -%	507 100%	- -%	507 51%	428 50%	50 56%	19 49%	9 47%	412 48%	95 68%	507 51%
		cdfg	cdfg			cdfg		cdf		l				hijkl	

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 7

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

QP2A What is the occupation of the main wage earner in your household? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
C2DE	492	-	-	194	298	-	492	492	422	40	21	11	447	45	492
	49%	-%	-%	100%	100%	-%	100%	49%	50%	44%	51%	53%	52%	32%	49%
				abeg	abeg		abeg	abe	m	m	m	m	im		m

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 8

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

QP3A (SHOWCARD) EQUIPMENT IN THE HOME - Smart TV set (a TV that connects directly to the internet, and doesn't need a computer, set-top box or games console to go online) (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	87 9%	19 7%	28 8%	40 11%	87 9%	51 10%	36 7%	10 8%	9 7%	19 10%	9 5%	22 12%	18 10%
Child has own one - elsewhere	10 1%	3 1%	5 1%	2 1%	10 1%	7 1%	3 1%	2 1%	1 1%	3 2%	1 1%	2 1%	1 *%
Household has & child makes use of	250 25%	66 24%	91 25%	93 26%	250 25%	120 24%	130 26%	33 25%	33 23%	40 22%	51 28%	47 25%	47 26%
Household has but child does not use	41 4%	15 5%	11 3%	15 4%	41 4%	19 4%	22 4%	7 6%	8 5%	6 3%	4 2%	5 3%	10 5%
Do not have in the household	610 61%	168 62%	228 63%	213 59%	610 61%	301 60%	308 62%	80 60%	88 63%	113 62%	115 64%	108 59%	105 58%
Don't know	3 *%	2 1%	1 *%	* *%	3 *%	2 *%	1 *%	1 1%	1 *%	1 1%	- -%	- -%	* *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 8

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

QP3A (SHOWCARD) EQUIPMENT IN THE HOME - Smart TV set (a TV that connects directly to the internet, and doesn't need a computer, set-top box or games console to go online) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	87 9%	10 5%	21 7%	23 12%	33 11%	32 6%	55 11%	87 9%	76 9%	5 6%	5 11%	1 3%	72 8%	15 11%	87 9%
				ae	ae		abe	a	k		k		k	k	k
Child has own one - elsewhere	10 1%	5 2%	2 1%	* *%	2 1%	7 1%	2 *%	10 1%	8 1%	1 1%	1 1%	- -%	8 1%	1 1%	10 1%
		cf													
Household has & child makes use of	250 25%	77 36%	75 25%	47 24%	52 17%	152 30%	98 20%	250 25%	213 25%	23 26%	11 27%	3 16%	211 25%	39 28%	250 25%
		bcd	df	d		dfg		df	k	k	k		k	k	k
Household has but child does not use	41 4%	7 3%	13 4%	11 5%	10 3%	20 4%	21 4%	41 4%	36 4%	2 2%	2 4%	1 6%	35 4%	6 4%	41 4%
Do not have in the household	610 61%	114 54%	182 62%	111 57%	202 68%	297 58%	313 64%	610 61%	514 61%	58 64%	22 56%	15 75%	532 62%	78 55%	610 61%
			a		aceg		a	a				hijlmn			
Don't know	3 *%	- -%	* *%	3 1%	- -%	* *%	3 1%	3 *%	2 *%	1 1%	* *%	* *%	2 *%	1 1%	3 *%
				abdeg											

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 9

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

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

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297	
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231	
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180	
Child has own one - in their bedroom	443	89	160	193	443	223	220	34	55	86	73	102	91	
	44%	33%	44%	53%	44%	45%	44%	26%	40%	47%	41%	56%	51%	
			a	abd	a				g	g	g	ghj	ghj	
Child has own one - elsewhere	11	3	5	3	11	6	6	3	1	1	4	2	1	
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	
Household has & child makes use of	440	149	164	128	440	220	220	81	67	79	85	60	68	
	44%	55%	45%	35%	44%	44%	44%	61%	48%	43%	47%	33%	38%	
		bcd	c		c			hijkl	kl	k	kl			
Household has but child does not use	22	6	4	12	22	12	10	4	2	2	2	6	6	
	2%	2%	1%	3%	2%	2%	2%	3%	2%	1%	1%	3%	3%	
				b										
Do not have in the household	83	25	31	27	83	39	44	12	14	15	17	13	14	
	8%	9%	9%	7%	8%	8%	9%	9%	10%	8%	9%	7%	8%	
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 9

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

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	443	70	132	105	136	202	241	443	350	61	23	9	378	65	443
	44%	33%	45%	54%	46%	40%	49%	44%	41%	68%	57%	45%	44%	46%	44%
		a	abdeg	a	a	a	ae	a		hijklmn	hklmn				
Child has own one - elsewhere	11	3	2	2	4	6	6	11	10	1	1	*	11	1	11
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Household has & child makes use of	440	106	136	67	131	242	198	440	394	23	14	10	381	60	440
	44%	50%	46%	35%	44%	48%	40%	44%	46%	25%	35%	50%	44%	43%	44%
		cf	c		c	cf		c	ij		i	ij	ij	i	ij
Household has but child does not use	22	6	6	3	8	11	10	22	18	2	1	1	17	4	22
	2%	3%	2%	1%	3%	2%	2%	2%	2%	2%	3%	3%	2%	3%	2%
Do not have in the household	83	28	18	17	19	47	37	83	78	4	1	1	73	10	83
	8%	13%	6%	9%	6%	9%	7%	8%	9%	4%	2%	3%	9%	7%	8%
		bdfg							ijk				jk	jk	jk

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 10

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

QP3C (SHOWCARD) EQUIPMENT IN THE HOME - Digital Video Recorder/ DVR (such as Sky+, Virgin TiVo, YouView or Freeview+) that allows you to record and store TV programmes and pause/ rewind live TV programmes. May be referred to as a PVR.) (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	85	16	29	41	85	40	45	5	11	16	13	19	22
	9%	6%	8%	11%	9%	8%	9%	4%	8%	9%	7%	10%	12%
				a						g		g	g
Child has own one - elsewhere	8	3	1	4	8	5	3	2	1	1	*	2	2
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
Household has & child makes use of	560	144	201	216	560	280	280	71	72	99	101	110	106
	56%	53%	55%	59%	56%	56%	56%	53%	52%	54%	56%	60%	59%
Household has but child does not use	76	36	26	14	76	39	37	17	19	14	12	8	6
	8%	13%	7%	4%	8%	8%	7%	13%	14%	8%	6%	4%	3%
		bcd	c		c			jkl	ijkl	l			
Do not have in the household	269	74	107	88	269	135	134	38	36	52	54	45	43
	27%	27%	29%	24%	27%	27%	27%	29%	26%	29%	30%	24%	24%
Don't know	1	-	-	1	1	*	1	-	-	-	-	*	1
	*%	-%	-%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 10

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

QP3C (SHOWCARD) EQUIPMENT IN THE HOME - Digital Video Recorder/ DVR (such as Sky+, Virgin TiVo, YouView or Freeview+) that allows you to record and store TV programmes and pause/ rewind live TV programmes. May be referred to as a PVR.) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	85 9%	15 7%	18 6%	18 9%	34 12% be	33 6%	53 11% be	85 9%	72 9%	9 10%	4 9%	1 5%	72 8%	13 9%	85 9%
Child has own one - elsewhere	8 1%	2 1%	4 1%	1 1%	2 1%	5 1%	3 1%	8 1%	6 1%	1 1%	1 3% hlmn	* *%	8 1%	1 *%	8 1%
Household has & child makes use of	560 56%	143 67% dfg	179 61% df	115 59% df	123 41%	322 63% dfg	238 48% d	560 56% df	467 55%	58 64% hln	24 59%	12 58%	482 56%	78 56%	560 56%
Household has but child does not use	76 8%	15 7%	22 7%	17 9%	22 7%	37 7%	39 8%	76 8%	66 8%	5 6%	3 9%	1 7%	60 7%	17 12% ln	76 8%
Do not have in the household	269 27%	38 18%	72 24% a	43 22%	116 39% abcefg	110 22%	158 32% abcefg	269 27% ae	238 28% ij	17 19%	8 21%	6 29% i	237 28% i	32 23%	269 27% i
Don't know	1 *%	* *%	- -%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	- -%	- -%	* 1% hln	1 *%	* *%	1 *%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 11

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

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

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	205	12	54	139	205	106	99	3	9	33	21	70	69
	20%	4%	15%	38%	20%	21%	20%	2%	6%	18%	12%	38%	38%
			a	abd	ab					gh	g	ghij	ghij
Child has own one - elsewhere	45	5	19	21	45	25	20	5	*	10	9	11	11
	4%	2%	5%	6%	4%	5%	4%	3%	*%	5%	5%	6%	6%
			a	a	a			h		h	h	h	h
Household has & child makes use of	522	143	213	166	522	253	268	68	75	102	110	83	83
	52%	52%	58%	46%	52%	51%	54%	51%	54%	56%	61%	45%	46%
			cd		c					kl	gkl		
Household has but child does not use	113	70	32	12	113	55	59	32	37	17	15	6	6
	11%	26%	9%	3%	11%	11%	12%	24%	27%	9%	9%	3%	3%
		bcd	c		c			ijkl	ijkl	kl	kl		
Do not have in the household	115	44	46	25	115	61	54	26	18	22	25	14	11
	12%	16%	13%	7%	12%	12%	11%	19%	13%	12%	14%	8%	6%
		cd	c		c			ikl	l	l	kl		

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 11

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

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

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	205	55	63	45	41	118	86	205	177	15	8	4	171	33	205
	20%	26%	21%	23%	14%	23%	18%	20%	21%	17%	20%	20%	20%	24%	20%
		dfg	d	d		df		d							
Child has own one - elsewhere	45	10	16	8	11	26	19	45	42	*	1	1	38	7	45
	4%	5%	5%	4%	4%	5%	4%	4%	5%	*%	4%	6%	4%	5%	4%
									i		i	i	i	i	i
Household has & child makes use of	522	128	158	100	135	287	235	522	451	41	20	9	444	77	522
	52%	60%	54%	51%	45%	56%	48%	52%	53%	45%	51%	46%	52%	55%	52%
		cdfg	d			df		d							
Household has but child does not use	113	16	40	23	34	56	57	113	89	17	5	3	98	16	113
	11%	8%	14%	12%	11%	11%	12%	11%	10%	19%	12%	14%	11%	11%	11%
			a							hlmn					
Do not have in the household	115	4	17	19	76	20	95	115	90	16	6	3	108	8	115
	12%	2%	6%	10%	26%	4%	19%	12%	11%	18%	14%	14%	13%	5%	12%
			a	ae	abcefg		abceg	abe	m	hlmn	m	m	m		m

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 12

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

QP3E (SHOWCARD) EQUIPMENT IN THE HOME - Tablet computer - like an iPad, Kindle Fire, Samsung Galaxy Tab, Google Nexus 7, Google Nexus 10 (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	273	46	94	134	273	132	141	14	31	47	47	71	63
	27%	17%	26%	37%	27%	26%	28%	11%	22%	26%	26%	39%	35%
			a	abd	a				g	g	g	ghij	ghij
Child has own one - elsewhere	68	17	29	21	68	29	39	8	9	15	15	6	15
	7%	6%	8%	6%	7%	6%	8%	6%	6%	8%	8%	3%	8%
										k	k		k
Household has & child makes use of	281	83	120	78	281	144	137	44	39	58	62	42	36
	28%	31%	33%	21%	28%	29%	27%	33%	28%	32%	34%	23%	20%
		c	cd		c			kl		kl	kl		
Household has but child does not use	86	31	28	27	86	44	42	15	16	13	15	16	11
	9%	11%	8%	7%	9%	9%	8%	11%	11%	7%	9%	9%	6%
Do not have in the household	291	96	92	104	291	151	140	51	45	51	41	49	54
	29%	35%	25%	29%	29%	30%	28%	38%	32%	28%	23%	27%	30%
		bcd						ijk	j				
Don't know	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 12

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

QP3E (SHOWCARD) EQUIPMENT IN THE HOME - Tablet computer - like an iPad, Kindle Fire, Samsung Galaxy Tab, Google Nexus 7, Google Nexus 10 (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	273 27%	63 30%	82 28%	58 30%	70 24%	145 29%	128 26%	273 27%	220 26%	38 43%	10 26%	5 23%	230 27%	43 31%	273 27%
Child has own one - elsewhere	68 7%	21 10% df	21 7%	11 6%	16 5%	42 8% f	27 5%	68 7%	57 7%	5 5%	4 10%	2 12% hiln	51 6%	17 12% hiln	68 7%
Household has & child makes use of	281 28%	86 40% bcdfg	85 29% df	53 27% d	58 19%	171 34% dfg	110 22%	281 28% df	240 28%	21 23%	13 33% i	7 35% hiln	235 27%	46 33% i	281 28%
Household has but child does not use	86 9%	16 8%	32 11% d	19 10%	19 6%	48 9%	38 8%	86 9%	75 9%	5 5%	4 10%	2 12% i	74 9%	12 9%	86 9%
Do not have in the household	291 29%	27 13%	74 25% ae	54 28% ae	135 45% abcefg	102 20% a	189 38% abceg	291 29% ae	258 30% jkm	22 24% m	8 21%	3 17%	269 31% jkm	22 16%	291 29% jkm
Don't know	* *0%	- -0%	- -0%	- -0%	* *0%	- -0%	* *0%	* *0%	- -0%	- -0%	- -0%	* *0% hln	* *0%	- -0%	* *0%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 13

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

QP3F (SHOWCARD) EQUIPMENT IN THE HOME - Any type of mobile phone, including Smartphone - (iPhone/ Samsung Galaxy/ BlackBerry etc.) (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one	409	10	116	283	409	205	204	4	6	54	62	147	136
	41%	4%	32%	78%	41%	41%	41%	3%	4%	29%	34%	80%	76%
			a	abd	ab					gh	gh	ghij	ghij
Household has & child makes use of	139	50	65	23	139	68	71	24	26	32	33	11	12
	14%	19%	18%	6%	14%	14%	14%	18%	19%	18%	18%	6%	7%
		cd	cd		c			kl	kl	kl	kl		
Household has but child does not use	400	193	161	46	400	201	199	94	99	85	76	21	24
	40%	71%	44%	13%	40%	40%	40%	71%	71%	46%	42%	12%	14%
		bcd	c		c			ijkl	ijkl	kl	kl		
Do not have in the household	51	19	22	11	51	26	26	10	9	12	10	4	7
	5%	7%	6%	3%	5%	5%	5%	7%	6%	7%	5%	2%	4%
		c	c					k	k	k			
Don't know	1	-	1	*	1	*	1	-	-	-	1	*	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	-%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 13

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

QP3F (SHOWCARD) EQUIPMENT IN THE HOME - Any type of mobile phone, including Smartphone - (iPhone/ Samsung Galaxy/ BlackBerry etc.) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
	41%	45%	42%	43%	37%	43%	39%	41%	41%	36%	43%	45%	41%	42%	41%
		d				d									
Household has & child makes use of	139	29	44	24	41	73	66	139	128	4	4	2	122	17	139
	14%	14%	15%	13%	14%	14%	13%	14%	15%	5%	10%	9%	14%	12%	14%
									ik				i	i	i
Household has but child does not use	400	82	119	76	122	202	198	400	325	51	16	7	337	62	400
	40%	39%	41%	39%	41%	40%	40%	40%	38%	57%	40%	37%	39%	44%	40%
										hijklmn					
Do not have in the household	51	6	9	11	25	15	36	51	45	2	3	2	49	3	51
	5%	3%	3%	6%	8%	3%	7%	5%	5%	3%	6%	9%	6%	2%	5%
					abeg		abe	e	m		m	imn	m		
Don't know	1	*	-	-	1	*	1	1	1	-	*	-	1	-	1
	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	1%	-%	*%	-%	*%
											hn				

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 14

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

QP3G (SHOWCARD) EQUIPMENT IN THE HOME - Portable media player - like an iPod Touch - that can be used to go online (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	181	12	62	107	181	93	88	5	8	32	29	56	51
	18%	5%	17%	29%	18%	19%	18%	3%	5%	18%	16%	30%	28%
Child has own one - elsewhere	25	5	14	7	25	14	11	4	1	8	6	2	5
	3%	2%	4%	2%	3%	3%	2%	3%	1%	4%	3%	1%	3%
Household has & child makes use of	82	26	37	19	82	36	45	11	16	15	22	11	8
	8%	10%	10%	5%	8%	7%	9%	8%	11%	8%	12%	6%	5%
Household has but child does not use	98	42	34	22	98	48	49	20	22	17	17	11	11
	10%	15%	9%	6%	10%	10%	10%	15%	15%	9%	9%	6%	6%
Do not have in the household	614	187	217	209	614	308	306	94	94	110	107	104	105
	61%	69%	60%	57%	61%	62%	61%	70%	67%	60%	59%	57%	58%
Don't know	*	-	-	*	*	*	-	-	-	-	-	*	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 14

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

QP3G (SHOWCARD) EQUIPMENT IN THE HOME - Portable media player - like an iPod Touch - that can be used to go online (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	181 18%	55 26% bcdfg	57 19% df	36 18% d	33 11%	112 22% dfg	69 14%	181 18% df	151 18%	18 20%	9 21%	3 17%	146 17%	35 25% hln	181 18%
Child has own one - elsewhere	25 3%	9 4% f	7 2%	3 2%	6 2%	16 3%	9 2%	25 3%	22 3%	2 2%	1 2%	1 3%	19 2%	6 4%	25 3%
Household has & child makes use of	82 8%	24 11% df	27 9% d	17 9% d	14 5%	51 10% df	31 6%	82 8% d	69 8%	9 10%	3 7%	1 5%	66 8%	16 11% k	82 8%
Household has but child does not use	98 10%	26 12%	32 11%	15 8%	25 8%	58 11% f	40 8%	98 10%	84 10%	5 6%	6 15% hiln	2 12% i	78 9%	20 14% il	98 10%
Do not have in the household	614 61%	99 46%	172 58% a	123 63% ae	220 74% abceg	271 53%	343 70% abeg	614 61% ae	523 62% jm	56 62% m	22 54%	13 63% m	550 64% jm	64 46%	614 61% m
Don't know	* *%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* 1% hln	- -%	* *%	- -%	* *%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 15

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

QP3H (SHOWCARD) EQUIPMENT IN THE HOME - Games console connected to a TV - like a Wii, Xbox or PlayStation (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	262	31	95	136	262	195	68	22	9	69	26	103	33
	26%	11%	26%	37%	26%	39%	14%	17%	6%	38%	14%	56%	18%
			a	abd	a	f		h		ghjl	h	ghijl	h
Child has own one - elsewhere	69	15	31	24	69	44	25	9	5	18	12	16	7
	7%	5%	8%	7%	7%	9%	5%	7%	4%	10%	7%	9%	4%
						f				hl		hl	
Household has & child makes use of	345	95	137	113	345	156	189	53	42	63	74	40	73
	35%	35%	38%	31%	35%	31%	38%	40%	30%	34%	41%	22%	41%
			c				e	k		k	hk		hk
Household has but child does not use	82	35	26	21	82	15	67	9	26	4	23	2	18
	8%	13%	7%	6%	8%	3%	13%	7%	19%	2%	13%	1%	10%
		bcd					e	ik	gikl		ik		ik
Do not have in the household	238	96	73	69	238	88	151	39	57	27	46	22	48
	24%	35%	20%	19%	24%	18%	30%	29%	41%	15%	25%	12%	27%
		bcd			c		e	ik	gijkl		ik		ik
Don't know	2	1	1	*	2	2	-	1	-	1	-	*	-
	*%	*%	*%	*%	*%	*%	-%	1%	-%	1%	-%	*%	-%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 15

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

QP3H (SHOWCARD) EQUIPMENT IN THE HOME - Games console connected to a TV - like a Wii, Xbox or PlayStation (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	262	46	74	59	83	120	142	262	209	35	12	6	221	42	262
	26%	22%	25%	31%	28%	24%	29%	26%	25%	39%	30%	30%	26%	30%	26%
				ae			ae			hln					
Child has own one - elsewhere	69	19	15	16	20	34	35	69	56	8	4	2	62	7	69
	7%	9%	5%	8%	7%	7%	7%	7%	7%	9%	10%	8%	7%	5%	7%
		b													
Household has & child makes use of	345	85	107	65	88	192	153	345	300	25	13	6	305	40	345
	35%	40%	37%	33%	29%	38%	31%	35%	35%	28%	34%	32%	35%	29%	35%
		df	d			df							i		
Household has but child does not use	82	12	26	19	26	38	45	82	70	5	4	3	69	13	82
	8%	6%	9%	10%	9%	7%	9%	8%	8%	6%	11%	13%	8%	10%	8%
												hln			
Do not have in the household	238	51	71	36	80	122	116	238	212	17	6	3	201	38	238
	24%	24%	24%	18%	27%	24%	24%	24%	25%	19%	16%	15%	23%	27%	24%
					c				jk				jk	jk	jk
Don't know	2	1	*	-	2	1	2	2	2	-	-	*	2	*	2
	*%	*%	*%	-%	1%	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 16

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

QP3I (SHOWCARD) EQUIPMENT IN THE HOME - Handheld/ portable games player - like a Nintendo DS, Sony PSP or PS Vita (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	309	62	128	120	309	183	126	31	31	76	51	76	44
	31%	23%	35%	33%	31%	37%	25%	23%	22%	42%	28%	41%	24%
			a	a	a	f				ghjl		ghjl	
Child has own one - elsewhere	74	25	32	17	74	40	33	14	11	17	15	9	8
	7%	9%	9%	5%	7%	8%	7%	10%	8%	10%	8%	5%	4%
		c	c		c			l		l			
Household has & child makes use of	123	42	49	32	123	60	63	21	21	25	24	14	18
	12%	15%	13%	9%	12%	12%	13%	16%	15%	13%	13%	8%	10%
		c	c					k	k	k			
Household has but child does not use	87	19	28	41	87	29	58	7	12	8	20	14	27
	9%	7%	8%	11%	9%	6%	12%	5%	8%	4%	11%	7%	15%
				a			e				gi		ghik
Do not have in the household	405	124	128	153	405	187	218	61	64	57	71	69	83
	40%	46%	35%	42%	40%	37%	44%	46%	46%	31%	39%	38%	46%
		b		b	b		e	i	i				i
Don't know	2	1	*	1	2	1	1	*	1	-	*	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	-%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 16

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

QP31 (SHOWCARD) EQUIPMENT IN THE HOME - Handheld/ portable games player - like a Nintendo DS, Sony PSP or PS Vita (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	309 31%	64 30%	93 32%	67 34%	85 29%	157 31%	152 31%	309 31%	254 30%	38 42% hijkl	12 30%	5 26%	255 30%	54 39% hkl	309 31%
Child has own one - elsewhere	74 7%	24 11% dfg	21 7%	18 9% d	11 4%	44 9% d	29 6%	74 7% d	64 8%	5 6%	2 5%	2 10%	63 7%	10 7%	74 7%
Household has & child makes use of	123 12%	22 10%	36 12%	29 15%	36 12%	58 11%	65 13%	123 12%	109 13%	7 8%	4 10%	2 11%	110 13%	13 9%	123 12%
Household has but child does not use	87 9%	20 9%	28 10%	12 6%	27 9%	48 9%	39 8%	87 9%	69 8%	11 12%	4 11%	2 12%	75 9%	12 8%	87 9%
Do not have in the household	405 40%	83 39%	116 39%	68 35%	137 46% ce	199 39%	206 42%	405 40%	351 41% i	29 32%	17 42% i	8 41%	354 41% i	51 36%	405 40% i
Don't know	2 *%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	2 *%	2 *%	- -%	* 1%	- -%	2 *%	* *%	2 *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 17

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

QP3J (SHOWCARD) EQUIPMENT IN THE HOME - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	136	16	50	70	136	56	79	6	10	21	29	30	40
	14%	6%	14%	19%	14%	11%	16%	4%	7%	12%	16%	16%	22%
			a	abd	a		e			g	gh	gh	ghi
Child has own one - elsewhere	11	2	6	3	11	5	6	1	1	3	4	2	1
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Household has & child makes use of	194	49	71	73	194	97	96	27	22	35	36	35	39
	19%	18%	19%	20%	19%	19%	19%	20%	16%	19%	20%	19%	22%
Household has but child does not use	394	130	138	126	394	202	192	61	69	74	64	68	59
	39%	48%	38%	35%	39%	40%	38%	46%	50%	40%	36%	37%	33%
		bcd						jl	jkl				
Do not have in the household	263	75	98	90	263	138	125	39	37	50	48	50	40
	26%	28%	27%	25%	26%	28%	25%	29%	26%	27%	27%	27%	22%
Don't know	2	*	1	1	2	1	1	-	*	1	-	-	1
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	*%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 17

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

QP3J (SHOWCARD) EQUIPMENT IN THE HOME - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	136 14%	42 20% bdfg	32 11%	33 17% bd	29 10%	74 15% d	62 13%	136 14% d	121 14%	9 10%	4 10%	2 12%	107 12%	29 20% hijklm	136 14%
Child has own one - elsewhere	11 1%	- -%	5 2% a	2 1%	5 2% a	5 1%	6 1%	11 1%	11 1%	- -%	* 1%	- -%	10 1%	1 1%	11 1%
Household has & child makes use of	194 19%	42 20%	70 24% df	36 18%	46 16%	112 22% df	82 17%	194 19%	167 20% jk	20 22% jk	5 13%	2 8%	168 20% jk	26 18% k	194 19% jk
Household has but child does not use	394 39%	87 41%	118 40%	71 37%	117 39%	206 41%	189 38%	394 39%	324 38%	41 46%	22 55% hklmn	7 37%	337 39%	57 41%	394 39%
Do not have in the household	263 26%	41 19%	69 24%	52 27% a	101 34% abeg	110 22%	153 31% abeg	263 26% ae	226 27% m	21 23%	8 21%	8 42% hijlmn	236 28% m	27 19%	263 26% m
Don't know	2 *%	1 1%	* *%	* *%	- -%	1 *%	* *%	2 *%	1 *%	- -%	* 1%	* 1% hln	1 *%	1 1%	2 *%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 18

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

QP3K (SHOWCARD) EQUIPMENT IN THE HOME - DVD player/ DVD recorder/ Blu-ray recorder (Fixed or portable) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	259	53	99	107	259	121	138	18	35	51	48	52	55
	26%	19%	27%	29%	26%	24%	28%	13%	25%	28%	27%	28%	31%
			a	a	a				g	g	g	g	g
Child has own one - elsewhere	5	1	3	1	5	3	2	1	*	1	2	1	*
	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	*%
Household has & child makes use of	454	131	159	164	454	227	227	70	61	78	81	79	85
	45%	48%	44%	45%	45%	45%	45%	53%	43%	43%	45%	43%	48%
								ik					
Household has but child does not use	119	45	37	37	119	60	59	19	26	18	18	22	15
	12%	16%	10%	10%	12%	12%	12%	14%	18%	10%	10%	12%	8%
		bcd							ijl				
Do not have in the household	162	43	64	55	162	89	73	25	18	33	31	30	24
	16%	16%	18%	15%	16%	18%	15%	19%	13%	18%	17%	17%	13%
Don't know	1	-	1	-	1	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 18

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

QP3K (SHOWCARD) EQUIPMENT IN THE HOME - DVD player/ DVD recorder/ Blu-ray recorder (Fixed or portable) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	259 26%	38 18%	68 23%	64 33% abeg	89 30% abe	106 21%	153 31% abeg	259 26% ae	214 25%	32 36% hjlmn	8 20%	6 28%	223 26%	37 26%	259 26%
Child has own one - elsewhere	5 1%	1 1%	2 1%	1 1%	1 *%	3 1%	2 *%	5 1%	4 *%	- -%	1 3% hiln	* 1%	3 *%	2 2% l	5 1%
Household has & child makes use of	454 45%	120 56% cdfg	150 51% cdf	78 40%	107 36%	270 53% cdfg	184 37%	454 45% df	390 46% i	34 38%	21 53% il	9 47%	384 45%	70 50% i	454 45%
Household has but child does not use	119 12%	26 12%	38 13%	17 9%	39 13%	63 12%	56 11%	119 12%	99 12%	11 13%	6 15%	2 12%	105 12%	14 10%	119 12%
Do not have in the household	162 16%	28 13%	36 12%	35 18% be	63 21% abeg	64 13%	98 20% abeg	162 16% e	143 17% j	13 14%	4 9%	2 12%	144 17% j	18 12%	162 16% j
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 19

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

QP3L (SHOWCARD) EQUIPMENT IN THE HOME - E-Book reader - like a standard Kindle, Sony Reader, Kobo eReader or Nook eReader (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	60	6	22	32	60	20	40	3	3	7	15	10	22
	6%	2%	6%	9%	6%	4%	8%	2%	2%	4%	8%	6%	12%
			a	ad	a		e				ghi		ghik
Child has own one - elsewhere	9	3	2	5	9	3	6	1	1	1	1	1	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%
Household has & child makes use of	53	13	19	20	53	21	32	5	8	4	15	11	9
	5%	5%	5%	6%	5%	4%	6%	4%	6%	2%	8%	6%	5%
											i	i	
Household has but child does not use	146	40	51	55	146	79	67	20	20	27	23	32	24
	15%	15%	14%	15%	15%	16%	13%	15%	14%	15%	13%	17%	13%
Do not have in the household	727	209	268	250	727	375	353	103	106	142	126	129	120
	73%	77%	74%	69%	73%	75%	71%	77%	76%	78%	70%	70%	67%
		c						l	l	l			
Don't know	4	2	1	1	4	2	2	1	1	1	*	*	1
	*%	1%	*%	*%	*%	*%	*%	*%	1%	1%	*%	*%	1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 19

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

QP3L (SHOWCARD) EQUIPMENT IN THE HOME - E-Book reader - like a standard Kindle, Sony Reader, Kobo eReader or Nook eReader (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	60 6%	24 11% bcdfg	15 5%	12 6% d	9 3%	38 8% df	21 4%	60 6% d	54 6%	4 4%	1 3%	1 4%	45 5%	14 10% ijkln	60 6%
Child has own one - elsewhere	9 1%	4 2% f	4 1%	1 *% *	1 *% *	7 1%	2 *% *	9 1%	7 1%	1 1%	1 1%	* 1%	5 1%	4 3% hln	9 1%
Household has & child makes use of	53 5%	23 11% bcdfg	18 6% df	6 3%	6 2%	41 8% cdfg	12 2%	53 5% df	45 5%	4 5%	2 6%	1 5%	45 5%	8 5%	53 5%
Household has but child does not use	146 15%	46 21% cdfg	49 17% df	27 14% d	24 8%	95 19% dfg	51 10%	146 15% df	123 14%	14 15%	7 19%	3 14%	117 14%	29 21% hln	146 15%
Do not have in the household	727 73%	116 54%	209 71% ae	147 76% ae	256 86% abceg	325 64% a	403 82% abceg	727 73% ae	617 73% m	67 75% m	28 71% m	15 74% m	644 75% m	84 60% m	727 73% m
Don't know	4 *%	2 1%	- -%	1 *% *	2 1%	2 *% *	3 1%	4 *% *	4 *% -	- -%	* *% *	* *% *	3 *% *	1 1%	4 *% *

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 20

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

QP3M (SHOWCARD) EQUIPMENT IN THE HOME - Educational games system - such as VTech or Leapster (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	63	39	17	7	63	27	36	17	22	7	10	2	5
	6%	14%	5%	2%	6%	5%	7%	13%	16%	4%	6%	1%	3%
		bcd	c		c			ijkl	ijkl		k		
Child has own one - elsewhere	16	13	2	1	16	7	9	6	7	1	1	-	1
	2%	5%	1%	*%	2%	1%	2%	4%	5%	1%	1%	-%	1%
		bcd			c			ijkl	ijkl				
Household has & child makes use of	58	24	24	10	58	24	33	11	12	8	16	5	5
	6%	9%	6%	3%	6%	5%	7%	8%	9%	4%	9%	3%	3%
		cd	c		c			kl	kl		kl		
Household has but child does not use	45	8	24	13	45	26	20	5	3	17	8	4	9
	5%	3%	7%	4%	5%	5%	4%	4%	2%	9%	4%	2%	5%
			ac							ghjk			
Do not have in the household	808	185	292	330	808	412	395	91	94	149	144	173	158
	81%	68%	80%	91%	81%	82%	79%	69%	67%	81%	80%	94%	88%
			a	abd	a					gh	gh	ghijl	ghj
Don't know	10	4	4	2	10	4	5	3	2	2	2	*	2
	1%	2%	1%	*%	1%	1%	1%	2%	1%	1%	1%	*%	1%
								k					

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 20

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

QP3M (SHOWCARD) EQUIPMENT IN THE HOME - Educational games system - such as VTech or Leapster (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	63 6%	17 8%	17 6%	12 6%	17 6%	34 7%	29 6%	63 6%	55 6%	6 6%	2 5%	1 4%	54 6%	10 7%	63 6%
Child has own one - elsewhere	16 2%	4 2%	3 1%	5 2%	5 2%	7 1%	9 2%	16 2%	14 2%	1 1%	* 1%	1 4%	15 2%	1 1%	16 2%
Household has & child makes use of	58 6%	15 7%	18 6%	9 5%	16 5%	32 6%	25 5%	58 6%	54 6% ij	2 2%	1 2%	1 5%	50 6% ij	8 6%	58 6% ij
Household has but child does not use	45 5%	6 3%	11 4%	11 6%	17 6%	17 3%	28 6%	45 5%	33 4%	9 9% hln	2 5%	2 10% hln	36 4%	9 7%	45 5%
Do not have in the household	808 81%	170 80%	243 83%	157 81%	238 80%	413 81%	395 80%	808 81%	685 81%	73 81%	35 87% k	15 76%	696 81%	112 80%	808 81%
Don't know	10 1%	2 1%	2 1%	1 1%	5 2%	4 1%	6 1%	10 1%	9 1%	- -%	* 1%	* 1%	9 1%	* *%	10 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 21

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

QP3N (SHOWCARD) EQUIPMENT IN THE HOME - Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%
Child has own one - elsewhere	2	-	1	1	2	1	1	-	-	1	-	-	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	-%	-%	1%
Household has & child makes use of	8	3	2	2	8	3	5	*	3	1	2	2	*
	1%	1%	1%	1%	1%	1%	1%	*%	2% l	*%	1%	1%	*%
Household has but child does not use	20	6	12	2	20	11	10	4	2	6	6	*	2
	2%	2%	3% c	1%	2% c	2%	2%	3% k	1%	3% k	3% k	*%	1%
Do not have in the household	959	260	343	355	959	481	478	127	133	173	170	180	175
	96%	95%	94%	98% b	96%	96%	96%	96%	95%	94%	94%	98% ij	97%
Don't know	9	3	4	2	9	4	5	2	2	2	2	*	1
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 21

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

QP3N (SHOWCARD) EQUIPMENT IN THE HOME - Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Child has own one - elsewhere	2 *%	1 *%	- -%	1 1%	- -%	1 *%	1 *%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%
Household has & child makes use of	8 1%	3 2%	2 1%	1 1%	2 1%	5 1%	3 1%	8 1%	6 1%	2 2%	- -%	- -%	7 1%	1 1%	8 1%
Household has but child does not use	20 2%	6 3%	6 2%	2 1%	6 2%	12 2%	9 2%	20 2%	18 2%	1 1%	1 2%	* 1%	19 2%	1 1%	20 2%
Do not have in the household	959 96%	201 94%	285 97%	189 97%	284 95%	486 96%	473 96%	959 96%	814 96%	86 96%	39 98%	20 98%	821 95%	138 98%	959 96%
Don't know	9 1%	2 1%	1 *%	1 1%	5 2%	3 1%	7 1%	9 1%	9 1%	* *%	* *%	* 1%	9 1%	- -%	9 1%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 22

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

QP30 (SHOWCARD) EQUIPMENT IN THE HOME - MP3 player like an iPod (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	5-7	5-7	8-11	8-11	12-15	12-15
		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Child has own one - in their bedroom	233	15	86	133	233	121	113	7	8	39	46	74	58
	23%	6%	24%	36%	23%	24%	23%	5%	6%	21%	26%	40%	32%
			a	abd	a					gh	gh	ghij	ghi
Child has own one - elsewhere	28	3	12	12	28	9	19	1	2	4	8	4	8
	3%	1%	3%	3%	3%	2%	4%	1%	2%	2%	5%	2%	5%
						e					g		g
Household has & child makes use of	60	16	26	19	60	28	33	6	9	13	12	8	11
	6%	6%	7%	5%	6%	6%	7%	5%	7%	7%	7%	4%	6%
Household has but child does not use	150	60	52	38	150	76	74	30	30	28	24	19	19
	15%	22%	14%	10%	15%	15%	15%	23%	22%	15%	13%	10%	11%
		bcd			c			ijkl	jkl				
Do not have in the household	521	176	186	159	521	261	260	88	89	97	89	77	82
	52%	65%	51%	44%	52%	52%	52%	66%	64%	53%	49%	42%	46%
		bcd	c		c			ijkl	ijkl	k			
Don't know	8	2	2	4	8	6	2	1	1	2	-	3	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%
												j	

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 22

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

QP30 (SHOWCARD) EQUIPMENT IN THE HOME - MP3 player like an iPod (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Child has own one - in their bedroom	233	58	70	51	54	128	105	233	195	25	9	4	193	40	233
	23%	27%	24%	26%	18%	25%	21%	23%	23%	28%	23%	18%	22%	29%	23%
		df	d	d		d		d		k			k		
Child has own one - elsewhere	28	11	6	3	8	17	11	28	24	1	2	1	23	5	28
	3%	5%	2%	2%	3%	3%	2%	3%	3%	1%	4%	4%	3%	4%	3%
		bcfg													
Household has & child makes use of	60	17	21	10	12	38	22	60	49	6	4	1	47	14	60
	6%	8%	7%	5%	4%	8%	4%	6%	6%	7%	11%	6%	5%	10%	6%
		df				df					hln			hln	
Household has but child does not use	150	41	48	30	31	89	61	150	124	18	5	3	126	23	150
	15%	19%	16%	15%	11%	17%	12%	15%	15%	19%	13%	13%	15%	17%	15%
		df	d			df		d							
Do not have in the household	521	85	149	98	189	234	287	521	450	40	19	12	464	57	521
	52%	40%	51%	51%	63%	46%	58%	52%	53%	45%	48%	59%	54%	41%	52%
		a	a	a	abceg		abceg	ae	im			ijm	im		m
Don't know	8	2	*	2	4	2	6	8	8	-	-	*	7	1	8
	1%	1%	*%	1%	1%	*%	1%	1%	1%	-%	-%	*%	1%	1%	1%
					b		b								

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 23

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

QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Standard TV set	443	89	160	193	443	223	220	34	55	86	73	102	91
	44%	33%	44%	53%	44%	45%	44%	26%	40%	47%	41%	56%	51%
			a	abd	a				g	g	g	ghj	ghj
Any type of mobile phone, including Smartphone	409	10	116	283	409	205	204	4	6	54	62	147	136
	41%	4%	32%	78%	41%	41%	41%	3%	4%	29%	34%	80%	76%
			a	abd	ab					gh	gh	ghij	ghij
Handheld/ portable games player	309	62	128	120	309	183	126	31	31	76	51	76	44
	31%	23%	35%	33%	31%	37%	25%	23%	22%	42%	28%	41%	24%
			a	a	a	f				ghjl		ghjl	
Tablet computer	273	46	94	134	273	132	141	14	31	47	47	71	63
	27%	17%	26%	37%	27%	26%	28%	11%	22%	26%	26%	39%	35%
			a	abd	a				g	g	g	ghij	ghij
Games console connected to a TV	262	31	95	136	262	195	68	22	9	69	26	103	33
	26%	11%	26%	37%	26%	39%	14%	17%	6%	38%	14%	56%	18%
			a	abd	a	f		h		ghjl	h	ghijl	h
DVD player/ DVD recorder/ Blu-ray recorder	259	53	99	107	259	121	138	18	35	51	48	52	55
	26%	19%	27%	29%	26%	24%	28%	13%	25%	28%	27%	28%	31%
			a	a	a				g	g	g	g	g
MP3 player	233	15	86	133	233	121	113	7	8	39	46	74	58
	23%	6%	24%	36%	23%	24%	23%	5%	6%	21%	26%	40%	32%
			a	abd	a					gh	gh	ghij	ghi

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 23

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

QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
PC/ laptop/ netbook - with internet access	205 20%	12 4%	54 15% a	139 38% abd	205 20% ab	106 21%	99 20%	3 2%	9 6%	33 18% gh	21 12% g	70 38% ghij	69 38% ghij
Portable media player	181 18%	12 5%	62 17% a	107 29% abd	181 18% a	93 19%	88 18%	5 3%	8 5%	32 18% gh	29 16% gh	56 30% ghij	51 28% ghij
Radio	136 14%	16 6%	50 14% a	70 19% abd	136 14% a	56 11%	79 16% e	6 4%	10 7%	21 12% g	29 16% gh	30 16% gh	40 22% ghi
Smart TV set	87 9%	19 7%	28 8%	40 11%	87 9%	51 10%	36 7%	10 8%	9 7%	19 10% j	9 5% j	22 12% j	18 10% j
Digital Video Recorder/ DVR	85 9%	16 6%	29 8%	41 11% a	85 9%	40 8%	45 9%	5 4%	11 8%	16 9% g	13 7% g	19 10% g	22 12% g
Educational games system	63 6%	39 14% bcd	17 5% c	7 2%	63 6% c	27 5%	36 7%	17 13% ijkl	22 16% ijkl	7 4%	10 6% k	2 1%	5 3%
E-Book reader	60 6%	6 2%	22 6% a	32 9% ad	60 6% a	20 4%	40 8% e	3 2%	3 2%	7 4%	15 8% ghi	10 6%	22 12% ghik
Wearable technology	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%
ANY STANDARD/ SMART TV	462 46%	96 35%	163 45% a	203 56% abd	462 46% a	234 47%	228 46%	38 28%	58 42% g	89 48% g	74 41% g	107 58% ghij	96 53% ghj

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 23

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

QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297	
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231	
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180	
ANY GAMES CONSOLE/ PLAYER	415	73	161	181	415	261	154	38	35	103	58	120	62	
	41%	27%	44%	50%	41%	52%	31%	28%	25%	56%	32%	65%	34%	
			a	ad	a	f				ghjl		ghijl	h	
None of these	226	117	85	24	226	113	113	67	50	36	48	9	15	
	23%	43%	23%	7%	23%	23%	23%	51%	36%	20%	27%	5%	8%	
		bcd	c		c			hijkl	ikl	kl	kl			
Mean number of types of equipment (out of 15)	3.0	1.6	2.9	4.2	3.0	3.1	2.9	1.3	1.8	3.0	2.7	4.5	3.9	
			a	abd	a	f			g	gh	gh	ghijl	ghij	
Standard deviation	2.75	1.97	2.68	2.76	2.75	2.87	2.62	1.95	1.98	2.72	2.64	2.83	2.66	
Standard error	.07	.09	.11	.11	.07	.10	.09	.13	.13	.15	.15	.16	.15	
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 23

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

QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Standard TV set	443 44%	70 33%	132 45%	105 54%	136 46%	202 40%	241 49%	443 44%	350 41%	61 68%	23 57%	9 45%	378 44%	65 46%	443 44%
			a	abdeg	a	a	ae	a		hijklmn	hklmn				
Any type of mobile phone, including Smartphone	409 41%	95 45%	122 42%	83 43%	109 37%	217 43%	192 39%	409 41%	351 41%	32 36%	17 43%	9 45%	351 41%	59 42%	409 41%
		d				d									
Handheld/ portable games player	309 31%	64 30%	93 32%	67 34%	85 29%	157 31%	152 31%	309 31%	254 30%	38 42%	12 30%	5 26%	255 30%	54 39%	309 31%
										hijkln				hklmn	
Tablet computer	273 27%	63 30%	82 28%	58 30%	70 24%	145 29%	128 26%	273 27%	220 26%	38 43%	10 26%	5 23%	230 27%	43 31%	273 27%
										hijklmn					
Games console connected to a TV	262 26%	46 22%	74 25%	59 31%	83 28%	120 24%	142 29%	262 26%	209 25%	35 39%	12 30%	6 30%	221 26%	42 30%	262 26%
				ae			ae			hln					
DVD player/ DVD recorder/ Blu-ray recorder	259 26%	38 18%	68 23%	64 33%	89 30%	106 21%	153 31%	259 26%	214 25%	32 36%	8 20%	6 28%	223 26%	37 26%	259 26%
				abeg	abe		abeg	ae		hijlmn					
MP3 player	233 23%	58 27%	70 24%	51 26%	54 18%	128 25%	105 21%	233 23%	195 23%	25 28%	9 23%	4 18%	193 22%	40 29%	233 23%
		df		d		d		d		k				k	

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 23

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

QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
PC/ laptop/ netbook - with internet access	205 20%	55 26% dfg	63 21% d	45 23% d	41 14%	118 23% df	86 18%	205 20% d	177 21%	15 17%	8 20%	4 20%	171 20%	33 24%	205 20%
Portable media player	181 18%	55 26% bcdfg	57 19% df	36 18% d	33 11%	112 22% dfg	69 14%	181 18% df	151 18%	18 20%	9 21%	3 17%	146 17%	35 25% hln	181 18%
Radio	136 14%	42 20% bdfg	32 11%	33 17% bd	29 10%	74 15% d	62 13%	136 14% d	121 14%	9 10%	4 10%	2 12%	107 12%	29 20% hijkln	136 14%
Smart TV set	87 9%	10 5%	21 7%	23 12% ae	33 11% ae	32 6%	55 11% abe	87 9% a	76 9% k	5 6%	5 11% k	1 3%	72 8% k	15 11% k	87 9% k
Digital Video Recorder/ DVR	85 9%	15 7%	18 6%	18 9%	34 12% be	33 6%	53 11% be	85 9%	72 9%	9 10%	4 9%	1 5%	72 8%	13 9%	85 9%
Educational games system	63 6%	17 8%	17 6%	12 6%	17 6%	34 7%	29 6%	63 6%	55 6%	6 6%	2 5%	1 4%	54 6%	10 7%	63 6%
E-Book reader	60 6%	24 11% bcdfg	15 5%	12 6% d	9 3%	38 8% df	21 4%	60 6% d	54 6%	4 4%	1 3%	1 4%	45 5%	14 10% ijkln	60 6%
Wearable technology	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
ANY STANDARD/ SMART TV	462 46%	73 34%	139 47% a	107 55% aeg	144 48% ae	211 42% a	251 51% ae	462 46% a	366 43%	64 71%	23 58%	9 46%	393 46%	69 49%	462 46%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n										hijklmn	hkln				

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 23

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QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
ANY GAMES CONSOLE/ PLAYER	415	79	123	89	124	202	213	415	338	51	18	8	348	66	415
	41%	37%	42%	46%	42%	40%	43%	41%	40%	56%	44%	40%	41%	47%	41%
				a						hijkl				h	
None of these	226	48	68	42	68	116	110	226	205	8	8	5	199	26	226
	23%	23%	23%	21%	23%	23%	22%	23%	24%	9%	20%	23%	23%	19%	23%
									i		i	i	i	i	i
Mean number of types of equipment (out of 15)	3.0	3.1	2.9	3.4	2.8	3.0	3.0	3.0	2.9	3.6	3.1	2.8	2.9	3.5	3.0
				bdefg						hijkl				hkl	
Standard deviation	2.75	2.86	2.66	2.94	2.61	2.74	2.76	2.75	2.77	2.56	2.74	2.40	2.72	2.91	2.75
Standard error	.07	.15	.12	.16	.12	.10	.10	.07	.08	.18	.20	.17	.07	.17	.07
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 24

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QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Standard TV set	454	93	164	197	454	229	225	37	56	87	77	105	92
	45%	34%	45%	54%	45%	46%	45%	28%	40%	48%	43%	57%	51%
			a	abd	a				g	g	g	ghij	gh
Any type of mobile phone, including Smartphone	409	10	116	283	409	205	204	4	6	54	62	147	136
	41%	4%	32%	78%	41%	41%	41%	3%	4%	29%	34%	80%	76%
			a	abd	ab					gh	gh	ghij	ghij
Handheld/ portable games player	383	87	160	137	383	224	159	44	42	94	66	86	51
	38%	32%	44%	38%	38%	45%	32%	33%	30%	51%	36%	47%	28%
			ad		a	f				ghjl		ghjl	
Tablet computer	341	63	123	155	341	161	180	23	40	61	62	77	78
	34%	23%	34%	43%	34%	32%	36%	17%	29%	34%	34%	42%	43%
			a	abd	a				g	g	g	gh	ghij
Games console connected to a TV	332	46	126	160	332	239	93	32	14	88	38	119	40
	33%	17%	35%	44%	33%	48%	19%	24%	10%	48%	21%	65%	22%
			a	abd	a	f		h		ghjl	h	ghijl	h
DVD player/ DVD recorder/ Blu-ray recorder	264	54	102	108	264	124	140	19	35	53	50	53	55
	26%	20%	28%	30%	26%	25%	28%	14%	25%	29%	28%	29%	31%
			a	a	a				g	g	g	g	g
MP3 player	261	19	98	144	261	130	132	8	10	43	54	78	67
	26%	7%	27%	40%	26%	26%	26%	6%	7%	24%	30%	42%	37%
			a	abd	a					gh	gh	ghij	ghi

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
PC/ laptop/ netbook - with internet access	249 25%	17 6%	72 20%	160 44%	249 25%	130 26%	119 24%	8 6%	9 7%	42 23%	30 17%	80 44%	80 44%
			a	abd	ab					gh	gh	ghij	ghij
Portable media player	206 21%	17 6%	75 21%	114 31%	206 21%	107 21%	99 20%	9 7%	8 6%	40 22%	35 19%	58 31%	56 31%
			a	abd	a					gh	gh	ghij	ghij
Radio	147 15%	17 6%	56 15%	73 20%	147 15%	62 12%	85 17%	6 5%	11 8%	24 13%	33 18%	32 17%	41 23%
			a	ad	a		e			g	gh	gh	ghi
Smart TV set	96 10%	22 8%	32 9%	42 12%	96 10%	57 11%	39 8%	12 9%	10 7%	22 12%	10 6%	23 13%	19 10%
						f				j		j	
Digital Video Recorder/ DVR	94 9%	19 7%	30 8%	45 12%	94 9%	46 9%	48 10%	7 5%	12 8%	17 10%	13 7%	21 12%	24 13%
				ab								g	gj
Educational games system	79 8%	52 19%	20 5%	8 2%	79 8%	34 7%	46 9%	23 17%	29 21%	8 5%	11 6%	2 1%	6 3%
		bcd	c		c			ijkl	ijkl	k	k		
E-Book reader	69 7%	8 3%	24 7%	37 10%	69 7%	23 5%	46 9%	4 3%	4 3%	8 4%	16 9%	11 6%	26 14%
			a	abd	a		e				ghi		ghik
Wearable technology	3 *%	- -%	1 *%	2 1%	3 *%	2 *%	1 *%	- -%	- -%	1 1%	- -%	1 *%	1 1%
ANY STANDARD/ SMART TV	478 48%	101 37%	170 47%	208 57%	478 48%	243 49%	235 47%	41 31%	60 43%	92 50%	79 44%	111 60%	97 54%
			a	abd	a				g	g	g	ghij	ghj

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
ANY GAMES CONSOLE/ PLAYER	516	105	204	207	516	318	198	57	48	125	79	136	71
	52%	39%	56%	57%	52%	64%	40%	43%	35%	68%	44%	74%	40%
			a	ad	a	f				ghjl		ghjl	
None of these	163	87	55	20	163	77	86	46	41	23	33	8	12
	16%	32%	15%	6%	16%	15%	17%	35%	30%	12%	18%	4%	7%
		bcd	c		c			ijkl	ijkl	kl	kl		
Mean number of types of equipment (out of 15)	3.4	1.9	3.3	4.6	3.4	3.5	3.2	1.8	2.1	3.5	3.1	4.9	4.3
			a	abd	a	f				gh	gh	ghijl	ghij
Standard deviation	2.74	2.05	2.67	2.71	2.74	2.84	2.63	2.09	2.01	2.72	2.62	2.73	2.66
Standard error	.07	.10	.11	.11	.07	.10	.09	.14	.13	.15	.15	.16	.15

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Standard TV set	454 45%	73 34%	134 46%	107 55%	140 47%	208 41%	247 50%	454 45%	360 42%	62 68%	24 59%	9 45%	388 45%	66 47%	454 45%
			a	abdeg	a		ae	a		hkln	hkln				
Any type of mobile phone, including Smartphone	409 41%	95 45%	122 42%	83 43%	109 37%	217 43%	192 39%	409 41%	351 41%	32 36%	17 43%	9 45%	351 41%	59 42%	409 41%
		d				d									
Handheld/ portable games player	383 38%	88 41%	113 39%	85 44%	97 32%	201 40%	182 37%	383 38%	319 38%	43 48%	14 36%	7 36%	319 37%	64 46%	383 38%
		d		d		d		d		hijkl				hijkl	
Tablet computer	341 34%	84 39%	103 35%	69 35%	86 29%	187 37%	155 31%	341 34%	277 33%	43 48%	14 36%	7 35%	282 33%	60 43%	341 34%
		df				df				hijkl				hln	
Games console connected to a TV	332 33%	65 31%	89 30%	75 39%	102 34%	154 30%	177 36%	332 33%	265 31%	43 48%	16 40%	8 38%	283 33%	49 35%	332 33%
				be			e			hlmn	h				
DVD player/ DVD recorder/ Blu-ray recorder	264 26%	39 18%	70 24%	65 33%	90 30%	110 22%	155 31%	264 26%	217 26%	32 36%	9 23%	6 29%	225 26%	39 28%	264 26%
				abeg	abe		abeg	ae		hjl					
MP3 player	261 26%	69 32%	76 26%	55 28%	61 21%	145 29%	116 24%	261 26%	219 26%	26 29%	11 28%	4 22%	216 25%	45 32%	261 26%
		dfg		d		df		d						kl	

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
PC/ laptop/ netbook - with internet access	249	65	79	53	53	144	106	249	219	16	9	5	210	40	249
	25%	30%	27%	27%	18%	28%	21%	25%	26%	17%	23%	26%	24%	28%	25%
		df	df	d		df		d	i			i	i	i	i
Portable media player	206	64	63	39	40	128	79	206	173	20	9	4	165	41	206
	21%	30%	22%	20%	13%	25%	16%	21%	20%	22%	24%	20%	19%	29%	21%
		bcd	df	d		df		df					hkl		
Radio	147	42	37	35	34	79	68	147	132	9	4	2	117	30	147
	15%	20%	12%	18%	11%	15%	14%	15%	15%	10%	11%	12%	14%	21%	15%
		bdf		d					i					ijkl	
Smart TV set	96	15	24	23	35	39	57	96	84	6	5	1	80	16	96
	10%	7%	8%	12%	12%	8%	12%	10%	10%	7%	13%	3%	9%	12%	10%
				e	e		ae		k		k		k	k	k
Digital Video Recorder/ DVR	94	17	22	19	36	38	56	94	79	10	5	1	80	14	94
	9%	8%	7%	10%	12%	8%	11%	9%	9%	11%	12%	5%	9%	10%	9%
					be		be				k				
Educational games system	79	21	20	16	22	41	39	79	69	7	2	2	68	11	79
	8%	10%	7%	8%	7%	8%	8%	8%	8%	7%	6%	8%	8%	8%	8%
E-Book reader	69	27	18	13	10	46	23	69	61	5	2	1	51	18	69
	7%	13%	6%	7%	3%	9%	5%	7%	7%	5%	4%	6%	6%	13%	7%
		bcd				df		d						hijkl	
Wearable technology	3	2	-	1	-	2	1	3	3	-	-	-	3	-	3
	*%	1%	-%	1%	-%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%
ANY STANDARD/ SMART TV	478	79	142	109	149	220	258	478	381	64	24	9	408	71	478
	48%	37%	48%	56%	50%	43%	52%	48%	45%	71%	60%	47%	47%	50%	48%
			a	aeg	ae		ae	a		hijklmn	hklmn				

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 24

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QP3A-O - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
ANY GAMES CONSOLE/ PLAYER	516 52%	110 52%	147 50%	111 57%	147 49%	258 51%	258 53%	516 52%	426 50%	57 63% hkin	22 56%	10 52%	437 51%	79 57%	516 52%
None of these	163 16%	30 14%	46 16%	32 17%	54 18%	76 15%	87 18%	163 16%	146 17% i	8 8%	5 13%	3 17% i	144 17% i	19 14%	163 16% i
Mean number of types of equipment (out of 15)	3.4	3.6 d	3.3	3.8 bdefg	3.1	3.4 d	3.4	3.4 d	3.3	3.9 hkin	3.6	3.3	3.3	3.9 hkin	3.4
Standard deviation	2.74	2.80	2.65	2.92	2.63	2.71	2.77	2.74	2.77	2.53	2.71	2.54	2.72	2.82	2.74
Standard error	.07	.15	.12	.16	.12	.09	.10	.07	.08	.18	.20	.18	.07	.16	.07
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 25

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

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 15

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
NONE	163	87	55	20	163	77	86	46	41	23	33	8	12
	16%	32%	15%	6%	16%	15%	17%	35%	30%	12%	18%	4%	7%
		bcd	c		c			ijkl	ijkl	kl	kl		
1-2	281	99	111	72	281	141	140	51	47	56	54	33	39
	28%	36%	30%	20%	28%	28%	28%	39%	34%	31%	30%	18%	21%
		cd	c		c			kl	kl	kl	kl		
3-4	240	56	89	95	240	108	132	20	36	43	46	45	50
	24%	20%	25%	26%	24%	22%	26%	15%	26%	24%	26%	24%	28%
						e		g	g	g	g	g	g
5-15	316	31	108	177	316	174	141	15	15	61	47	98	79
	32%	11%	30%	49%	32%	35%	28%	12%	11%	33%	26%	53%	44%
			a	abd	a	f				gh	gh	ghijl	ghij
Mean number of types of equipment (out of 15)	3.4	1.9	3.3	4.6	3.4	3.5	3.2	1.8	2.1	3.5	3.1	4.9	4.3
			a	abd	a	f				gh	gh	ghijl	ghij
Standard deviation	2.74	2.05	2.67	2.71	2.74	2.84	2.63	2.09	2.01	2.72	2.62	2.73	2.66
Standard error	.07	.10	.11	.11	.07	.10	.09	.14	.13	.15	.15	.16	.15
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 25

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

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 15

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
NONE	163 16%	30 14%	46 16%	32 17%	54 18%	76 15%	87 18%	163 16%	146 17% i	8 8%	5 13%	3 17% i	144 17% i	19 14%	163 16% i
1-2	281 28% c	61 29% c	86 29% c	41 21%	93 31% c	147 29% c	134 27%	281 28% c	245 29% m	20 23%	11 28%	5 24%	252 29% m	29 21%	281 28% m
3-4	240 24%	47 22%	75 25%	44 23%	74 25%	122 24%	118 24%	240 24%	197 23%	30 33% hjl n	9 21%	5 26%	200 23%	41 29%	240 24%
5-15	316 32% d	74 35% d	88 30%	77 39% bdefg	77 26%	162 32% d	154 31%	316 32% d	262 31%	32 36%	15 37%	7 33%	264 31%	51 37%	316 32%
Mean number of types of equipment (out of 15)	3.4	3.6 d	3.3	3.8 bdefg	3.1	3.4 d	3.4	3.4 d	3.3	3.9 hkln	3.6	3.3	3.3	3.9 hkln	3.4
Standard deviation	2.74	2.80	2.65	2.92	2.63	2.71	2.77	2.74	2.77	2.53	2.71	2.54	2.72	2.82	2.74
Standard error	.07	.15	.12	.16	.12	.09	.10	.07	.08	.18	.20	.18	.07	.16	.07
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 26

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

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

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Standard TV set	895	242	328	325	895	449	446	118	124	166	162	165	160
	89%	89%	90%	89%	89%	90%	89%	89%	89%	91%	90%	90%	89%
PC/ laptop/ netbook - with internet access	771	159	285	327	771	384	387	75	84	145	140	164	163
	77%	58%	78%	90%	77%	77%	78%	56%	60%	79%	78%	89%	91%
			a	abd	a					gh	gh	ghij	ghij
DVD player/ DVD recorder/ Blu-ray recorder	719	185	262	272	719	351	367	89	96	131	131	131	140
	72%	68%	72%	75%	72%	70%	74%	67%	69%	71%	72%	71%	78%
				a									gh
Games console connected to a TV	677	141	263	273	677	395	282	85	56	151	112	160	114
	68%	52%	72%	75%	68%	79%	56%	63%	40%	82%	62%	87%	63%
			a	ad	a	f		h		ghjl	h	ghjl	h
Digital Video Recorder/ DVR	654	162	231	261	654	326	328	78	84	117	114	131	130
	65%	59%	64%	72%	65%	65%	66%	59%	60%	64%	63%	71%	72%
				abd	a							gh	ghij
Tablet computer	623	146	243	233	623	305	317	67	79	119	124	119	114
	62%	54%	67%	64%	62%	61%	63%	50%	57%	65%	69%	65%	64%
			a	a	a					g	gh	g	g
Any type of mobile phone, including Smartphone	548	61	180	306	548	273	275	29	32	86	95	158	148
	55%	22%	50%	84%	55%	55%	55%	22%	23%	47%	52%	86%	83%
			a	abd	a					gh	gh	ghij	ghij
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 26

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

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

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Handheld/ portable games player	506	128	208	169	506	284	222	65	63	118	90	100	69
	51%	47%	57%	47%	51%	57%	44%	49%	45%	65%	50%	54%	39%
			acd			f		l		ghjkl	l	l	
Smart TV set	346	88	123	135	346	177	169	45	43	62	61	70	65
	35%	32%	34%	37%	35%	35%	34%	34%	31%	34%	34%	38%	36%
Radio	341	67	127	147	341	159	182	34	33	59	68	66	80
	34%	24%	35%	40%	34%	32%	36%	25%	24%	32%	38%	36%	45%
			a	ad	a					gh	gh	gh	ghi
MP3 player	321	34	124	163	321	157	164	15	20	57	67	86	77
	32%	13%	34%	45%	32%	31%	33%	11%	14%	31%	37%	47%	43%
			a	abd	a					gh	gh	ghij	ghi
Portable media player	288	43	112	133	288	143	145	19	24	55	57	69	64
	29%	16%	31%	37%	29%	29%	29%	14%	17%	30%	31%	37%	36%
			a	ad	a					gh	gh	gh	gh
Educational games system	137	75	43	18	137	58	79	34	41	16	27	7	11
	14%	28%	12%	5%	14%	12%	16%	26%	30%	9%	15%	4%	6%
		bcd	c		c		e	ijkl	ijkl	k	ikl		
E-Book reader	122	21	43	57	122	44	78	9	12	12	31	23	35
	12%	8%	12%	16%	12%	9%	16%	7%	9%	7%	17%	12%	19%
				ad	a		e				ghi	i	ghik
Wearable technology	11	3	4	4	11	5	6	*	3	2	2	3	1
	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	2%	1%
ANY STANDARD/ SMART TV	974	263	354	357	974	490	484	129	134	179	176	183	174
	97%	96%	97%	98%	97%	98%	97%	97%	96%	98%	97%	99%	97%
												h	

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 26

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

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

Base : All parents

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
ANY GAMES CONSOLE/ PLAYER	773	181	298	294	773	434	340	98	84	168	130	168	126
	77%	66%	82%	81%	77%	87%	68%	73%	60%	92%	72%	92%	70%
			ad	a	a	f		h		ghjl	h	ghjl	h
None of these	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	1%	-%	-%	-%	-%	-%
Mean number of types of equipment (out of 15)	7.0	5.7	7.1	7.8	7.0	7.0	6.9	5.7	5.7	7.1	7.1	7.9	7.6
			a	abd	a					gh	gh	ghij	ghij
Standard deviation	2.56	2.47	2.51	2.32	2.56	2.57	2.56	2.58	2.38	2.41	2.62	2.33	2.30
Standard error	.06	.12	.10	.09	.06	.09	.09	.17	.16	.14	.15	.13	.13
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 26

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

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

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Standard TV set	895 89%	179 84%	270 92% a	174 90%	271 91% a	450 89%	445 90% a	895 89% a	753 89%	84 94% h	38 95% hln	19 95% hln	769 89%	126 90%	895 89%
PC/ laptop/ netbook - with internet access	771 77%	193 91% bcdefg	237 81% df	153 79% df	188 63%	431 85% cdfg	340 69% d	771 77% df	670 79% ik	56 63%	30 74% i	14 72%	654 76% i	117 83% ijkln	771 77% i
DVD player/ DVD recorder/ Blu-ray recorder	719 72%	159 75% d	220 75% df	142 73%	197 66%	380 75% df	339 69%	719 72% d	607 71%	66 73%	30 76%	15 76%	610 71%	109 78% l	719 72%
Games console connected to a TV	677 68%	150 70%	197 67%	140 72% d	190 64%	347 68%	330 67%	677 68%	565 67%	68 75% hmn	29 73% m	14 71%	588 68%	89 63%	677 68%
Digital Video Recorder/ DVR	654 65%	160 75% dfg	200 68% df	134 69% df	160 54%	360 71% dfg	294 60%	654 65% df	545 64%	68 75% hklmn	28 71%	13 63%	562 65%	92 66%	654 65%
Tablet computer	623 62%	170 80% bcdefg	188 64% df	121 62% df	144 48%	358 70% bcdfg	265 54%	623 62% df	517 61%	64 71% hln	28 69% hl	14 70% hln	516 60%	106 76% hln	623 62%
Any type of mobile phone, including Smartphone	548 55%	124 58% d	166 56%	107 55%	150 50%	290 57% d	258 52%	548 55%	479 56% i	37 41%	21 53% i	11 54% i	473 55% i	75 54% i	548 55% i

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 26

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

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Handheld/ portable games player	506 51%	110 52%	149 51%	114 58% defg	133 45%	259 51% d	246 50%	506 51% d	428 50%	50 56%	18 46%	9 47%	428 50%	78 55%	506 51%
Smart TV set	346 35%	92 43% bdfg	99 34%	69 36%	86 29%	191 38% df	156 32%	346 35% d	297 35% k	30 33% k	16 40% k	4 19%	291 34% k	56 40% k	346 35% k
Radio	341 34%	84 39% df	107 36% d	70 36% d	80 27%	190 37% df	150 31%	341 34% d	299 35% jk	28 32% k	9 23%	4 20%	285 33% jk	56 40% jk	341 34% jk
MP3 player	321 32%	86 40% dfg	97 33% d	65 33% d	74 25%	183 36% df	138 28%	321 32% d	268 32%	32 36%	16 39% kl	6 28%	263 31%	59 42% hkl	321 32%
Portable media player	288 29%	88 41% bcdfg	90 31% df	56 29% df	53 18%	178 35% dfg	110 22%	288 29% df	242 28%	29 32%	12 31%	5 25%	232 27%	56 40% hijkl	288 29%
Educational games system	137 14%	35 17%	38 13%	25 13%	39 13%	73 14%	64 13%	137 14%	123 14% j	8 9%	3 8%	3 13%	118 14% j	19 13%	137 14% j
E-Book reader	122 12%	50 23% bcdefg	36 12% df	19 10% d	16 5%	86 17% bcdfg	36 7%	122 12% df	106 13%	9 10%	4 10%	2 11%	96 11%	26 19% hijkl	122 12%
Wearable technology	11 1%	5 2% b	2 1%	2 1%	2 1%	7 1%	4 1%	11 1%	9 1%	2 2% jk	- -%	- -%	10 1%	1 1%	11 1%
ANY STANDARD/ SMART TV	974 97%	205 96%	292 99% acf	188 97%	290 97%	496 98%	478 97%	974 97%	827 97%	89 99%	39 97%	20 98%	840 98%	135 96%	974 97%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 26

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

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
ANY GAMES CONSOLE/ PLAYER	773	171	221	159	222	392	381	773	650	75	32	16	667	106	773
	77%	80%	75%	82% bd	75%	77%	77%	77%	76%	84% h	80%	80%	78%	76%	77%
None of these	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Mean number of types of equipment (out of 15)	7.0	7.9 bcdefg	7.1 df	7.2 df	6.0	7.5 bdfg	6.4 d	7.0 df	7.0	7.0	7.1	6.6	6.9	7.6 hijkln	7.0
Standard deviation	2.56	2.37	2.42	2.63	2.48	2.43	2.60	2.56	2.57	2.64	2.48	2.21	2.55	2.59	2.56
Standard error	.06	.13	.11	.14	.11	.08	.09	.06	.08	.18	.18	.16	.07	.15	.06
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 27

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

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

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Any type of mobile phone, including Smartphone	947	254	341	352	947	474	474	123	131	171	170	179	173
	95%	93%	94%	97%	95%	95%	95%	93%	94%	93%	94%	98%	96%
				ab								ghi	
Standard TV set	916	247	332	337	916	461	456	122	126	169	164	171	166
	92%	91%	91%	93%	92%	92%	91%	91%	90%	92%	91%	93%	92%
PC/ laptop/ netbook - with internet access	884	229	317	338	884	439	446	107	122	162	156	170	169
	88%	84%	87%	93%	88%	88%	89%	81%	87%	88%	86%	92%	94%
				abd	a					g		gj	ghij
DVD player/ DVD recorder/ Blu-ray recorder	838	230	299	309	838	411	427	108	122	149	149	153	156
	84%	84%	82%	85%	84%	82%	85%	81%	87%	82%	83%	83%	87%
Games console connected to a TV	759	176	289	294	759	410	349	94	82	154	135	162	132
	76%	65%	80%	81%	76%	82%	70%	70%	59%	84%	75%	88%	73%
			a	ad	a	f		h		ghjl	h	ghjl	h
Radio	735	197	265	273	735	361	374	94	103	133	133	134	139
	74%	72%	73%	75%	74%	72%	75%	71%	74%	72%	73%	73%	77%
Digital Video Recorder/ DVR	730	198	257	275	730	365	365	95	103	131	126	139	136
	73%	73%	71%	76%	73%	73%	73%	71%	74%	71%	70%	76%	76%
Tablet computer	708	177	272	260	708	349	359	82	95	132	139	134	125
	71%	65%	75%	71%	71%	70%	72%	62%	68%	72%	77%	73%	70%
			a	a	a					g	gh	g	

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 27

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

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

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Handheld/ portable games player	593 59%	147 54%	236 65% acd	210 58%	593 59%	312 62% f	280 56%	72 54%	75 54%	126 69% ghl	109 61%	114 62%	96 54%
MP3 player	471 47%	95 35%	176 48% a	201 55% abd	471 47% a	233 47%	238 48%	45 34%	50 36%	84 46% gh	91 51% gh	104 57% ghi	97 54% gh
Smart TV set	387 39%	103 38%	134 37%	150 41%	387 39%	196 39%	191 38%	52 39%	51 36%	69 37%	65 36%	75 41%	75 42%
Portable media player	386 39%	85 31%	146 40% a	154 42% a	386 39% a	192 38%	194 39%	40 30%	46 33%	73 40% g	74 41% g	80 43% gh	75 42% g
E-Book reader	268 27%	62 23%	94 26%	113 31% a	268 27%	123 25%	145 29%	30 22%	32 23%	39 21%	54 30% i	54 30% i	58 32% ghi
Educational games system	182 18%	83 30% bcd	67 19% c	32 9%	182 18% c	83 17%	99 20%	39 30% ijkl	44 31% ijkl	33 18% kl	35 19% kl	11 6%	21 11% k
Wearable technology	32 3%	9 3%	16 4% c	6 2%	32 3%	15 3%	16 3%	4 3%	5 3%	8 4%	8 4%	3 2%	3 2%
ANY STANDARD/ SMART TV	984 98%	268 98%	355 98%	360 99%	984 98%	495 99%	489 98%	132 99%	136 98%	179 98%	176 98%	183 100% j	177 99%
ANY GAMES CONSOLE/ PLAYER	838 84%	209 77%	319 88% ad	310 85% a	838 84% a	450 90% f	388 78%	107 81%	101 73%	172 94% ghjl	147 81% h	171 93% ghjl	139 78%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 27

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

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

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Mean number of types of equipment (out of 15)	8.8	8.4	8.9	9.1	8.8	8.8	8.8	8.3	8.5	8.9	8.9	9.2	9.0
Standard deviation	2.47	2.59	a	ad	a	2.46	2.48	2.66	2.52	gh	g	gh	gh
Standard error	.06	.12	.10	.10	.06	.08	.09	.18	.17	.13	.15	.14	.14

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 27

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

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

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Any type of mobile phone, including Smartphone	947 95%	206 97% df	285 97% df	183 94%	272 91%	492 97% dfg	456 93%	947 95% d	804 95%	88 97% jk	37 93%	18 91%	810 94%	137 98% hijklm	947 95%
Standard TV set	916 92%	185 87%	276 94% a	177 91%	279 94% a	461 91%	455 93% a	916 92% a	772 91%	86 96% h	39 98% hlmn	19 97% hlmn	786 91%	130 93%	916 92%
PC/ laptop/ netbook - with internet access	884 88%	209 98% bcdfg	278 94% dfg	176 90% df	222 74%	487 96% cdfg	397 81% d	884 88% df	759 89% i	74 82%	34 86%	17 86%	752 87% i	133 95% hijklm	884 88% i
DVD player/ DVD recorder/ Blu-ray recorder	838 84%	185 87% df	258 88% cdf	159 82%	235 79%	443 87% cdfg	395 80%	838 84% df	706 83%	77 86%	36 91% hln	18 88%	715 83%	123 88%	838 84%
Games console connected to a TV	759 76%	162 76%	223 76%	159 82% d	216 72%	385 76%	375 76%	759 76%	635 75%	73 81%	34 84% hlmn	17 84% hlmn	657 76%	102 73%	759 76%
Radio	735 74%	171 80% cdfg	225 76% df	142 73%	197 66%	396 78% dfg	339 69%	735 74% df	623 73% k	69 77% k	31 79% k	11 57%	622 72% k	113 80% hklm	735 74% k
Digital Video Recorder/ DVR	730 73%	175 82% bcdfg	222 76% df	152 78% df	181 61%	397 78% dfg	333 68% d	730 73% df	611 72%	73 81% hklm	32 79% hk	14 70%	622 72%	109 77%	730 73%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 27

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

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

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Tablet computer	708	186	220	140	162	406	303	708	592	68	32	16	590	118	708
	71%	87%	75%	72%	55%	80%	62%	71%	70%	76%	79%	82%	69%	84%	71%
		bcd	efg	df	df	bcd	fg	df			hln	hln		hilm	
Handheld/ portable games player	593	130	177	126	160	307	285	593	497	61	23	12	503	89	593
	59%	61%	60%	65%	54%	61%	58%	59%	58%	68%	57%	59%	59%	64%	59%
				d		d		d		hilm					
MP3 player	471	127	145	94	105	272	199	471	392	50	21	8	389	82	471
	47%	59%	49%	49%	35%	54%	40%	47%	46%	55%	52%	41%	45%	59%	47%
		bcd	fg	df	df	dfg		df		hklm	k			hklm	
Smart TV set	387	99	112	80	96	211	176	387	333	31	18	5	326	61	387
	39%	46%	38%	41%	32%	41%	36%	39%	39%	35%	44%	25%	38%	44%	39%
		bdfg		d		df		d	k	k	k		k	k	k
Portable media player	386	114	122	71	78	236	150	386	326	34	18	7	309	76	386
	39%	53%	42%	37%	26%	47%	30%	39%	38%	38%	45%	37%	36%	54%	39%
		bcd	fg	df	d	cd	fg	df			l			hiklm	
E-Book reader	268	96	85	47	40	181	87	268	229	23	11	5	213	56	268
	27%	45%	29%	24%	14%	36%	18%	27%	27%	25%	29%	25%	25%	40%	27%
		bcd	efg	df	df	bcd	fg	df						hijklm	
Educational games system	182	41	49	36	55	91	92	182	156	17	5	5	154	28	182
	18%	19%	17%	19%	19%	18%	19%	18%	18%	19%	13%	23%	18%	20%	18%
												j			
Wearable technology	32	11	7	4	9	19	13	32	27	3	1	*	29	2	32
	3%	5%	3%	2%	3%	4%	3%	3%	3%	4%	2%	1%	3%	2%	3%
		f													
ANY STANDARD/ SMART TV	984	208	294	189	292	502	482	984	834	90	40	20	847	137	984
	98%	98%	100%	97%	98%	99%	98%	98%	98%	100%	99%	100%	99%	97%	98%
			ac	defg						m		m			

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 27

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

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
ANY GAMES CONSOLE/ PLAYER	838	181	246	170	242	426	412	838	705	81	35	18	723	115	838
	84%	85%	83%	87%	81%	84%	84%	84%	83%	90%	87%	89%	84%	82%	84%
				d						hlmn		h			
Mean number of types of equipment (out of 15)	8.8	9.8	9.1	9.0	7.7	9.4	8.2	8.8	8.8	9.2	9.3	8.7	8.7	9.7	8.8
		bcdefg	dfg	df		bcdfg	d	df		hkln	hkln			hikln	
Standard deviation	2.47	2.12	2.26	2.45	2.52	2.23	2.56	2.47	2.50	2.40	2.11	2.33	2.48	2.24	2.47
Standard error	.06	.11	.10	.13	.11	.08	.09	.06	.08	.17	.15	.17	.07	.13	.06
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 28

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

QP4 You mentioned that your child has their own mobile phone. Is this a Smartphone? IF NECESSARY: A smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy.

Base : Parents of children with a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	~a	b	c	d	e	f	5-7 ~g	5-7 ~h	8-11 ~i	8-11 ~j	12-15 k	12-15 l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Yes	314	**	74	236	314	151	163	**	**	**	**	119	117
	77%	**	64%	83% bd	77% b	74%	80%	**	**	**	**	81%	86%
No	94	**	41	47	94	53	40	**	**	**	**	28	19
	23%	**	35% cd	17%	23% c	26%	20%	**	**	**	**	19%	14%
Don't know	1	**	1	-	1	-	1	**	**	**	**	-	-
	*%	**	1%	-%	*%	-%	1%	**	**	**	**	-%	-%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 28

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

QP4 You mentioned that your child has their own mobile phone. Is this a Smartphone? IF NECESSARY: A smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy.

Base : Parents of children with a mobile phone

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Yes	314 77%	78 82% d	92 75%	67 80%	78 71%	170 78%	144 75%	314 77%	269 77%	** **	** **	** **	270 77%	44 75%	314 77%
No	94 23%	17 18%	29 24%	16 20%	31 29% a	46 21%	48 25%	94 23%	80 23%	** **	** **	** **	79 23%	14 25%	94 23%
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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 29

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : Parents of children with a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
SMARTPHONE	314	**	74	236	314	151	163	**	**	**	**	119	117
	77%	**	64%	83%	77%	74%	80%	**	**	**	**	81%	86%
				bd	b								
NOT SMARTPHONE	94	**	41	47	94	53	40	**	**	**	**	28	19
	23%	**	35%	17%	23%	26%	20%	**	**	**	**	19%	14%
			cd		c								
UNSURE IF SMARTPHONE	1	**	1	-	1	-	1	**	**	**	**	-	-
	*%	**	1%	-%	*%	-%	1%	**	**	**	**	-%	-%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 29

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : Parents of children with a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
SMARTPHONE	314	78	92	67	78	170	144	314	269	**	**	**	270	44	314
	77%	82% d	75%	80%	71%	78%	75%	77%	77%	**	**	**	77%	75%	77%
NOT SMARTPHONE	94	17	29	16	31	46	48	94	80	**	**	**	79	14	94
	23%	18%	24%	20%	29% a	21%	25%	23%	23%	**	**	**	23%	25%	23%
UNSURE IF SMARTPHONE	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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 30

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
SMARTPHONE	314	5	74	236	314	151	163	1	4	32	42	119	117
	31%	2%	20%	65%	31%	30%	33%	1%	3%	17%	23%	65%	65%
			a	abd	ab					gh	gh	ghij	ghij
NOT SMARTPHONE	94	6	41	47	94	53	40	4	2	22	19	28	19
	9%	2%	11%	13%	9%	11%	8%	3%	1%	12%	11%	15%	11%
			a	ad	a					gh	gh	gh	gh
UNSURE IF SMARTPHONE	1	-	1	-	1	-	1	-	-	-	1	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NO MOBILE PHONE	591	262	248	80	591	295	295	129	134	130	118	37	43
	59%	96%	68%	22%	59%	59%	59%	97%	96%	71%	66%	20%	24%
		bcd	cd		c			ijkl	ijkl	kl	kl		

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 30

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
SMARTPHONE	314	78	92	67	78	170	144	314	269	24	14	6	270	44	314
	31%	37%	31%	34%	26%	34%	29%	31%	32%	27%	36%	32%	31%	31%	31%
		df		d		d		d							
NOT SMARTPHONE	94	17	29	16	31	46	48	94	80	8	3	2	79	14	94
	9%	8%	10%	8%	10%	9%	10%	9%	9%	9%	7%	12%	9%	10%	9%
UNSURE IF SMARTPHONE	1	-	1	-	-	1	-	1	1	-	-	-	1	-	1
	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
NO MOBILE PHONE	591	118	172	111	189	290	300	591	499	58	23	11	509	82	591
	59%	55%	58%	57%	63%	57%	61%	59%	59%	64%	57%	55%	59%	58%	59%
					ae										

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 31

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

QP5 (SHOWCARD) Does your child EVER use any of these devices to watch television programmes at home or elsewhere? IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
A television set (including through a PVR/ set-top box/ Smart TV)	990	269	358	363	990	495	495	131	137	180	179	184	179
	99%	98%	99%	100%	99%	99%	99%	99%	98%	98%	99%	100%	100%
				ab								hi	
A desktop computer/ laptop/ netbook	210	41	64	105	210	100	110	21	20	30	34	49	56
	21%	15%	18%	29%	21%	20%	22%	16%	14%	17%	19%	27%	31%
				abd	a							ghij	ghij
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	196	43	67	86	196	90	105	20	23	30	38	41	45
	20%	16%	19%	24%	20%	18%	21%	15%	16%	16%	21%	22%	25%
				a									ghi
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	112	17	29	66	112	54	58	10	7	15	14	29	36
	11%	6%	8%	18%	11%	11%	12%	7%	5%	8%	8%	16%	20%
				abd	a							ghij	ghij
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	85	12	27	45	85	56	29	7	5	18	9	30	15
	8%	4%	7%	12%	8%	11%	6%	6%	3%	10%	5%	17%	8%
				abd	a	f				hj		ghijl	h

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 31

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

QP5 (SHOWCARD) Does your child EVER use any of these devices to watch television programmes at home or elsewhere? IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
A portable media player (like an iPod Touch)	40	7	17	16	40	20	20	3	3	7	10	10	7
	4%	3%	5%	5%	4%	4%	4%	3%	3%	4%	5%	5%	4%
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	33	7	11	15	33	21	12	4	3	7	4	10	5
	3%	3%	3%	4%	3%	4%	2%	3%	2%	4%	2%	5%	3%
Other type of device	2	1	-	1	2	-	2	-	1	-	-	-	1
	*%	*%	-%	*%	*%	-%	*%	-%	1%	-%	-%	-%	*%
NONE OF THESE/ Does not watch TV programmes	7	3	4	-	7	4	3	2	1	2	2	-	-
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	-%
		c	c										
EVER WATCHES TV PROGRAMMES	993	269	360	364	993	496	496	131	138	181	179	184	180
	99%	99%	99%	100%	99%	99%	99%	99%	99%	99%	99%	100%	100%
				ab									
ONLY THROUGH A TV SET	611	189	235	187	611	309	303	91	98	121	114	96	91
	61%	69%	65%	52%	61%	62%	61%	69%	70%	66%	63%	52%	51%
		cd	c		c			kl	kl	kl	kl		
ANY DEVICE OTHER THAN A TV SET	381	80	125	176	381	188	194	40	40	60	65	88	89
	38%	29%	34%	48%	38%	38%	39%	30%	29%	33%	36%	48%	49%
				abd	a							ghij	ghij

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 31

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

QP5 (SHOWCARD) Does your child EVER use any of these devices to watch television programmes at home or elsewhere? IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7 a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 g	FEMALE 5-7 h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
ONLY THROUGH A DEVICE OTHER THAN A TV SET	3 *%	1 *%	1 *%	1 *%	3 *%	1 *%	2 *%	- -%	1 1%	1 1%	- -%	- -%	1 *%
THROUGH A COMPUTER/ LAPTOP/ TABLET	329 33%	72 26%	109 30%	148 41% abd	329 33% a	154 31%	175 35%	35 26%	37 26%	49 27%	60 33%	70 38% ghi	78 44% ghij
THROUGH A GAMES CONSOLE/ PLAYER	95 10%	15 6%	30 8%	50 14% abd	95 10% a	62 12% f	33 7%	10 7%	5 4%	20 11% hj	10 6%	32 18% ghijl	18 10% h

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 31

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

QP5 (SHOWCARD) Does your child EVER use any of these devices to watch television programmes at home or elsewhere? IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
A television set (including through a PVR/ set-top box/ Smart TV)	990 99%	210 99%	294 100% acdf	192 99%	293 98%	505 99%	485 99%	990 99%	840 99%	90 100%	40 99%	20 99%	851 99%	139 99%	990 99%
A desktop computer/ laptop/ netbook	210 21%	49 23%	64 22%	44 23%	54 18%	112 22%	98 20%	210 21%	185 22% m	14 16%	8 19%	4 18%	188 22% m	22 16%	210 21%
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	196 20%	55 26% cdfg	67 23% cdf	32 16%	42 14%	122 24% cdfg	74 15%	196 20% df	162 19%	19 21%	10 25% h	4 22%	166 19%	30 21%	196 20%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	112 11%	26 12%	33 11%	21 11%	32 11%	59 12%	53 11%	112 11%	102 12% im	4 5%	4 10% i	2 11% i	102 12% im	10 7%	112 11% i
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	85 8%	17 8%	28 9%	19 10%	21 7%	45 9%	40 8%	85 8%	73 9%	6 7%	3 9%	2 9%	73 9%	11 8%	85 8%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 31

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QP5 (SHOWCARD) Does your child EVER use any of these devices to watch television programmes at home or elsewhere? IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
A portable media player (like an iPod Touch)	40 4%	10 5%	16 5%	6 3%	8 3%	26 5% f	14 3%	40 4%	36 4% k	2 2%	2 5% k	* 1%	34 4% k	6 4%	40 4% k
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	33 3%	8 4%	10 3%	4 2%	11 4%	18 4%	15 3%	33 3%	29 3%	3 3%	1 2%	* 2%	29 3%	4 3%	33 3%
Other type of device	2 *0%	- -0%	- -0%	1 1%	1 *0%	- -0%	2 *0%	2 *0%	2 *0%	- -0%	- -0%	- -0%	2 *0%	- -0%	2 *0%
NONE OF THESE/ Does not watch TV programmes	7 1%	1 1%	- -0%	2 1%	4 1% b	1 *0%	6 1% b	7 1%	7 1%	- -0%	- -0%	* 1%	5 1%	1 1%	7 1%
EVER WATCHES TV PROGRAMMES	993 99%	212 99%	294 100% df	193 99%	294 99%	506 100%	487 99%	993 99%	843 99%	90 100%	40 100%	20 99%	854 99%	139 99%	993 99%
ONLY THROUGH A TV SET	611 61%	117 55%	171 58%	121 62%	202 68% abeg	289 57%	323 66% abe	611 61%	518 61%	58 65%	23 57%	12 61%	523 61%	89 63%	611 61%
ANY DEVICE OTHER THAN A TV SET	381 38%	95 44% df	123 42% df	72 37%	92 31%	217 43% dfg	164 33%	381 38% df	325 38%	32 35%	17 43%	8 39%	331 39%	50 36%	381 38%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 31

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

QP5 (SHOWCARD) Does your child EVER use any of these devices to watch television programmes at home or elsewhere? IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
ONLY THROUGH A DEVICE OTHER THAN A TV SET	3 *%	1 1%	- -%	1 *%	1 *%	1 *%	2 *%	3 *%	3 *%	- -%	* 1%	- -%	3 *%	- -%	3 *%
THROUGH A COMPUTER/ LAPTOP/ TABLET	329 33%	82 39% df	105 36% df	62 32%	80 27%	187 37% df	142 29%	329 33% d	279 33%	28 32%	15 38%	7 33%	286 33%	43 31%	329 33%
THROUGH A GAMES CONSOLE/ PLAYER	95 10%	20 10%	30 10%	19 10%	26 9%	50 10%	45 9%	95 10%	83 10%	6 7%	4 9%	2 10%	83 10%	12 9%	95 10%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 32

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

QP6 (SHOWCARD) And when your child watches television, which device do they mostly use... IF NECESSARY - At home or elsewhere.(RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
A television set (including through a PVR/ set-top box/ Smart TV)	901 90%	257 94% cd	335 92% c	308 85%	901 90% c	448 90%	453 91%	125 94% kl	132 95% kl	170 93% kl	165 92% k	153 83%	155 86%
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	32 3%	5 2%	13 3%	15 4%	32 3%	11 2%	21 4%	2 1%	3 2%	5 3%	8 4%	5 3%	10 5% g
A desktop computer/ laptop/ netbook	26 3%	3 1%	6 2%	16 4% abd	26 3%	14 3%	11 2%	2 2%	1 1%	4 2%	2 1%	8 4% hj	9 5% hj
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	14 1%	3 1%	2 1%	10 3% b	14 1%	12 2% f	3 1%	1 1%	1 1%	1 1%	1 *% ghijl	9 5%	* *%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	14 1%	2 1%	3 1%	9 3% ab	14 1%	8 2%	5 1%	1 1%	1 *% 1%	1 1%	1 1%	6 3% j	4 2%
Other type of device	4 *%	- -%	1 *%	4 1%	4 *%	2 *%	3 1%	- -%	- -%	- -%	1 *%	2 1%	2 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 32

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

QP6 (SHOWCARD) And when your child watches television, which device do they mostly use... IF NECESSARY - At home or elsewhere.(RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
NONE OF THESE/ Does not watch TV programmes	7	3	4	-	7	4	3	2	1	2	2	-	-
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	-%
		c	c										
Don't know	2	*	1	1	2	1	1	*	-	-	1	1	*
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 32

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

QP6 (SHOWCARD) And when your child watches television, which device do they mostly use... IF NECESSARY - At home or elsewhere.(RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
A television set (including through a PVR/ set-top box/ Smart TV)	901 90%	188 88%	265 90%	176 90%	272 91%	453 89%	448 91%	901 90%	762 90% k	86 96% hijkl	35 88%	17 85%	770 90%	131 93% k	901 90% k
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	32 3%	10 5% cf	13 5% cf	2 1%	7 2%	23 5% cf	9 2%	32 3% c	28 3%	1 1%	2 4%	1 6% im	30 3%	2 1%	32 3%
A desktop computer/ laptop/ netbook	26 3%	10 5% bd	5 2%	6 3%	5 2%	15 3%	11 2%	26 3%	24 3% i	- -%	1 3% i	1 3% i	22 3% i	4 3% i	26 3% i
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	14 1%	1 *%	5 2%	3 1%	6 2%	6 1%	8 2%	14 1%	11 1%	2 3%	1 2%	* 2%	12 1%	2 1%	14 1%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	14 1%	1 *%	4 1%	5 3% a	4 1%	5 1%	9 2%	14 1%	12 1%	- -%	1 2% m	1 3% im	14 2%	* *%	14 1%
Other type of device	4 *%	2 1%	1 *%	1 1%	* *%	3 1%	1 *%	4 *%	4 *%	* *%	* 1%	- -%	4 *%	* *%	4 *%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 32

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

QP6 (SHOWCARD) And when your child watches television, which device do they mostly use... IF NECESSARY - At home or elsewhere.(RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
NONE OF THESE/ Does not watch TV programmes	7 1%	1 1%	- -%	2 1%	4 1% b	1 *%	6 1% b	7 1%	7 1%	- -%	- -%	* 1%	5 1%	1 1%	7 1%
Don't know	2 *%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	2 *%	2 *%	- -%	* *%	* 1%	2 *%	* *%	2 *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 33

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

QP7 (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Virgin Media (Cable TV)	151	34	53	63	151	79	72	15	20	28	25	36	27
	15%	13%	15%	17%	15%	16%	14%	11%	14%	15%	14%	20%	15%
												g	
Sky satellite TV	490	126	169	195	490	247	243	58	68	88	81	101	94
	49%	46%	46%	54%	49%	49%	49%	44%	49%	48%	45%	55%	52%
				ab								gj	
Freesat satellite TV	60	25	16	19	60	28	32	16	10	5	11	8	11
	6%	9%	4%	5%	6%	6%	6%	12%	7%	3%	6%	4%	6%
		bcd						ijkl	i				
Other satellite TV	20	8	9	4	20	12	8	5	3	4	5	3	1
	2%	3%	2%	1%	2%	2%	2%	4%	2%	2%	3%	1%	*%
		c						l					
Freeview (set-top box or built-in) with ONLY free channels	268	74	110	83	268	134	134	42	32	54	56	37	46
	27%	27%	30%	23%	27%	27%	27%	32%	23%	30%	31%	20%	26%
			c					k		k	k		
Freeview (set-top box or built-in) with free channels PLUS payment for extra services such as Now TV or PictureBox Films	21	6	11	4	21	10	10	3	3	5	6	3	2
	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%	3%	1%	1%
BT Vision/ BT TV	34	12	9	12	34	18	16	6	6	4	5	7	5
	3%	4%	3%	3%	3%	4%	3%	5%	4%	2%	3%	4%	3%
TalkTalk TV	26	6	9	11	26	12	14	1	4	5	4	5	6
	3%	2%	2%	3%	3%	2%	3%	1%	3%	3%	2%	3%	3%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 33

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

QP7 (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Don't know	6	1	3	2	6	2	4	1	-	1	2	-	2
	1%	*%	1%	1%	1%	*%	1%	1%	-%	1%	1%	-%	1%
ANY SATELLITE	560	155	189	216	560	281	279	76	80	95	95	111	105
	56%	57%	52%	59%	56%	56%	56%	57%	57%	52%	53%	60%	58%
				b									
ANY FREEVIEW	285	79	120	87	285	143	142	45	34	59	61	39	48
	29%	29%	33%	24%	29%	29%	28%	34%	24%	32%	34%	21%	27%
			c		c			hk		k	hk		
NO TV IN HOUSEHOLD	16	4	8	3	16	5	10	1	3	4	4	1	3
	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	*%	1%
											k		

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 33

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

QP7 (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Virgin Media (Cable TV)	151 15%	38 18% df	53 18% df	25 13%	35 12%	91 18% df	60 12%	151 15%	134 16% jkm	11 12% m	4 10% m	1 6%	146 17% jkm	4 3%	151 15% km
Sky satellite TV	490 49%	107 50% d	153 52% d	103 53% d	126 42%	260 51% d	229 47%	490 49% d	404 48%	51 57% hln	22 54%	13 65% hijlmn	416 48%	74 52%	490 49%
Freesat satellite TV	60 6%	11 5%	13 4%	13 7%	23 8%	25 5%	36 7%	60 6%	54 6% k	4 4%	2 5% k	* 1% ijm	54 6% k	6 4%	60 6% k
Other satellite TV	20 2%	4 2%	4 1%	4 2%	8 3%	8 2%	12 2%	20 2%	19 2% i	- -%	* *% ijm	1 4% ijm	19 2% i	1 *% ijln	20 2%
Freeview (set-top box or built-in) with ONLY free channels	268 27%	48 22%	74 25%	49 25%	97 32% abceg	122 24%	145 30% ae	268 27%	230 27%	20 23%	12 31%	5 23%	225 26%	43 31%	268 27%
Freeview (set-top box or built-in) with free channels PLUS payment for extra services such as Now TV or PictureBox Films	21 2%	4 2%	6 2%	5 3%	5 2%	10 2%	10 2%	21 2%	17 2%	2 2%	1 3%	1 3%	17 2%	4 3%	21 2%
BT Vision/ BT TV	34 3%	16 8% bcdfg	11 4% df	3 2%	4 1%	27 5% cdfg	7 1%	34 3% df	31 4%	2 2%	1 2%	1 3%	25 3%	9 7% ijln	34 3%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 33

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

QP7 (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
TalkTalk TV	26 3%	3 1%	10 3%	4 2%	9 3%	13 2%	13 3%	26 3%	19 2%	5 6% hkin	1 4%	* 2%	22 3%	4 3%	26 3%
Don't know	6 1%	1 *%	* *%	2 1%	4 1% be	1 *%	6 1% e	6 1%	6 1%	- -%	* 1%	* *%	5 1%	1 1%	6 1%
ANY SATELLITE	560 56%	120 56%	167 57%	119 61% d	155 52%	287 56%	274 56%	560 56%	468 55%	55 61%	23 58%	14 70% hjlmn	480 56%	80 57%	560 56%
ANY FREEVIEW	285 29%	52 24%	80 27%	52 27%	101 34% abeg	132 26%	154 31% ae	285 29%	244 29%	22 25%	14 34%	5 25%	239 28%	46 33%	285 29%
NO TV IN HOUSEHOLD	16 2%	5 2% b	- -%	5 3% b	6 2% b	5 1% b	11 2% b	16 2% b	15 2%	- -%	* 1%	- -%	12 1%	4 3% ik	16 2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 34

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

QP8 (SHOWCARD) Can you watch TV programmes or films 'on-demand' through a TV set, or any type of device that may be used to go online? By 'on-demand' I mean pay-per-view programmes or 'standalone' subscription services or broadcaster catch-up services. (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1631	445	595	591	1631	828	803	224	221	304	291	300	291
Effective Weighted Sample	1270	360	452	459	1270	652	619	185	176	234	218	234	225
Total	978	268	352	358	978	492	485	131	136	178	174	183	175
Yes, can watch TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)	423	106	150	168	423	209	214	44	62	79	71	87	81
	43%	39%	43%	47% a	43%	43%	44%	33%	46% g	44% g	41%	47% g	46% g
Yes, can watch TV programmes/ films using the catch up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand)	286	68	92	126	286	141	145	30	38	45	47	66	60
	29%	26%	26%	35% abd	29%	29%	30%	23%	28%	25%	27%	36% gij	34% gi
Yes, can watch TV programmes/ films using a 'standalone' subscription service such as Netflix, LoveFilm Instant or Blinkbox	117	28	36	53	117	62	55	11	17	22	14	30	23
	12%	10%	10%	15% b	12%	13%	11%	8%	13%	12%	8%	16% gj	13%
TOTAL - YES	587	151	207	228	587	296	291	69	83	108	99	119	109
	60%	57%	59%	64% a	60%	60%	60%	52%	61%	61%	57%	65% g	63% g

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 34

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

QP8 (SHOWCARD) Can you watch TV programmes or films 'on-demand' through a TV set, or any type of device that may be used to go online? By 'on-demand' I mean pay-per-view programmes or 'standalone' subscription services or broadcaster catch-up services. (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								g	h	i	j	k	l
Unweighted total	1631	445	595	591	1631	828	803	224	221	304	291	300	291
Effective Weighted Sample	1270	360	452	459	1270	652	619	185	176	234	218	234	225
Total	978	268	352	358	978	492	485	131	136	178	174	183	175
No	378	111	141	125	378	187	191	58	53	68	73	61	64
	39%	42%	40%	35%	39%	38%	39%	44%	39%	38%	42%	33%	37%
								k					
Don't know	13	5	3	5	13	9	4	5	-	1	2	3	2
	1%	2%	1%	1%	1%	2%	1%	4%	-%	1%	1%	2%	1%
								hi					

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 34

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

QP8 (SHOWCARD) Can you watch TV programmes or films 'on-demand' through a TV set, or any type of device that may be used to go online? By 'on-demand' I mean pay-per-view programmes or 'standalone' subscription services or broadcaster catch-up services. (MULTI CODE)

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

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1631	333	491	328	479	824	807	1631	1045	208	187	191	1335	296	1631
Effective Weighted Sample	1270	267	381	250	373	648	622	1270	985	179	181	180	1074	200	1270
Total	978	207	294	187	289	501	476	978	828	90	40	20	842	136	978
Yes, can watch TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)	423 43%	104 50% dfg	139 47% df	87 46% df	93 32%	243 48% dfg	180 38%	423 43% df	347 42%	54 60% hijklmn	16 40%	7 36%	374 44% km	50 37%	423 43%
Yes, can watch TV programmes/ films using the catch up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand)	286 29%	85 41% bcdfg	96 33% df	56 30% df	50 17%	181 36% dfg	105 22%	286 29% df	236 28%	36 40% hijkln	10 26%	5 24%	242 29%	44 33%	286 29%
Yes, can watch TV programmes/ films using a 'standalone' subscription service such as Netflix, LoveFilm Instant or Blinkbox	117 12%	32 15% df	42 14% df	23 12% d	20 7%	74 15% df	43 9%	117 12% d	91 11%	16 18% hln	7 17% hln	3 15%	100 12%	17 13%	117 12%
TOTAL - YES	587 60%	159 77% bcdefg	186 63% df	114 61% df	129 45%	344 69% cdfg	243 51%	587 60% df	489 59%	65 73% hijklmn	22 55%	11 54%	504 60%	83 61%	587 60%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 34

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

QP8 (SHOWCARD) Can you watch TV programmes or films 'on-demand' through a TV set, or any type of device that may be used to go online? By 'on-demand' I mean pay-per-view programmes or 'standalone' subscription services or broadcaster catch-up services. (MULTI CODE)

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

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1631	333	491	328	479	824	807	1631	1045	208	187	191	1335	296	1631
Effective Weighted Sample	1270	267	381	250	373	648	622	1270	985	179	181	180	1074	200	1270
Total	978	207	294	187	289	501	476	978	828	90	40	20	842	136	978
No	378	47	104	72	155	151	227	378	328	24	17	9	327	51	378
	39%	23%	35%	38%	54%	30%	48%	39%	40%	27%	42%	44%	39%	37%	39%
		a	ae	ae	abceg	a	abceg	ae	i		i	i	i	i	i
Don't know	13	2	4	2	5	6	7	13	11	1	1	*	11	2	13
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 35

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

QP9 (SHOWCARD) Does your child use the television or any type of device that may be used to go online to watch any of these types of 'on-demand' service at all? (MULTI CODE)

Base : Parents of children who have access to 'on-demand' services for TV programmes or films

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	968	244	343	381	968	495	473	117	127	181	162	197	184
Effective Weighted Sample	759	202	264	293	759	391	368	97	106	141	123	153	140
Total	587	151	207	228	587	296	291	69	83	108	99	119	109
Yes, child watches TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)	172 29%	37 25%	55 26%	80 35% ab	172 29%	88 30%	84 29%	18 27%	19 23%	28 26%	27 27%	41 34% h	39 35% h
Yes, child watches TV programmes/ films using the catch up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand)	171 29%	34 23%	48 23%	88 38% abd	171 29%	84 28%	87 30%	17 24%	18 22%	23 21%	26 26%	44 37% ghij	44 40% ghij
Yes, child watches TV programmes/ films using a 'standalone' subscription service such as Netflix, LoveFilm Instant or Blinkbox	69 12%	15 10%	18 9%	36 16% ab	69 12%	42 14%	28 10%	6 9%	8 10%	12 11%	6 6%	23 19% ghj	13 12%
TOTAL - YES	333 57%	77 51%	103 50%	154 67% abd b	333 57% b	172 58%	161 56%	39 56%	38 46%	53 49%	49 50%	80 67% hij	74 68% hij

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 35

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

QP9 (SHOWCARD) Does your child use the television or any type of device that may be used to go online to watch any of these types of 'on-demand' service at all? (MULTI CODE)

Base : Parents of children who have access to 'on-demand' services for TV programmes or films

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	968	244	343	381	968	495	473	117	127	181	162	197	184
Effective Weighted Sample	759	202	264	293	759	391	368	97	106	141	123	153	140
Total	587	151	207	228	587	296	291	69	83	108	99	119	109
No	251	75	103	73	251	122	129	30	45	54	49	38	35
	43%	49%	50%	32%	43%	41%	44%	43%	54%	50%	50%	32%	32%
		c	cd		c				kl	kl	kl		
Don't know	3	*	1	2	3	2	1	*	-	1	*	1	1
	1%	*%	1%	1%	1%	1%	*%	*%	-%	1%	*%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 35

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

QP9 (SHOWCARD) Does your child use the television or any type of device that may be used to go online to watch any of these types of 'on-demand' service at all? (MULTI CODE)

Base : Parents of children who have access to 'on-demand' services for TV programmes or films

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	968	252	310	190	216	562	406	968	611	150	101	106	797	171	968
Effective Weighted Sample	759	203	241	149	166	444	314	759	576	129	98	100	638	123	759
Total	587	159	186	114	129	344	243	587	489	65	22	11	504	83	587
Yes, child watches TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)	172 29%	43 27%	51 27%	39 34%	39 30%	94 27%	78 32%	172 29%	135 28%	25 38% h	9 41% hln	4 33%	147 29%	25 30%	172 29%
Yes, child watches TV programmes/ films using the catch up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand)	171 29%	56 35% df	55 30% d	34 30% d	25 20%	111 32% df	59 25%	171 29% d	136 28%	26 39% hkln	6 28%	2 22%	148 29%	23 28%	171 29%
Yes, child watches TV programmes/ films using a 'standalone' subscription service such as Netflix, LoveFilm Instant or Blinkbox	69 12%	19 12%	23 13%	15 13%	12 9%	42 12%	27 11%	69 12%	52 11%	10 15%	5 23% hln	2 20% hln	58 12%	11 13%	69 12%
TOTAL - YES	333 57%	99 62%	101 54%	66 58%	68 53%	200 58%	134 55%	333 57%	264 54%	48 74% hklnm	15 68% hln	7 60%	284 56%	49 59%	333 57%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 35

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

QP9 (SHOWCARD) Does your child use the television or any type of device that may be used to go online to watch any of these types of 'on-demand' service at all? (MULTI CODE)

Base : Parents of children who have access to 'on-demand' services for TV programmes or films

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	968	252	310	190	216	562	406	968	611	150	101	106	797	171	968
Effective Weighted Sample	759	203	241	149	166	444	314	759	576	129	98	100	638	123	759
Total	587	159	186	114	129	344	243	587	489	65	22	11	504	83	587
No	251 43%	59 37%	85 46%	47 42%	60 46%	144 42%	107 44%	251 43%	223 46% ij	17 26%	7 31%	4 37%	217 43% ij	34 40% i	251 43% ij
Don't know	3 1%	1 1%	* *%	1 1%	1 1%	1 *%	2 1%	3 1%	3 1%	- -%	* 1%	* 2%	3 1%	* *%	3 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 36

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

SUMMARY OF ACCESS TO AND USE OF ON-DEMAND TV SERVICES

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
CHILD WATCHES ON-DEMAND TV SERVICES	333	77	103	154	333	172	161	39	38	53	49	80	74
	33%	28%	28%	42%	33%	34%	32%	29%	27%	29%	27%	43%	41%
				abd	b							ghij	ghij
CHILD DOES NOT WATCH ON-DEMAND TV SERVICES	251	75	103	73	251	122	129	30	45	54	49	38	35
	25%	27%	28%	20%	25%	24%	26%	22%	32%	30%	27%	21%	19%
		c	c		c				gkl	kl	l		
UNSURE WHETHER CHILD WATCHES ON-DEMAND TV SERVICES	3	*	1	2	3	2	1	*	-	1	*	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	1%	*%
HOUSEHOLD DOES NOT HAVE ACCESS TO ON-DEMAND TV SERVICES	378	111	141	125	378	187	191	58	53	68	73	61	64
	38%	41%	39%	34%	38%	37%	38%	43%	38%	37%	41%	33%	36%
								k					
UNSURE WHETHER HOUSEHOLD HAS ACCESS TO ON-DEMAND TV SERVICES	13	5	3	5	13	9	4	5	-	1	2	3	2
	1%	2%	1%	1%	1%	2%	1%	4%	-%	1%	1%	2%	1%
								hi					
NO TV IN HOUSEHOLD/ UNSURE OF HOUSEHOLD TV SERVICE	22	5	12	5	22	8	15	2	3	5	6	1	5
	2%	2%	3%	1%	2%	2%	3%	1%	2%	3%	4%	*%	3%
										k	k		k

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 36

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

SUMMARY OF ACCESS TO AND USE OF ON-DEMAND TV SERVICES

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
CHILD WATCHES ON-DEMAND TV SERVICES	333 33%	99 46% bcdfg	101 34% df	66 34% df	68 23%	200 39% dfg	134 27%	333 33% df	264 31%	48 54% hijklmn	15 37%	7 33%	284 33%	49 35%	333 33%
CHILD DOES NOT WATCH ON-DEMAND TV SERVICES	251 25%	59 28% d	85 29% df	47 24%	60 20%	144 28% df	107 22%	251 25% d	223 26% ij	17 19%	7 17%	4 20%	217 25% j	34 24%	251 25% j
UNSURE WHETHER CHILD WATCHES ON-DEMAND TV SERVICES	3 *%	1 *%	* *%	1 *%	1 *%	1 *%	2 *%	3 *%	3 *%	- -%	* *%	* 1%	3 *%	* *%	3 *%
HOUSEHOLD DOES NOT HAVE ACCESS TO ON-DEMAND TV SERVICES	378 38%	47 22%	104 35% a	72 37% ae	155 52% abcecg	151 30% a	227 46% abcecg	378 38% ae	328 39% i	24 27%	17 42% i	9 44% i	327 38% i	51 36% i	378 38% i
UNSURE WHETHER HOUSEHOLD HAS ACCESS TO ON-DEMAND TV SERVICES	13 1%	2 1%	4 1%	2 1%	5 2%	6 1%	7 1%	13 1%	11 1%	1 1%	1 3% n	* 2%	11 1%	2 1%	13 1%
NO TV IN HOUSEHOLD/ UNSURE OF HOUSEHOLD TV SERVICE	22 2%	6 3% b	* *%	7 4% be	9 3% be	6 1%	16 3% be	22 2% b	22 3% i	- -%	* 1%	* *%	18 2%	5 3% i	22 2% i

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 37

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

QP10A Please think about the time your child spends watching television on a typical school day. How many hours would you say he/ she spends watching TV programmes at home or elsewhere on a typical school day? IF NECESSARY - Please think about any device your child uses to watch TV programmes at home or elsewhere. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1651	448	605	598	1651	834	817	224	224	309	296	301	297
Effective Weighted Sample	1288	363	460	466	1288	657	632	185	178	238	223	235	231
Total	993	269	360	364	993	496	496	131	138	181	179	184	180
None	18 2%	6 2%	7 2%	5 1%	18 2%	9 2%	9 2%	2 1%	4 3%	4 2%	3 2%	3 1%	2 1%
Up to 1 hour	376 38%	120 44% cd	137 38%	120 33%	376 38%	191 38%	186 37%	52 39% l	68 49% ijkl	69 38% l	68 38% l	70 38% l	50 28%
Up to 2 hours	382 38%	100 37%	146 40%	136 37%	382 38%	195 39%	186 38%	57 43% h	43 31%	70 39%	76 42% h	69 37%	68 38%
Up to 3 hours	147 15%	31 11%	46 13%	70 19% abd	147 15%	69 14%	78 16%	16 12%	15 11%	25 14%	21 12%	29 16%	41 23% ghijk
Up to 4 hours	38 4%	5 2%	11 3%	22 6% abd	38 4%	18 4%	20 4%	3 2%	2 1%	6 4%	4 2%	8 4%	14 8% ghj
Up to 5 hours	11 1%	2 1%	4 1%	4 1%	11 1%	5 1%	6 1%	1 1%	2 1%	3 2%	1 1%	1 1%	3 2%
Up to 6 hours	2 *%	* *%	* *%	2 1%	2 *%	2 *%	* *%	- -%	* *%	* *%	- -%	2 1%	- -%
Up to 8 hours	1 *%	- -%	- -%	1 *%	1 *%	1 *%	* *%	- -%	- -%	- -%	- -%	1 1%	* *%
Don't know	19 2%	5 2%	9 3%	4 1%	19 2%	7 1%	11 2%	1 1%	4 3%	4 2%	5 3%	2 1%	2 1%
Mean number of hours	1.8	1.6	1.7 a	2.0 abd	1.8 a	1.8	1.8	1.7	1.5	1.8 h	1.7 h	1.8 h	2.1 ghijk
Standard deviation	.99	.89	.92	1.09	.99	1.02	.95	.87	.90	.99	.83	1.14	1.03
Standard error	.02	.04	.04	.04	.02	.04	.03	.06	.06	.06	.05	.07	.06

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 37

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

QP10A Please think about the time your child spends watching television on a typical school day. How many hours would you say he/ she spends watching TV programmes at home or elsewhere on a typical school day? IF NECESSARY - Please think about any device your child uses to watch TV programmes at home or elsewhere. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1651	338	492	334	487	830	821	1651	1063	208	189	191	1353	298	1651
Effective Weighted Sample	1288	271	382	256	379	653	635	1288	1002	179	183	180	1089	202	1288
Total	993	212	294	193	294	506	487	993	843	90	40	20	854	139	993
None	18 2%	7 3% cf	4 2%	1 1%	5 2%	11 2%	6 1%	18 2%	15 2%	- -%	2 4% hiln	1 4% i	16 2%	2 2%	18 2%
Up to 1 hour	376 38%	96 45% cdfg	120 41% df	67 35%	94 32%	215 43% cdfg	161 33%	376 38% df	333 40% ij	20 23%	12 29%	11 57% hijln	311 36% i	65 47% hijln	376 38% ij
Up to 2 hours	382 38%	76 36%	105 36%	84 44% be	117 40%	181 36%	201 41% e	382 38%	317 38% k	43 48% hklnm	16 41% k	6 29%	330 39% k	52 37%	382 38% k
Up to 3 hours	147 15%	23 11%	44 15%	27 14%	53 18% ae	67 13%	80 16% a	147 15%	121 14% k	17 19% km	7 17% km	1 7%	133 16% km	14 10%	147 15% k
Up to 4 hours	38 4%	7 3%	12 4%	6 3%	13 5%	19 4%	19 4%	38 4%	29 3%	7 8% hklnm	2 4% k	* 1%	34 4% k	3 2%	38 4% k
Up to 5 hours	11 1%	1 *% m	5 2%	3 2%	2 1%	6 1%	5 1%	11 1%	8 1%	2 3% m	* 1%	* *% m	10 1%	* *% m	11 1%
Up to 6 hours	2 *% m	- -% m	- -% m	1 1%	1 *% m	- -% m	2 *% m	2 *% m	2 *% m	- -% m	- -% m	* 1% m	2 *% m	- -% m	2 *% m
Up to 8 hours	1 *% m	- -% m	* *% m	- -% m	1 *% m	* *% m	1 *% m	1 *% m	1 *% m	- -% m	* 1% m	- -% m	1 *% m	- -% m	1 *% m
Don't know	19 2%	2 1%	5 2%	3 2%	8 3%	7 1%	12 2%	19 2%	17 2%	1 1%	1 3%	* 2%	17 2%	2 1%	19 2%
Mean number of hours	1.8	1.6	1.8 a	1.8 a	1.9 abeg	1.7	1.9 aeg	1.8 ae	1.8 km	2.1 hijklmn	1.8 km	1.4	1.8 km	1.6 k	1.8 km
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 37

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

QP10A Please think about the time your child spends watching television on a typical school day. How many hours would you say he/ she spends watching TV programmes at home or elsewhere on a typical school day? IF NECESSARY - Please think about any device your child uses to watch TV programmes at home or elsewhere. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Standard deviation	.99	.89	1.01	.98	1.02	.96	1.01	.99	.98	.98	1.07	.93	1.01	.83	.99
Standard error	.02	.05	.05	.05	.05	.03	.04	.02	.03	.07	.08	.07	.03	.05	.02

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 38

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

QP10B And how many hours would you say he/ she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1651	448	605	598	1651	834	817	224	224	309	296	301	297
Effective Weighted Sample	1288	363	460	466	1288	657	632	185	178	238	223	235	231
Total	993	269	360	364	993	496	496	131	138	181	179	184	180
None	14 1%	1 *%	5 1%	9 3% a	14 1%	7 1%	7 1%	* *%	* *%	1 1%	3 2%	5 3% gh	4 2%
Up to 1 hour	173 17%	59 22% bc	54 15%	60 16%	173 17%	90 18%	83 17%	26 20% l	33 24% ijl	26 14%	28 16%	37 20% l	22 12%
Up to 2 hours	270 27%	77 29%	100 28%	93 26%	270 27%	151 30% f	119 24%	42 32% l	36 26%	56 31% l	44 24%	54 29%	39 22%
Up to 3 hours	228 23%	67 25%	84 23%	77 21%	228 23%	105 21%	123 25%	31 24%	36 26% k	42 23%	42 23%	32 17%	45 25% k
Up to 4 hours	145 15%	33 12%	60 17%	52 14%	145 15%	66 13%	79 16%	20 16%	13 9%	29 16% k	31 17% hk	17 9%	35 19% hk
Up to 5 hours	86 9%	16 6%	26 7%	44 12% abd	86 9%	41 8%	46 9%	6 5%	10 7%	11 6%	15 9%	23 13% gi	21 11% gi
Up to 6 hours	41 4%	7 3%	16 4%	18 5%	41 4%	20 4%	21 4%	4 3%	4 3%	7 4%	8 5%	9 5%	8 5%
Up to 7 hours	1 *%	1 *%	* *%	* *%	1 *%	- -%	1 *%	- -%	1 1%	- -%	* *%	- -%	* *%
Up to 8 hours	11 1%	3 1%	5 1%	3 1%	11 1%	5 1%	6 1%	1 1%	2 1%	3 1%	2 1%	1 1%	2 1%
Over 8 hours	5 *%	- -%	1 *%	4 1%	5 *%	4 1%	1 *%	- -%	- -%	1 1%	- -%	3 2% j	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 38

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

QP10B And how many hours would you say he/ she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1651	448	605	598	1651	834	817	224	224	309	296	301	297
Effective Weighted Sample	1288	363	460	466	1288	657	632	185	178	238	223	235	231
Total	993	269	360	364	993	496	496	131	138	181	179	184	180
Don't know	19	5	9	4	19	7	11	1	4	4	5	2	2
	2%	2%	3%	1%	2%	1%	2%	1%	3%	2%	3%	1%	1%
Mean number of hours	2.8	2.6	2.9	3.0	2.8	2.8	2.9	2.6	2.6	2.8	2.9	2.8	3.1
			a	a	a						gh		gh
Standard deviation	1.62	1.44	1.57	1.77	1.62	1.67	1.57	1.37	1.51	1.59	1.56	1.92	1.60
Standard error	.04	.07	.06	.07	.04	.06	.06	.09	.10	.09	.09	.11	.09
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 38

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

QP10B And how many hours would you say he/ she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1651	338	492	334	487	830	821	1651	1063	208	189	191	1353	298	1651
Effective Weighted Sample	1288	271	382	256	379	653	635	1288	1002	179	183	180	1089	202	1288
Total	993	212	294	193	294	506	487	993	843	90	40	20	854	139	993
None	14 1%	6 3% b	1 *%	1 1%	6 2% b	7 1%	8 2%	14 1%	12 1%	- -%	2 4% hilm	* 2%	12 1%	2 2%	14 1%
Up to 1 hour	173 17%	40 19%	50 17%	33 17%	50 17%	90 18%	83 17%	173 17%	159 19% ij	7 7%	4 9%	4 20% ij	142 17% ij	32 23% ijl	173 17% ij
Up to 2 hours	270 27%	67 32% d	75 25%	58 30%	70 24%	142 28%	128 26%	270 27%	230 27%	23 26%	10 26%	6 30%	227 27%	43 31%	270 27%
Up to 3 hours	228 23%	48 23%	75 26%	38 20%	65 22%	124 24%	104 21%	228 23%	190 23%	25 28%	8 19%	5 24%	197 23%	31 22%	228 23%
Up to 4 hours	145 15%	32 15%	50 17% d	28 14%	35 12%	82 16%	63 13%	145 15%	118 14%	17 19%	8 19% m	3 13%	128 15%	17 12%	145 15%
Up to 5 hours	86 9%	11 5%	22 8%	20 10% a	34 11% ae	33 7%	53 11% ae	86 9% a	72 9%	9 10% k	4 11% k	1 4%	78 9% k	8 6%	86 9%
Up to 6 hours	41 4%	6 3%	10 4%	6 3%	18 6% ae	16 3%	25 5%	41 4%	31 4%	6 7%	3 7% hmn	1 5%	37 4%	4 3%	41 4%
Up to 7 hours	1 *%	* *%	* *%	- -%	1 *%	* *%	1 *%	1 *%	- -%	1 1% hln	* 1% h	* *% h	1 *% h	* *%	1 *%
Up to 8 hours	11 1%	- -%	2 1%	3 2% ae	5 2% ae	2 *%	9 2% ae	11 1%	9 1%	2 2% m	* 1%	* *%	11 1%	- -%	11 1%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 38

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

QP10B And how many hours would you say he/ she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1651	338	492	334	487	830	821	1651	1063	208	189	191	1353	298	1651
Effective Weighted Sample	1288	271	382	256	379	653	635	1288	1002	179	183	180	1089	202	1288
Total	993	212	294	193	294	506	487	993	843	90	40	20	854	139	993
Over 8 hours	5	-	3	1	1	3	2	5	5	-	-	*	5	*	5
	*%	-%	1%	1%	*%	1%	*%	*%	1%	-%	-%	1%	1%	*%	*%
Don't know	19	2	5	3	8	7	12	19	17	1	1	*	17	2	19
	2%	1%	2%	2%	3%	1%	2%	2%	2%	1%	3%	2%	2%	1%	2%
Mean number of hours	2.8	2.5	2.9	2.9	3.0	2.7	3.0	2.8	2.8	3.3	3.1	2.6	2.9	2.5	2.8
		a	a	a	ae	a	ae	a	m	hklnm	hklnm		km		m
Standard deviation	1.62	1.34	1.58	1.66	1.79	1.50	1.74	1.62	1.62	1.54	1.64	1.63	1.65	1.39	1.62
Standard error	.04	.07	.07	.09	.08	.05	.06	.04	.05	.11	.12	.12	.05	.08	.04

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 39

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

QP10A-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted total	1651	448	605	598	1651	834	817	224	224	309	296	301	297	
Effective Weighted Sample	1288	363	460	466	1288	657	632	185	178	238	223	235	231	
Total	993	269	360	364	993	496	496	131	138	181	179	184	180	
None	2	*	-	2	2	1	1	-	*	-	-	1	1	
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	*%	1%	
Up to 5 hours	59	19	20	20	59	39	21	9	10	13	7	16	4	
	6%	7%	6%	6%	6%	8%	4%	7%	7%	7%	4%	9%	2%	
						f		l	l	l		jl		
Up to 10 hours	249	79	88	82	249	127	121	34	45	45	43	48	33	
	25%	29%	25%	22%	25%	26%	24%	26%	33%	25%	24%	26%	19%	
		c							l			l		
Up to 15 hours	249	73	95	81	249	126	123	40	34	43	51	43	38	
	25%	27%	26%	22%	25%	25%	25%	30%	24%	24%	29%	23%	21%	
								l						
Up to 20 hours	228	56	89	83	228	108	120	29	27	43	46	36	47	
	23%	21%	25%	23%	23%	22%	24%	22%	20%	24%	26%	20%	26%	
Up to 25 hours	121	24	37	60	121	56	65	13	11	20	17	24	37	
	12%	9%	10%	17%	12%	11%	13%	10%	8%	11%	10%	13%	20%	
				abd									ghijk	
Up to 30 hours	39	9	13	18	39	17	22	5	4	5	8	7	11	
	4%	3%	4%	5%	4%	3%	5%	4%	3%	3%	4%	4%	6%	
Up to 35 hours	14	2	4	8	14	7	7	-	2	4	*	3	4	
	1%	1%	1%	2%	1%	1%	1%	-%	2%	2%	*%	2%	2%	
										gj			gj	
Up to 40 hours	5	*	1	3	5	2	3	-	*	1	*	1	2	
	1%	*%	*%	1%	1%	*%	1%	-%	*%	1%	*%	1%	1%	
Over 40 hours	8	2	3	3	8	6	2	1	1	2	1	3	*	
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%	*%	
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 39

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

QP10A-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1651	448	605	598	1651	834	817	224	224	309	296	301	297
Effective Weighted Sample	1288	363	460	466	1288	657	632	185	178	238	223	235	231
Total	993	269	360	364	993	496	496	131	138	181	179	184	180
Don't know	19	5	9	4	19	7	11	1	4	4	5	2	2
	2%	2%	3%	1%	2%	1%	2%	1%	3%	2%	3%	1%	1%
Mean number of hours	14.6	13.3	14.4	15.7	14.6	14.4	14.8	13.7	12.9	14.5	14.3	14.9	16.6
			a	abd	a					h	h	h	ghijk
Standard deviation	7.40	6.67	6.91	8.17	7.40	7.75	7.03	6.39	6.93	7.42	6.37	8.86	7.33
Standard error	.18	.32	.28	.34	.18	.27	.25	.43	.47	.43	.38	.51	.43

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 39

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

QP10A-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1651	338	492	334	487	830	821	1651	1063	208	189	191	1353	298	1651
Effective Weighted Sample	1288	271	382	256	379	653	635	1288	1002	179	183	180	1089	202	1288
Total	993	212	294	193	294	506	487	993	843	90	40	20	854	139	993
None	2 *%	1 *%	* *%	- -%	1 *%	1 *%	1 *%	2 *%	2 *%	- -%	* 1%	- -%	2 *%	- -%	2 *%
Up to 5 hours	59 6%	19 9% df	15 5%	12 6%	12 4%	34 7%	25 5%	59 6%	54 6% i	1 1%	2 5%	2 11% hijln	45 5% i	14 10% hijln	59 6% i
Up to 10 hours	249 25%	66 31% cdfg	74 25%	41 21%	67 23%	140 28% cf	108 22%	249 25%	221 26% i	12 13%	9 21% i	7 34% hijln	208 24% i	41 30% i	249 25% i
Up to 15 hours	249 25%	50 24%	78 27%	56 29% d	65 22%	128 25%	120 25%	249 25%	213 25%	23 25%	8 21%	4 22%	212 25%	37 26%	249 25%
Up to 20 hours	228 23%	44 21%	66 22%	43 22%	75 26%	110 22%	118 24%	228 23%	186 22%	27 30% hmn	11 27%	4 21%	200 23%	28 20%	228 23%
Up to 25 hours	121 12%	20 9%	34 12%	28 15%	39 13%	54 11%	67 14%	121 12%	100 12% k	15 16% km	6 14% k	1 6%	108 13% k	13 9%	121 12% k
Up to 30 hours	39 4%	8 4% c	13 4% c	2 1%	17 6% c	20 4% c	19 4% c	39 4% c	31 4%	6 7% hm	2 5% m	1 3%	38 4% m	2 1%	39 4%
Up to 35 hours	14 1%	2 1%	4 1%	3 2%	5 2%	5 1%	9 2%	14 1%	9 1%	4 5% hijklmn	* 1%	- -%	12 1%	2 1%	14 1%
Up to 40 hours	5 1%	- -%	3 1%	1 1%	1 *%	3 1%	2 *%	5 1%	4 *%	* 1%	* 1%	- -%	5 1%	* *%	5 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 39

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

QP10A-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1651	338	492	334	487	830	821	1651	1063	208	189	191	1353	298	1651
Effective Weighted Sample	1288	271	382	256	379	653	635	1288	1002	179	183	180	1089	202	1288
Total	993	212	294	193	294	506	487	993	843	90	40	20	854	139	993
Over 40 hours	8	-	2	3	3	2	6	8	7	1	*	*	8	-	8
	1%	-%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	-%	1%
Don't know	19	2	5	3	8	7	12	19	17	1	1	*	17	2	19
	2%	1%	2%	2%	3%	1%	2%	2%	2%	1%	3%	2%	2%	1%	2%
Mean number of hours	14.6	13.0	14.6	14.8	15.6	13.9	15.3	14.6	14.3	17.3	15.4	12.2	14.9	12.7	14.6
		a	a	a	abeg	a	aeg	ae	km	hijklmn	km		km		km
Standard deviation	7.40	6.42	7.46	7.40	7.83	7.08	7.66	7.40	7.37	7.21	7.62	6.80	7.54	6.14	7.40
Standard error	.18	.35	.34	.41	.36	.25	.27	.18	.23	.50	.56	.50	.21	.36	.18

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 40

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

QP11 (SHOWCARD) Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches TV

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1611	437	585	589	1611	814	797	221	216	299	286	294	295
Effective Weighted Sample	1260	355	446	459	1260	642	618	183	172	231	216	230	230
Total	972	264	349	359	972	487	486	130	134	176	173	180	179
No TV after a certain time	525 54%	172 65%	217 62%	136 38%	525 54%	257 53%	268 55%	89 68%	83 62%	104 59%	113 65%	64 36%	72 40%
		cd	cd		c			kl	kl	kl	kl		
No programmes with nudity/ sexual content	427 44%	135 51%	171 49%	121 34%	427 44%	201 41%	226 47%	68 52%	67 50%	81 46%	90 52%	52 29%	69 39%
		cd	c		c			kl	kl	k	kl		k
No programmes with swearing/ bad language	380 39%	137 52%	151 43%	92 26%	380 39%	182 37%	198 41%	70 54%	66 49%	73 42%	78 45%	38 21%	54 30%
		bcd	c		c			ikl	kl	kl	kl		k
Regularly check on what they're watching	379 39%	116 44%	152 44%	111 31%	379 39%	186 38%	193 40%	60 46%	56 42%	78 44%	74 43%	48 27%	63 35%
		c	c		c			kl	k	kl	k		k
Only DVDs/ videos with appropriate age rating	370 38%	119 45%	160 46%	90 25%	370 38%	169 35%	201 41%	56 43%	63 47%	76 43%	84 49%	37 20%	53 30%
		cd	cd		c		e	kl	kl	kl	kl		k
No programmes with violence	359 37%	125 47%	147 42%	87 24%	359 37%	172 35%	187 39%	61 47%	64 48%	75 43%	72 42%	36 20%	51 28%
		cd	cd		c			kl	kl	kl	kl		k
Only children's TV programmes/ children's channels	316 33%	149 56%	125 36%	42 12%	316 33%	146 30%	171 35%	72 55%	77 58%	53 30%	72 42%	21 12%	21 12%
		bcd	c		c		e	ijkl	ijkl	kl	ikl		

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 40

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

QP11 (SHOWCARD) Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches TV

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1611	437	585	589	1611	814	797	221	216	299	286	294	295
Effective Weighted Sample	1260	355	446	459	1260	642	618	183	172	231	216	230	230
Total	972	264	349	359	972	487	486	130	134	176	173	180	179
Need a PIN or password to watch certain channels/ certain movie ratings	267 27%	72 27%	104 30%	91 25%	267 27%	137 28%	131 27%	35 27%	37 28%	59 33% k	45 26%	43 24%	48 27%
Only a DVD/ video that an adult or parent has watched first	134 14%	40 15%	56 16% c	38 11%	134 14%	64 13%	70 14%	16 12%	24 18% kl	29 16%	27 16%	19 11%	19 10%
Can only watch when supervised/ not on their own	122 13%	52 20% bcd	44 12% c	27 7%	122 13% c	58 12%	64 13%	26 20% ikl	26 20% ikl	20 11%	24 14% kl	13 7%	14 8%
Other	5 *%	1 1%	* *%	3 1%	5 *%	2 *%	3 1%	* *%	1 1%	* *%	- -%	2 1%	1 1%
ANY RULES OR RESTRICTIONS	811 83%	246 93% cd	317 91% cd	248 69%	811 83% c	394 81%	417 86% e	122 94% ikl	124 92% kl	154 87% kl	164 95% ikl	118 65%	129 72%
No, do not have ANY rules or restrictions	162 17%	18 7%	31 9%	112 31% abd	162 17% ab	93 19% f	69 14%	8 6%	10 8%	22 13% gj	9 5%	62 35% ghij	50 28% ghij

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 40

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

QP11 (SHOWCARD) Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1611	331	481	326	473	812	799	1611	1040	207	180	184	1321	290	1611
Effective Weighted Sample	1260	265	375	250	370	640	620	1260	980	178	174	174	1066	196	1260
Total	972	208	289	189	287	497	476	972	825	90	38	19	838	134	972
No TV after a certain time	525 54%	119 57% c	161 56%	91 48%	154 54%	280 56% c	245 52%	525 54%	439 53% k	57 63% hkilmn	21 55% k	8 42%	454 54% k	71 53% k	525 54% k
No programmes with nudity/ sexual content	427 44%	100 48% df	141 49% df	78 41%	109 38%	240 48% df	187 39%	427 44% d	365 44% i	31 34%	21 54% hilmn	11 56% hilmn	373 45% i	54 40%	427 44% i
No programmes with swearing/ bad language	380 39%	88 42%	122 42% f	69 37%	101 35%	210 42% df	170 36%	380 39%	322 39% i	27 30%	20 52% hilmn	10 54% hilmn	333 40% i	46 34%	380 39% i
Regularly check on what they're watching	379 39%	90 43% df	128 44% cdf	67 35%	95 33%	218 44% cdfg	161 34%	379 39% df	320 39%	36 40%	15 39%	8 42%	328 39%	51 38%	379 39%
Only DVDs/ videos with appropriate age rating	370 38%	87 42% cf	121 42% cdf	63 33%	99 35%	208 42% cdf	162 34%	370 38%	310 38%	35 39%	15 40%	10 51% hijln	314 37%	56 42%	370 38%
No programmes with violence	359 37%	85 41% f	116 40% f	63 33%	96 33%	201 40% cdf	158 33%	359 37%	299 36%	33 36%	18 46% hilmn	9 49% hilmn	315 38%	44 33%	359 37%
Only children's TV programmes/ children's channels	316 33%	58 28%	102 35%	60 32%	97 34%	160 32%	157 33%	316 33%	272 33%	27 31%	10 26%	7 38% jm	281 33%	36 27%	316 33%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 40

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

QP11 (SHOWCARD) Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches TV

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1611	331	481	326	473	812	799	1611	1040	207	180	184	1321	290	1611
Effective Weighted Sample	1260	265	375	250	370	640	620	1260	980	178	174	174	1066	196	1260
Total	972	208	289	189	287	497	476	972	825	90	38	19	838	134	972
Need a PIN or password to watch certain channels/ certain movie ratings	267 27%	72 35% cdfg	92 32% df	48 26%	56 19%	164 33% cdfg	104 22%	267 27% df	233 28% i	18 20%	11 29%	5 26%	236 28% i	32 23%	267 27% i
Only a DVD/ video that an adult or parent has watched first	134 14%	31 15%	48 16% f	23 12%	33 12%	78 16% f	56 12%	134 14%	116 14%	10 11%	6 16%	3 13%	121 14%	13 10%	134 14%
Can only watch when supervised/ not on their own	122 13%	29 14%	42 14% c	17 9%	35 12%	71 14% c	52 11%	122 13%	111 13% ik	7 8%	4 10% k	1 4%	107 13% k	15 11% k	122 13% k
Other	5 *% bde	1 1%	* *% bde	3 1%	* *% bde	1 *% bde	3 1%	5 *% bde	3 *% bde	1 1%	* 1%	* 2% hln	3 *% bde	2 1% l	5 *% bde
ANY RULES OR RESTRICTIONS	811 83%	181 87% cdf	245 85%	151 80%	234 81%	426 86% cf	385 81%	811 83%	690 84%	72 80%	32 84%	17 88% i	697 83%	114 84%	811 83%
No, do not have ANY rules or restrictions	162 17%	26 13%	44 15%	38 20% ae	53 19% a	70 14%	91 19% ae	162 17%	135 16%	18 20% k	6 16%	2 12%	141 17%	21 16%	162 17%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 41

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

QP12 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered? (SINGLE CODE)

Base : Parents whose child watches TV on a television set

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1557	430	566	561	1557	789	768	219	211	289	277	281	280
Effective Weighted Sample	1218	350	432	437	1218	623	595	181	170	223	209	220	217
Total	937	261	336	341	937	471	467	129	132	169	166	173	168
Yes	491	130	186	175	491	242	249	57	73	99	87	85	90
	52%	50%	55%	51%	52%	51%	53%	45%	55%	59%	52%	49%	53%
No	420	123	144	153	420	216	204	69	54	68	77	79	73
	45%	47%	43%	45%	45%	46%	44%	53%	41%	40%	46%	46%	44%
Don't know	26	8	5	13	26	13	13	3	5	2	3	8	5
	3%	3%	2%	4%	3%	3%	3%	2%	4%	1%	2%	5%	3%
				b								i	

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 41

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

QP12 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered? (SINGLE CODE)

Base : Parents whose child watches TV on a television set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1557	317	466	321	453	783	774	1557	1003	204	174	176	1284	273	1557
Effective Weighted Sample	1218	254	363	246	354	617	600	1218	945	175	169	166	1036	184	1218
Total	937	198	281	186	273	478	459	937	794	88	37	18	812	125	937
Yes	491	124	147	94	126	272	220	491	438	26	18	10	432	59	491
	52%	63%	52%	50%	46%	57%	48%	52%	55%	29%	48%	57%	53%	47%	52%
		bcd	f	g		d	f	d	im		i	i	i	i	i
No	420	67	126	89	137	193	226	420	335	60	18	7	356	64	420
	45%	34%	45%	48%	50%	40%	49%	45%	42%	68%	48%	39%	44%	51%	45%
		a	a	a	ae		ae	a		hijklmn			hk		
Don't know	26	6	7	4	9	13	13	26	21	3	1	1	24	2	26
	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	4%	4%	3%	2%	3%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 42

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

QP13 And can you tell me why that is? (MULTI CODE)

Base : Parents of children with a TV set in the household that the child watches with no parental controls set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	726	204	258	264	726	374	352	118	86	123	135	133	131
Effective Weighted Sample	565	167	197	201	565	295	270	97	70	96	102	103	99
Total	420	123	144	153	420	216	204	69	54	68	77	79	73
Child is always supervised/ always an adult present	152 36%	59 48% cd	61 42% c	33 21% abd	152 36% c	78 36%	75 37%	36 52% kl	** **	27 40% kl	34 44% kl	15 19%	18 24%
Trust my child to be sensible/ responsible	131 31%	13 10%	45 32% a	73 48% abd	131 31% a	62 29%	68 34%	8 12%	** **	19 28% g	26 34% g	35 44% gi	38 52% gij
Child is too young for this to be a problem	66 16%	51 41% bcd	14 10% c	2 1% bc	66 16% bc	37 17%	29 14%	30 43% ijkl	** **	7 10% kl	7 9% kl	1 1% kl	1 1% kl
Child too old for setting these controls	44 10%	2 2%	7 5%	35 23% abd	44 10% ab	23 11%	21 10%	1 2%	** **	3 4%	4 6%	19 24% gij	16 22% gij
Didn't know this was possible	35 8%	10 8%	15 11%	10 7%	35 8%	20 9%	15 7%	4 6%	** **	9 13% l	6 8%	7 9%	3 4%
Don't know how to do this	28 7%	9 7%	11 8%	8 5%	28 7%	13 6%	15 7%	3 5%	** **	5 7%	6 8%	5 6%	3 4%
It's not possible to set controls on my TV service	25 6%	5 4%	12 9%	7 5%	25 6%	11 5%	14 7%	2 3%	** **	5 7%	8 10%	5 6%	3 4%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 42

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

QP13 And can you tell me why that is? (MULTI CODE)

Base : Parents of children with a TV set in the household that the child watches with no parental controls set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	726	204	258	264	726	374	352	118	86	123	135	133	131
Effective Weighted Sample	565	167	197	201	565	295	270	97	70	96	102	103	99
Total	420	123	144	153	420	216	204	69	54	68	77	79	73
Would interfere with viewing of siblings/ other family members	17 4%	2 2%	7 5%	8 5%	17 4%	10 5%	7 3%	1 2%	** **	3 5%	3 4%	6 7%	3 4%
Wouldn't work/ they'd find a way around any controls	17 4%	2 1%	2 1%	14 9% abd	17 4%	9 4%	8 4%	1 1%	** **	1 2%	* 1%	7 8% g	7 9% g j
Too complicated/ time consuming to install/ administer	10 2%	1 1%	4 3%	5 3%	10 2%	5 2%	6 3%	1 1%	** **	2 3%	2 3%	2 3%	3 4%
Other	10 2%	2 2%	3 2%	5 3%	10 2%	5 2%	5 2%	2 3%	** **	1 2%	2 2%	2 3%	3 4%
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW	60 14%	18 15%	24 17%	17 11%	60 14%	31 14%	29 14%	7 10%	** **	13 19% 	12 15%	11 14%	6 9%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 42

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

QP13 And can you tell me why that is? (MULTI CODE)

Base : Parents of children with a TV set in the household that the child watches with no parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	m	n
Unweighted total	726	115	217	161	233	332	394	726	431	141	85	69	591	135	726
Effective Weighted Sample	565	87	172	122	185	259	307	565	405	121	82	65	473	93	565
Total	420	67	126	89	137	193	226	420	335	60	18	7	356	64	420
Child is always supervised/ always an adult present	152 36%	20 30%	52 41%	36 40%	45 33%	72 37%	80 36%	152 36%	130 39% i	13 22%	** **	** **	131 37% i	21 34%	152 36% i
Trust my child to be sensible/ responsible	131 31%	33 49% bcdefg	38 30% d	31 35% d	28 20%	72 37% df	59 26%	131 31% d	102 30%	19 32%	** **	** **	110 31%	21 33%	131 31%
Child is too young for this to be a problem	66 16%	10 14%	20 16%	15 17%	21 16%	30 15%	37 16%	66 16%	52 16%	12 20%	** **	** **	56 16%	10 16%	66 16%
Child too old for setting these controls	44 10%	8 12%	13 10%	8 9%	15 11%	21 11%	23 10%	44 10%	33 10%	9 15%	** **	** **	36 10%	8 13%	44 10%
Didn't know this was possible	35 8%	3 5%	8 6%	8 9%	16 12% e	11 6%	24 11% e	35 8%	26 8%	7 12%	** **	** **	29 8%	6 10%	35 8%
Don't know how to do this	28 7%	2 4%	4 3%	6 7%	16 12% abeg	6 3%	22 10% be	28 7% e	23 7%	4 7%	** **	** **	25 7%	3 5%	28 7%
It's not possible to set controls on my TV service	25 6%	4 5%	7 6% c	1 1% c	13 9% c	11 6% c	14 6% c	25 6% c	23 7%	2 3%	** **	** **	19 5%	6 9%	25 6%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 42

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

QP13 And can you tell me why that is? (MULTI CODE)

Base : Parents of children with a TV set in the household that the child watches with no parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	m	n
Unweighted total	726	115	217	161	233	332	394	726	431	141	85	69	591	135	726
Effective Weighted Sample	565	87	172	122	185	259	307	565	405	121	82	65	473	93	565
Total	420	67	126	89	137	193	226	420	335	60	18	7	356	64	420
Would interfere with viewing of siblings/ other family members	17 4%	3 4%	5 4%	2 3%	7 5%	8 4%	9 4%	17 4%	13 4%	3 6%	** **	** **	15 4%	2 3%	17 4%
Wouldn't work/ they'd find a way around any controls	17 4%	2 3%	4 3%	3 3%	8 6%	6 3%	11 5%	17 4%	15 4%	2 3%	** **	** **	15 4%	2 3%	17 4%
Too complicated/ time consuming to install/ administer	10 2%	2 3%	2 1%	1 1%	6 4%	4 2%	7 3%	10 2%	8 2%	2 3%	** **	** **	9 3%	1 1%	10 2%
Other	10 2%	* 1%	4 3%	2 2%	3 2%	4 2%	5 2%	10 2%	8 2%	1 2%	** **	** **	9 2%	1 1%	10 2%
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW	60 14%	5 7%	12 9%	12 14%	31 22%	17 9%	43 19%	60 14%	45 14%	10 17%	** **	** **	51 14%	9 14%	60 14%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 43

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

QP14 (SHOWCARD) Do you use these parental controls in any of these ways? Any others? (MULTI CODE)

Base : Parents of children with a TV set in the household that the child watches with any parental controls set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l
Unweighted total	785	212	297	276	785	388	397	95	117	159	138	134	142
Effective Weighted Sample	619	172	229	218	619	309	310	80	93	124	105	106	112
Total	491	130	186	175	491	242	249	57	73	99	87	85	90
Require a PIN to view a programme or film originally broadcast after 9pm	297 60%	76 58%	108 58%	114 65%	297 60%	144 59%	153 61%	** **	44 61%	56 57%	51 59%	56 66%	58 64%
'Adult' channels removed from the on-screen menu of channels	208 42%	55 42%	76 41%	77 44%	208 42%	99 41%	109 44%	** **	31 43%	40 41%	36 41%	35 41%	42 47%
Blocked specific channels from being viewed at any time of the day	163 33%	48 37%	65 35%	49 28%	163 33%	84 35%	80 32%	** **	26 36%	40 40%	25 29%	21 25%	28 31%
Block films depending on their age rating	120 24%	36 27%	45 24%	39 22%	120 24%	58 24%	62 25%	** **	20 27%	29 29%	16 18%	13 15%	26 29%
Blocked specific channels from being viewed after a specific time (for example after 8pm)	88 18%	22 17%	32 17%	34 19%	88 18%	44 18%	45 18%	** **	12 17%	19 19%	13 15%	15 17%	19 22%
Other	12 2%	4 3%	5 3%	3 2%	12 2%	9 4%	3 1%	** **	* *%	3 3%	2 2%	2 2%	1 1%
Don't know	27 6%	8 6%	9 5%	11 6%	27 6%	14 6%	13 5%	** **	4 5%	3 3%	6 6%	7 8%	4 4%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 43

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

QP14 (SHOWCARD) Do you use these parental controls in any of these ways? Any others? (MULTI CODE)

Base : Parents of children with a TV set in the household that the child watches with any parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	785	191	237	150	207	428	357	785	545	58	83	99	654	131	785
Effective Weighted Sample	619	159	183	119	159	341	277	619	515	50	80	93	534	87	619
Total	491	124	147	94	126	272	220	491	438	26	18	10	432	59	491
Require a PIN to view a programme or film originally broadcast after 9pm	297 60%	78 63%	92 62%	54 58%	73 57%	170 63%	127 58%	297 60%	260 59%	** **	** **	** **	261 60%	36 61%	297 60%
'Adult' channels removed from the on-screen menu of channels	208 42%	49 40%	56 38%	51 55% abdeg	51 40%	106 39%	102 47%	208 42%	187 43%	** **	** **	** **	188 43%	20 34%	208 42%
Blocked specific channels from being viewed at any time of the day	163 33%	31 25%	57 39% a	30 32%	46 36% a	88 32%	75 34% a	163 33% a	144 33% m	** **	** **	** **	152 35% m	11 19%	163 33% m
Block films depending on their age rating	120 24%	22 18%	42 29% a	24 26%	32 25%	64 24%	56 25%	120 24%	104 24%	** **	** **	** **	101 23%	19 32%	120 24%
Blocked specific channels from being viewed after a specific time (for example after 8pm)	88 18%	16 13%	30 20%	20 21%	23 18%	46 17%	43 19%	88 18%	75 17%	** **	** **	** **	80 19%	8 14%	88 18%
Other	12 2%	3 2%	4 3%	4 4%	2 1%	6 2%	6 3%	12 2%	11 2%	** **	** **	** **	11 3%	1 1%	12 2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 43

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

QP14 (SHOWCARD) Do you use these parental controls in any of these ways? Any others? (MULTI CODE)

Base : Parents of children with a TV set in the household that the child watches with any parental controls set

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	785	191	237	150	207	428	357	785	545	58	83	99	654	131	785
Effective Weighted Sample	619	159	183	119	159	341	277	619	515	50	80	93	534	87	619
Total	491	124	147	94	126	272	220	491	438	26	18	10	432	59	491
Don't know	27	8	6	5	8	14	14	27	23	**	**	**	24	4	27
	6%	6%	4%	6%	7%	5%	6%	6%	5%	**	**	**	5%	6%	6%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 44

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

QP15 Does your child know the PIN or password to override these controls? (SINGLE CODE)

Base : Parents of children with a TV set in the household that the child watches with any parental controls set

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l
Unweighted total	785	212	297	276	785	388	397	95	117	159	138	134	142
Effective Weighted Sample	619	172	229	218	619	309	310	80	93	124	105	106	112
Total	491	130	186	175	491	242	249	57	73	99	87	85	90
Yes	69	5	21	43	69	38	31	**	4	14	7	24	20
	14%	4%	11%	25%	14%	16%	13%	**	6%	14%	8%	28%	22%
			a	abd	a							hij	hj
No	411	125	159	127	411	199	212	**	68	82	78	61	66
	84%	96%	85%	73%	84%	82%	85%	**	94%	82%	89%	71%	74%
		bcd	c		c				ikl		kl		
Don't know	11	-	6	5	11	5	6	**	-	4	2	1	4
	2%	-%	3%	3%	2%	2%	2%	**	-%	4%	2%	1%	4%
			a	a									h

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 44

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

QP15 Does your child know the PIN or password to override these controls? (SINGLE CODE)

Base : Parents of children with a TV set in the household that the child watches with any parental controls set

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	785	191	237	150	207	428	357	785	545	58	83	99	654	131	785
Effective Weighted Sample	619	159	183	119	159	341	277	619	515	50	80	93	534	87	619
Total	491	124	147	94	126	272	220	491	438	26	18	10	432	59	491
Yes	69 14%	19 15%	25 17%	11 12%	14 11%	44 16%	25 11%	69 14%	63 14%	** **	** **	** **	63 15%	7 11%	69 14%
No	411 84%	102 82%	118 80%	82 87%	110 87%	220 81%	192 87% be	411 84%	364 83%	** **	** **	** **	359 83%	52 88%	411 84%
Don't know	11 2%	3 3%	4 3%	1 1%	2 2%	8 3%	3 1%	11 2%	10 2%	** **	** **	** **	10 2%	1 1%	11 2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 45

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

QP16A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION SET PARENTAL CONTROLS - The controls we have are effective (SINGLE CODE)

Base : Parents of children with a TV set in the household that the child watches with any parental controls set

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l
Unweighted total	785	212	297	276	785	388	397	95	117	159	138	134	142
Effective Weighted Sample	619	172	229	218	619	309	310	80	93	124	105	106	112
Total	491	130	186	175	491	242	249	57	73	99	87	85	90
Strongly disagree	18 4%	5 4%	4 2%	9 5%	18 4%	12 5%	6 3%	** **	3 4%	4 4%	* *%	6 7% j	3 3%
Slightly disagree	18 4%	3 2%	9 5%	7 4%	18 4%	9 4%	9 4%	** **	1 2%	5 5%	4 4%	2 3%	4 5%
TOTAL DISAGREE	36 7%	7 6%	13 7%	16 9%	36 7%	20 8%	15 6%	** **	4 6%	9 9%	4 4%	9 10%	7 8%
Neither/ nor	30 6%	4 3%	5 3%	20 12% abd	30 6%	14 6%	16 6%	** **	* 1%	3 3%	2 3%	7 8% h	13 15% hij
Slightly agree	96 20%	16 12%	39 21% a	41 23% a	96 20% a	45 18%	51 21%	** **	13 18%	20 20%	19 22%	21 25%	20 22%
Strongly agree	320 65%	100 77% bcd	124 66% c	96 55%	320 65% c	156 64%	164 66%	** **	54 75% kl	62 62%	62 71% kl	48 57%	48 53%
TOTAL AGREE	416 85%	116 89% c	163 87% c	137 78%	416 85% c	200 83%	216 86%	** **	67 92% ikl	82 83%	81 93% ikl	69 82%	68 75%
Don't know	10 2%	3 2%	5 3%	2 1%	10 2%	7 3%	3 1%	** **	1 1%	5 5% jk	- -%	- -%	2 2%
TOTAL NEITHER/ DON'T KNOW	39 8%	7 5%	11 6%	22 13% abd	39 8%	21 9%	18 7%	** **	1 2%	8 8% h	2 3%	7 8% h	15 17% hj

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 45

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

QP16A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION SET PARENTAL CONTROLS - The controls we have are effective (SINGLE CODE)

Base : Parents of children with a TV set in the household that the child watches with any parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	785	191	237	150	207	428	357	785	545	58	83	99	654	131	785
Effective Weighted Sample	619	159	183	119	159	341	277	619	515	50	80	93	534	87	619
Total	491	124	147	94	126	272	220	491	438	26	18	10	432	59	491
Strongly disagree	18 4%	3 2%	7 5%	3 3%	5 4%	10 4%	8 3%	18 4%	16 4%	** **	** **	** **	17 4%	1 2%	18 4%
Slightly disagree	18 4%	4 4%	7 4%	* *% c	7 5% c	11 4% c	7 3%	18 4%	17 4%	** **	** **	** **	17 4%	1 2%	18 4%
TOTAL DISAGREE	36 7%	7 6%	14 9%	3 3%	11 9%	21 8%	15 7%	36 7%	33 7%	** **	** **	** **	34 8%	2 3%	36 7%
Neither/ nor	30 6%	10 8%	9 6%	5 5%	6 5%	19 7%	11 5%	30 6%	26 6%	** **	** **	** **	25 6%	5 8%	30 6%
Slightly agree	96 20%	31 25%	26 18%	18 19%	21 17%	58 21%	38 17%	96 20%	84 19%	** **	** **	** **	87 20%	9 15%	96 20%
Strongly agree	320 65%	73 59%	98 66%	62 66%	87 69%	171 63%	149 68%	320 65%	287 65%	** **	** **	** **	278 64%	42 72%	320 65%
TOTAL AGREE	416 85%	104 84%	124 84%	80 85%	108 86%	229 84%	188 85%	416 85%	370 85%	** **	** **	** **	365 84%	51 87%	416 85%
Don't know	10 2%	2 2%	1 *%	6 6% abdeg	1 1%	3 1%	7 3%	10 2%	9 2%	** **	** **	** **	9 2%	1 2%	10 2%
TOTAL NEITHER/ DON'T KNOW	39 8%	12 10%	10 6%	11 12%	7 5%	22 8%	18 8%	39 8%	35 8%	** **	** **	** **	34 8%	6 10%	39 8%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 46

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

QP16B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION SET PARENTAL CONTROLS - I feel that my child is safer as a result of the controls we have (SINGLE CODE)

Base : Parents of children with a TV set in the household that the child watches with any parental controls set

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l
Unweighted total	785	212	297	276	785	388	397	95	117	159	138	134	142
Effective Weighted Sample	619	172	229	218	619	309	310	80	93	124	105	106	112
Total	491	130	186	175	491	242	249	57	73	99	87	85	90
Strongly disagree	14 3%	4 3%	4 2%	6 3%	14 3%	8 3%	6 2%	** **	1 2%	4 4% j	- -%	2 2%	4 5% j
Slightly disagree	18 4%	2 2%	5 3%	11 6% a	18 4%	10 4%	8 3%	** **	2 2%	3 3%	2 2%	6 7%	5 5%
TOTAL DISAGREE	31 6%	6 5%	9 5%	17 10% b	31 6%	18 7%	14 6%	** **	3 4%	7 7%	2 2%	8 9% j	9 10% j
Neither/ nor	46 9%	7 5%	16 9%	23 13% a	46 9%	23 10%	23 9%	** **	3 4%	7 7%	9 10%	12 14% h	11 12% h
Slightly agree	99 20%	19 15%	36 19%	44 25% a	99 20%	47 20%	52 21%	** **	12 17%	19 19%	17 19%	21 25%	23 25%
Strongly agree	309 63%	95 73% cd	124 66% c	90 51%	309 63% c	150 62%	159 64%	** **	54 74% kl	65 65% kl	59 68% kl	44 52%	46 51%
TOTAL AGREE	408 83%	115 88% c	159 86% c	134 77% c	408 83% c	198 82%	210 84%	** **	66 91% kl	84 84%	76 87% k	65 76%	69 77%
Don't know	6 1%	3 2%	2 1%	1 1%	6 1%	3 1%	3 1%	** **	1 1%	2 2%	* 1%	* *% h	1 1%
TOTAL NEITHER/ DON'T KNOW	52 11%	9 7%	18 10%	24 14% a	52 11%	27 11%	25 10%	** **	4 5%	9 9%	9 11%	12 15% h	12 13%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 46

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

QP16B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION SET PARENTAL CONTROLS - I feel that my child is safer as a result of the controls we have (SINGLE CODE)

Base : Parents of children with a TV set in the household that the child watches with any parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	785	191	237	150	207	428	357	785	545	58	83	99	654	131	785
Effective Weighted Sample	619	159	183	119	159	341	277	619	515	50	80	93	534	87	619
Total	491	124	147	94	126	272	220	491	438	26	18	10	432	59	491
Strongly disagree	14 3%	3 2%	6 4%	2 2%	3 2%	9 3%	5 2%	14 3%	13 3%	** **	** **	** **	14 3%	* *%	14 3%
Slightly disagree	18 4%	3 2%	6 4%	3 3%	6 4%	9 3%	9 4%	18 4%	17 4%	** **	** **	** **	16 4%	2 3%	18 4%
TOTAL DISAGREE	31 6%	6 5%	12 8%	5 5%	9 7%	18 7%	14 6%	31 6%	29 7%	** **	** **	** **	30 7%	2 3%	31 6%
Neither/ nor	46 9%	16 13% df	16 11%	7 8%	7 5%	32 12% df	14 6%	46 9%	39 9%	** **	** **	** **	40 9%	6 10%	46 9%
Slightly agree	99 20%	29 24% d	31 21%	21 22%	18 14%	60 22% d	39 18%	99 20%	88 20%	** **	** **	** **	88 20%	11 19%	99 20%
Strongly agree	309 63%	72 58%	88 60%	57 61%	92 73% abceg	160 59%	149 68% ae	309 63%	277 63%	** **	** **	** **	270 62%	39 67%	309 63%
TOTAL AGREE	408 83%	101 81%	119 81%	78 83%	111 88%	220 81%	188 86%	408 83%	365 83%	** **	** **	** **	358 83%	51 86%	408 83%
Don't know	6 1%	2 2%	* *%	4 4% bdeg	- -%	2 1%	4 2%	6 1%	4 1%	** **	** **	** **	5 1%	1 1%	6 1%
TOTAL NEITHER/ DON'T KNOW	52 11%	18 14% df	16 11%	11 12%	7 5%	34 12% d	18 8%	52 11%	43 10%	** **	** **	** **	45 10%	7 11%	52 11%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 47

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

QP17A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch (SINGLE CODE)

Base : Parents whose child watches TV

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1611	437	585	589	1611	814	797	221	216	299	286	294	295
Effective Weighted Sample	1260	355	446	459	1260	642	618	183	172	231	216	230	230
Total	972	264	349	359	972	487	486	130	134	176	173	180	179
Very concerned	100	28	38	35	100	50	50	13	15	15	23	22	13
	10%	11%	11%	10%	10%	10%	10%	10%	11%	9%	13% l	12%	7%
Fairly concerned	145	37	53	56	145	64	82	13	24	28	24	22	34
	15%	14%	15%	16%	15%	13%	17%	10%	18% g	16%	14%	12%	19% g
TOTAL CONCERNED	246	65	90	91	246	114	132	26	39	43	47	45	46
	25%	25%	26%	25%	25%	23%	27%	20%	29%	25%	27%	25%	26%
Neither/ nor	78	13	28	38	78	38	40	6	7	16	11	15	22
	8%	5%	8%	10% a	8% a	8%	8%	5%	5%	9%	7%	9%	12% ghj
Not very concerned	240	57	100	82	240	126	114	31	27	52	49	44	38
	25%	22%	29% ac	23%	25%	26%	23%	23%	20%	29% hl	28%	24%	21%
Not at all concerned	406	129	130	148	406	207	200	67	62	65	65	75	73
	42%	49% bcd	37%	41%	42%	42%	41%	51% ijkl	46%	37%	38%	42%	40%
TOTAL NOT CONCERNED	647	186	230	230	647	333	313	97	89	117	114	119	111
	66%	71% c	66%	64%	66%	68%	65%	75% l	66%	66%	66%	66%	62%
Don't know	2	*	1	1	2	1	1	*	-	-	1	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	-%
TOTAL NEITHER/ DON'T KNOW	80	13	28	39	80	39	41	6	7	16	12	17	22
	8%	5%	8%	11% a	8% a	8%	8%	5%	5%	9%	7%	9%	12% gh

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 47

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

QP17A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch (SINGLE CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1611	331	481	326	473	812	799	1611	1040	207	180	184	1321	290	1611
Effective Weighted Sample	1260	265	375	250	370	640	620	1260	980	178	174	174	1066	196	1260
Total	972	208	289	189	287	497	476	972	825	90	38	19	838	134	972
Very concerned	100 10%	30 15% bcfg	27 9%	14 8%	29 10%	57 11%	43 9%	100 10%	97 12% ijk	1 1%	2 5% i	1 5% i	90 11% ijk	11 8% i	100 10% ijk
Fairly concerned	145 15%	29 14%	42 14%	31 17%	43 15%	71 14%	74 16%	145 15%	131 16% i	7 8%	5 13%	3 15% i	128 15% i	17 13%	145 15% i
TOTAL CONCERNED	246 25%	60 29%	68 24%	46 24%	72 25%	128 26%	118 25%	246 25%	227 28% ijkm	8 9%	7 18% i	4 20% i	218 26% ij	28 21% i	246 25% ij
Neither/ nor	78 8%	18 9%	27 9%	12 6%	21 7%	46 9%	32 7%	78 8%	65 8% k	9 10% k	3 8%	1 3%	68 8% k	10 7%	78 8% k
Not very concerned	240 25%	52 25%	78 27%	40 21%	70 24%	130 26%	110 23%	240 25%	205 25%	21 23%	8 21%	6 33% hijln	207 25%	33 25%	240 25%
Not at all concerned	406 42%	77 37%	114 39%	91 48% abe	124 43%	191 39%	215 45% ae	406 42%	326 39%	52 58% hkimn	20 52% hln	8 43%	344 41%	63 47%	406 42%
TOTAL NOT CONCERNED	647 66%	129 62%	192 66%	131 70%	194 68%	321 65%	325 68%	647 66%	531 64%	73 81% hlmn	28 74% hl	15 76% hln	551 66%	96 71%	647 66%
Don't know	2 *%	- -%	1 1%	- -%	1 *%	1 *%	1 *%	2 *%	1 *%	- -%	* 1% l	* 1%	1 *%	1 1%	2 *%
TOTAL NEITHER/ DON'T KNOW	80 8%	18 9%	29 10%	12 6%	21 7%	47 9%	33 7%	80 8%	67 8%	9 10% k	3 9%	1 4%	69 8%	11 8%	80 8%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 48

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

QP17B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - How much time they spend watching television (SINGLE CODE)

Base : Parents whose child watches TV

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1611	437	585	589	1611	814	797	221	216	299	286	294	295
Effective Weighted Sample	1260	355	446	459	1260	642	618	183	172	231	216	230	230
Total	972	264	349	359	972	487	486	130	134	176	173	180	179
Very concerned	95	26	35	33	95	52	43	14	12	17	18	21	13
	10%	10%	10%	9%	10%	11%	9%	11%	9%	10%	10%	11%	7%
Fairly concerned	159	31	68	60	159	82	77	14	17	40	27	27	33
	16%	12%	19%	17%	16%	17%	16%	11%	12%	23%	16%	15%	18%
			a	a	a					ghk			g
TOTAL CONCERNED	254	57	103	94	254	134	120	28	29	58	45	48	46
	26%	22%	30%	26%	26%	28%	25%	22%	22%	33%	26%	27%	26%
			a							gh			
Neither/ nor	65	15	29	22	65	35	30	9	6	16	12	10	12
	7%	6%	8%	6%	7%	7%	6%	7%	5%	9%	7%	6%	7%
Not very concerned	245	65	95	85	245	110	135	31	34	43	52	36	49
	25%	25%	27%	24%	25%	23%	28%	24%	25%	24%	30%	20%	28%
							e				k		
Not at all concerned	408	127	122	159	408	207	201	62	65	59	63	87	72
	42%	48%	35%	44%	42%	43%	41%	47%	49%	33%	37%	48%	40%
		bd		b	b			ij	ij			ij	
TOTAL NOT CONCERNED	653	192	217	244	653	317	336	93	99	102	115	122	122
	67%	73%	62%	68%	67%	65%	69%	71%	74%	58%	67%	68%	68%
		bd						i	i			i	i
Don't know	*	-	-	*	*	*	-	-	-	-	-	*	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL NEITHER/ DON'T KNOW	66	15	29	22	66	35	30	9	6	16	12	10	12
	7%	6%	8%	6%	7%	7%	6%	7%	5%	9%	7%	6%	7%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 48

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

QP17B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - How much time they spend watching television (SINGLE CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1611	331	481	326	473	812	799	1611	1040	207	180	184	1321	290	1611
Effective Weighted Sample	1260	265	375	250	370	640	620	1260	980	178	174	174	1066	196	1260
Total	972	208	289	189	287	497	476	972	825	90	38	19	838	134	972
Very concerned	95 10%	28 13% bf	24 8%	15 8%	27 10%	52 11%	43 9%	95 10%	92 11% ijkm	1 1%	1 4% i	1 5% i	86 10% ijk	8 6% i	95 10% ijk
Fairly concerned	159 16%	34 16%	46 16%	30 16%	50 17%	80 16%	80 17%	159 16%	144 17% i	8 9%	5 12%	3 15%	134 16% i	25 19% i	159 16% i
TOTAL CONCERNED	254 26%	62 30%	70 24%	45 24%	77 27%	132 27%	122 26%	254 26%	235 29% ijk	9 10%	6 16%	4 20% i	220 26% ij	34 25% ij	254 26% ij
Neither/ nor	65 7%	13 6%	26 9% f	10 6%	16 6%	39 8%	26 6%	65 7%	56 7%	6 6%	2 6%	1 5%	60 7%	5 4%	65 7%
Not very concerned	245 25%	55 27%	75 26%	42 22%	72 25%	130 26%	115 24%	245 25%	208 25%	21 24%	9 24%	6 32% hmn	214 26%	31 23%	245 25%
Not at all concerned	408 42%	77 37%	118 41%	91 48% ae	122 43%	195 39%	213 45% a	408 42%	326 39%	54 60% hkln	20 54% hkln	8 43%	344 41%	64 48% h	408 42%
TOTAL NOT CONCERNED	653 67%	132 64%	193 67%	133 70%	194 68%	326 66%	327 69%	653 67%	534 65%	75 84% hklmn	30 78% hln	14 75% hln	558 67%	95 71%	653 67%
Don't know	* *0%	- -0%	* *0%	- -0%	- -0%	* *0%	- -0%	* *0%	- -0%	- -0%	- -0%	* 1% hln	* *0%	- -0%	* *0%
TOTAL NEITHER/ DON'T KNOW	66 7%	13 6%	26 9% f	10 6%	16 6%	39 8%	26 6%	66 7%	56 7%	6 6%	2 6%	1 5%	60 7%	5 4%	66 7%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 49

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

QP18 (SHOWCARD) I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (SINGLE CODE)

Base : Parents whose child watches TV

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								g	h	i	j	k	l
Unweighted total	1611	437	585	589	1611	814	797	221	216	299	286	294	295
Effective Weighted Sample	1260	355	446	459	1260	642	618	183	172	231	216	230	230
Total	972	264	349	359	972	487	486	130	134	176	173	180	179
Very concerned	79	26	27	26	79	42	37	13	13	13	14	17	9
	8%	10%	8%	7%	8%	9%	8%	10%	10%	7%	8%	9%	5%
Fairly concerned	148	34	56	57	148	72	76	15	19	32	24	25	33
	15%	13%	16%	16%	15%	15%	16%	12%	14%	18%	14%	14%	18%
TOTAL CONCERNED	227	60	84	83	227	114	112	28	32	45	38	41	42
	23%	23%	24%	23%	23%	23%	23%	21%	24%	26%	22%	23%	23%
Not very concerned	274	66	115	92	274	129	144	29	37	57	57	43	49
	28%	25%	33%	26%	28%	27%	30%	22%	28%	33%	33%	24%	28%
			ac							gk	gk		
Not at all concerned	468	138	149	181	468	240	228	74	64	72	77	94	87
	48%	52%	43%	50%	48%	49%	47%	56%	48%	41%	45%	52%	49%
		b		b				ij				i	
TOTAL NOT CONCERNED	742	204	264	273	742	369	373	102	102	130	134	137	136
	76%	77%	76%	76%	76%	76%	77%	79%	76%	74%	78%	76%	76%
Don't know	4	*	1	3	4	3	1	*	-	1	-	2	1
	0.4%	0.4%	0.3%	0.4%	0.4%	0.6%	0.2%	0.8%	0.0%	0.6%	0.0%	1.1%	0.6%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 49

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

QP18 (SHOWCARD) I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (SINGLE CODE)

Base : Parents whose child watches TV

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1611	331	481	326	473	812	799	1611	1040	207	180	184	1321	290	1611
Effective Weighted Sample	1260	265	375	250	370	640	620	1260	980	178	174	174	1066	196	1260
Total	972	208	289	189	287	497	476	972	825	90	38	19	838	134	972
Very concerned	79 8%	19 9%	21 7%	15 8%	24 8%	41 8%	38 8%	79 8%	77 9% ijklm	* *% i	1 3% i	* 2% i	75 9% ijklm	4 3% i	79 8% ijklm
Fairly concerned	148 15%	36 17% c	50 17% c	19 10%	43 15%	86 17% cf	61 13%	148 15% c	133 16% i	6 6% i	6 16% i	3 17% i	127 15% i	21 16% i	148 15% i
TOTAL CONCERNED	227 23% c	55 27% c	72 25% c	33 18%	67 23%	127 26% c	100 21%	227 23% c	210 25% im	6 7% i	7 20% i	4 19% i	202 24% i	25 19% i	227 23% i
Not very concerned	274 28%	57 27%	87 30%	55 29%	76 26%	143 29%	131 27%	274 28%	236 29%	23 26%	9 23%	6 29%	244 29% m	30 22%	274 28%
Not at all concerned	468 48%	96 46%	129 45%	100 53% be	143 50%	225 45%	243 51% e	468 48%	376 46%	60 67% hklm	22 57% hln	10 50%	388 46%	80 59% hln	468 48%
TOTAL NOT CONCERNED	742 76%	152 73%	216 75%	155 82% abe	219 76%	368 74%	373 78%	742 76%	612 74%	83 93% hijklmn	31 80%	15 80%	632 75%	109 81% h	742 76%
Don't know	4 *%	- -%	2 1%	1 1%	2 1%	2 *%	3 1%	4 *%	4 *%	* *% i	- -%	* 1%	4 1%	- -%	4 *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 50

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QP19 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	348	88	136	124	348	184	164	43	45	77	59	64	60
Effective Weighted Sample	283	76	105	102	283	148	135	36	40	60	46	52	50
Total	227	60	84	83	227	114	112	28	32	45	38	41	42
Bad language	150	**	52	52	150	76	74	**	**	**	**	**	**
	66%	**	62%	62%	66%	66%	66%	**	**	**	**	**	**
Sex/ sexually explicit content	138	**	46	54	138	69	68	**	**	**	**	**	**
	61%	**	55%	65%	61%	61%	61%	**	**	**	**	**	**
Generally unsuitable content of a sexual nature (i.e. not sex, but sexually provocative)	90	**	31	31	90	42	48	**	**	**	**	**	**
	40%	**	38%	37%	40%	37%	42%	**	**	**	**	**	**
Unsuitable content for younger people/ children	89	**	34	26	89	41	49	**	**	**	**	**	**
	39%	**	41%	31%	39%	36%	43%	**	**	**	**	**	**
Violence (in general)	74	**	28	27	74	40	34	**	**	**	**	**	**
	33%	**	34%	32%	33%	35%	31%	**	**	**	**	**	**
Overtly sexual performances	67	**	23	28	67	29	38	**	**	**	**	**	**
	30%	**	28%	34%	30%	25%	34%	**	**	**	**	**	**
Unsuitable content aired too early/ pre-watershed/ before 9pm	67	**	26	22	67	32	35	**	**	**	**	**	**
	30%	**	31%	27%	30%	28%	31%	**	**	**	**	**	**
Nakedness/ naked bodies/ naked body parts	61	**	21	21	61	30	31	**	**	**	**	**	**
	27%	**	25%	25%	27%	26%	28%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 50

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QP19 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	348	88	136	124	348	184	164	43	45	77	59	64	60
Effective Weighted Sample	283	76	105	102	283	148	135	36	40	60	46	52	50
Total	227	60	84	83	227	114	112	28	32	45	38	41	42
Portrayal of anti-social behaviour	46	**	16	20	46	24	22	**	**	**	**	**	**
	20%	**	19%	24%	20%	21%	20%	**	**	**	**	**	**
Glamorisation of certain lifestyles	41	**	15	21	41	18	23	**	**	**	**	**	**
	18%	**	17%	26%	18%	16%	20%	**	**	**	**	**	**
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	34	**	11	14	34	12	22	**	**	**	**	**	**
	15%	**	13%	17%	15%	11%	20% e	**	**	**	**	**	**
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	31	**	11	12	31	13	17	**	**	**	**	**	**
	14%	**	13%	15%	14%	12%	16%	**	**	**	**	**	**
Lack of respect towards adults	29	**	7	12	29	11	18	**	**	**	**	**	**
	13%	**	9%	15%	13%	10%	16%	**	**	**	**	**	**
Negative portrayal of women/ objectification of women	26	**	8	11	26	11	15	**	**	**	**	**	**
	11%	**	10%	13%	11%	10%	13%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP19 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

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

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total		348	88	136	124	348	184	164	43	45	77	59	64	60
Effective Weighted Sample		283	76	105	102	283	148	135	36	40	60	46	52	50
Total		227	60	84	83	227	114	112	28	32	45	38	41	42
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)		23	**	6	11	23	10	12	**	**	**	**	**	**
		10%	**	7%	13%	10%	9%	11%	**	**	**	**	**	**
Invasion of privacy/ not respecting people's privacy		15	**	4	6	15	5	10	**	**	**	**	**	**
		7%	**	5%	8%	7%	5%	9%	**	**	**	**	**	**
Other		5	**	1	2	5	1	4	**	**	**	**	**	**
		2%	**	1%	2%	2%	1%	4%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP19 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

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

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	348	82	114	54	98	196	152	348	265	13	36	34	291	57	348
Effective Weighted Sample	283	67	92	43	81	159	124	283	249	11	34	32	246	38	283
Total	227	55	72	33	67	127	100	227	210	6	7	4	202	25	227
Bad language	150 66%	** **	51 71%	** **	** **	86 68%	64 64%	150 66%	140 67%	** **	** **	** **	137 68%	** **	150 66%
Sex/ sexually explicit content	138 61%	** **	46 64%	** **	** **	76 60%	62 62%	138 61%	129 62%	** **	** **	** **	121 60%	** **	138 61%
Generally unsuitable content of a sexual nature (i.e. not sex, but sexually provocative)	90 40%	** **	28 39%	** **	** **	47 37%	42 43%	90 40%	82 39%	** **	** **	** **	75 37%	** **	90 40%
Unsuitable content for younger people/ children	89 39%	** **	29 40%	** **	** **	50 39%	39 40%	89 39%	80 38%	** **	** **	** **	76 38%	** **	89 39%
Violence (in general)	74 33%	** **	24 34%	** **	** **	45 35%	29 29%	74 33%	67 32%	** **	** **	** **	65 32%	** **	74 33%
Overtly sexual performances	67 30%	** **	24 33%	** **	** **	40 31%	28 28%	67 30%	61 29%	** **	** **	** **	57 29%	** **	67 30%
Unsuitable content aired too early/ pre-watershed/ before 9pm	67 30%	** **	22 30%	** **	** **	37 29%	30 30%	67 30%	58 28%	** **	** **	** **	55 27%	** **	67 30%
Nakedness/ naked bodies/ naked body parts	61 27%	** **	22 30%	** **	** **	31 24%	31 31%	61 27%	56 26%	** **	** **	** **	54 27%	** **	61 27%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP19 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

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

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	348	82	114	54	98	196	152	348	265	13	36	34	291	57	348
Effective Weighted Sample	283	67	92	43	81	159	124	283	249	11	34	32	246	38	283
Total	227	55	72	33	67	127	100	227	210	6	7	4	202	25	227
Portrayal of anti-social behaviour	46	**	15	**	**	24	22	46	43	**	**	**	39	**	46
	20%	**	22%	**	**	19%	22%	20%	20%	**	**	**	19%	**	20%
Glamorisation of certain lifestyles	41	**	10	**	**	24	16	41	37	**	**	**	33	**	41
	18%	**	15%	**	**	19%	16%	18%	18%	**	**	**	16%	**	18%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	34	**	13	**	**	21	13	34	31	**	**	**	29	**	34
	15%	**	18%	**	**	17%	13%	15%	15%	**	**	**	14%	**	15%
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	31	**	12	**	**	18	12	31	27	**	**	**	23	**	31
	14%	**	17%	**	**	15%	12%	14%	13%	**	**	**	12%	**	14%
Lack of respect towards adults	29	**	10	**	**	18	11	29	27	**	**	**	22	**	29
	13%	**	14%	**	**	14%	11%	13%	13%	**	**	**	11%	**	13%
Negative portrayal of women/ objectification of women	26	**	8	**	**	14	12	26	24	**	**	**	22	**	26
	11%	**	11%	**	**	11%	12%	11%	11%	**	**	**	11%	**	11%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP19 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

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

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	348	82	114	54	98	196	152	348	265	13	36	34	291	57	348
Effective Weighted Sample	283	67	92	43	81	159	124	283	249	11	34	32	246	38	283
Total	227	55	72	33	67	127	100	227	210	6	7	4	202	25	227
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	23	**	8	**	**	14	8	23	20	**	**	**	18	**	23
	10%	**	12%	**	**	11%	8%	10%	10%	**	**	**	9%	**	10%
Invasion of privacy/ not respecting people's privacy	15	**	6	**	**	10	5	15	12	**	**	**	11	**	15
	7%	**	9%	**	**	8%	5%	7%	6%	**	**	**	5%	**	7%
Other	5	**	1	**	**	2	3	5	4	**	**	**	5	**	5
	2%	**	1%	**	**	2%	3%	2%	2%	**	**	**	2%	**	2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 51

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

QP20 (SHOWCARD) And which of these types of programmes concern you regarding your child's television viewing, during the day and up until 9pm in the evening, in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	348	88	136	124	348	184	164	43	45	77	59	64	60
Effective Weighted Sample	283	76	105	102	283	148	135	36	40	60	46	52	50
Total	227	60	84	83	227	114	112	28	32	45	38	41	42
Soaps	72	**	26	28	72	29	43	**	**	**	**	**	**
	32%	**	31%	34%	32%	25%	38%	**	**	**	**	**	**
						e							
Reality programmes	67	**	25	30	67	31	36	**	**	**	**	**	**
	30%	**	30%	36%	30%	27%	32%	**	**	**	**	**	**
Films	66	**	25	28	66	36	30	**	**	**	**	**	**
	29%	**	30%	34%	29%	32%	27%	**	**	**	**	**	**
Dramas	57	**	19	24	57	27	30	**	**	**	**	**	**
	25%	**	23%	29%	25%	24%	27%	**	**	**	**	**	**
Music videos shown on music channels or general channels	46	**	14	17	46	19	28	**	**	**	**	**	**
	20%	**	17%	20%	20%	16%	25%	**	**	**	**	**	**
Trailers for programmes	31	**	8	15	31	17	14	**	**	**	**	**	**
	14%	**	10%	18%	14%	15%	13%	**	**	**	**	**	**
Documentaries	31	**	12	10	31	16	15	**	**	**	**	**	**
	14%	**	15%	12%	14%	14%	14%	**	**	**	**	**	**
Children's programmes	26	**	13	3	26	13	13	**	**	**	**	**	**
	12%	**	15%	4%	12%	11%	12%	**	**	**	**	**	**
			c		c								
News programmes	25	**	11	6	25	15	10	**	**	**	**	**	**
	11%	**	13%	7%	11%	13%	9%	**	**	**	**	**	**
Talent shows	18	**	7	8	18	7	11	**	**	**	**	**	**
	8%	**	8%	9%	8%	6%	10%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 51

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QP20 (SHOWCARD) And which of these types of programmes concern you regarding your child's television viewing, during the day and up until 9pm in the evening, in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	348	88	136	124	348	184	164	43	45	77	59	64	60
Effective Weighted Sample	283	76	105	102	283	148	135	36	40	60	46	52	50
Total	227	60	84	83	227	114	112	28	32	45	38	41	42
Current affairs programmes	17	**	4	7	17	10	7	**	**	**	**	**	**
	7%	**	5%	9%	7%	8%	6%	**	**	**	**	**	**
General entertainment including quiz shows	16	**	4	8	16	6	11	**	**	**	**	**	**
	7%	**	5%	10%	7%	5%	10%	**	**	**	**	**	**
Magazine style shows	10	**	3	4	10	4	6	**	**	**	**	**	**
	4%	**	3%	5%	4%	3%	6%	**	**	**	**	**	**
Sports programmes	6	**	4	1	6	3	3	**	**	**	**	**	**
	3%	**	4%	1%	3%	3%	2%	**	**	**	**	**	**
Other types of programmes	7	**	1	2	7	3	5	**	**	**	**	**	**
	3%	**	1%	2%	3%	2%	4%	**	**	**	**	**	**
Don't know	39	**	19	11	39	20	19	**	**	**	**	**	**
	17%	**	23%	14%	17%	17%	17%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	348	82	114	54	98	196	152	348	265	13	36	34	291	57	348
Effective Weighted Sample	283	67	92	43	81	159	124	283	249	11	34	32	246	38	283
Total	227	55	72	33	67	127	100	227	210	6	7	4	202	25	227
Soaps	72 32%	** **	28 39%	** **	** **	41 32%	31 31%	72 32%	64 30%	** **	** **	** **	63 31%	** **	72 32%
Reality programmes	67 30%	** **	22 31%	** **	** **	37 29%	30 30%	67 30%	59 28%	** **	** **	** **	57 28%	** **	67 30%
Films	66 29%	** **	20 28%	** **	** **	38 30%	28 28%	66 29%	62 29%	** **	** **	** **	56 28%	** **	66 29%
Dramas	57 25%	** **	20 28%	** **	** **	34 27%	23 23%	57 25%	52 25%	** **	** **	** **	48 24%	** **	57 25%
Music videos shown on music channels or general channels	46 20%	** **	13 19%	** **	** **	24 19%	22 22%	46 20%	43 21%	** **	** **	** **	42 21%	** **	46 20%
Trailers for programmes	31 14%	** **	8 11%	** **	** **	16 12%	15 16%	31 14%	29 14%	** **	** **	** **	28 14%	** **	31 14%
Documentaries	31 14%	** **	11 15%	** **	** **	19 15%	11 11%	31 14%	29 14%	** **	** **	** **	28 14%	** **	31 14%
Children's programmes	26 12%	** **	7 9%	** **	** **	9 7%	17 17%	26 12%	23 11%	** **	** **	** **	24 12%	** **	26 12%
News programmes	25 11%	** **	8 11%	** **	** **	16 12%	9 9%	25 11%	22 11%	** **	** **	** **	21 10%	** **	25 11%
Talent shows	18 8%	** **	3 4%	** **	** **	6 5%	12 12%	18 8%	15 7%	** **	** **	** **	16 8%	** **	18 8%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 51

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

QP20 (SHOWCARD) And which of these types of programmes concern you regarding your child's television viewing, during the day and up until 9pm in the evening, in the last 12 months? (MULTI CODE)

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

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	348	82	114	54	98	196	152	348	265	13	36	34	291	57	348
Effective Weighted Sample	283	67	92	43	81	159	124	283	249	11	34	32	246	38	283
Total	227	55	72	33	67	127	100	227	210	6	7	4	202	25	227
Current affairs programmes	17 7%	** **	6 8%	** **	** **	8 6%	9 9%	17 7%	16 8%	** **	** **	** **	15 8%	** **	17 7%
General entertainment including quiz shows	16 7%	** **	7 10%	** **	** **	10 8%	7 7%	16 7%	16 7%	** **	** **	** **	14 7%	** **	16 7%
Magazine style shows	10 4%	** **	4 6%	** **	** **	6 5%	3 3%	10 4%	9 4%	** **	** **	** **	9 4%	** **	10 4%
Sports programmes	6 3%	** **	* *%	** **	** **	1 1%	5 5% b	6 3%	6 3%	** **	** **	** **	6 3%	** **	6 3%
Other types of programmes	7 3%	** **	3 4%	** **	** **	5 4%	2 2%	7 3%	7 3%	** **	** **	** **	6 3%	** **	7 3%
Don't know	39 17%	** **	12 16%	** **	** **	23 18%	16 16%	39 17%	38 18%	** **	** **	** **	39 19%	** **	39 17%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 52

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

QP21 (SHOWCARD) Does your child ever listen to radio programmes in these ways either at home or elsewhere? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Through a traditional radio set (including portable sets, radio alarms, car radios etc.)	321 32%	71 26%	116 32%	133 37% a	321 32% a	150 30%	171 34%	36 27%	35 25%	54 30%	62 34% h	59 32%	74 41% ghik
Through a DAB digital radio set (a mix of existing stations and new stations not available on traditional radio, with digital sound quality)	75 7%	20 7%	18 5%	37 10% b	75 7% b	37 7%	38 8%	11 8%	10 7%	7 4%	10 6%	19 10% i	18 10% i
Through your satellite or cable TV service or Freeview	54 5%	7 3%	15 4%	32 9% abd	54 5% a	20 4%	34 7% e	3 2%	4 3%	6 3%	9 5%	11 6% g	20 11% ghij
Through a mobile phone (as a live broadcast)	49 5%	3 1%	10 3%	36 10% abd	49 5% a	20 4%	29 6%	1 1%	2 2%	4 2%	7 4% g	16 9% ghij	20 11% ghij

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 52

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

QP21 (SHOWCARD) Does your child ever listen to radio programmes in these ways either at home or elsewhere? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Over the internet (when broadcast or later or via a podcast) using a PC, laptop, tablet, or smartphone	36 4%	6 2%	6 2%	24 7% abd	36 4% b	18 4%	18 4%	4 3%	3 2%	4 2%	2 1%	11 6% hij	14 8% ghij
Other way of listening to radio	5 *%	1 *%	1 *%	2 1%	5 *%	1 *%	3 1%	- -%	1 1%	1 1%	* *%	* *%	2 1%
ANY RADIO LISTENING	423 42%	90 33%	146 40% a	187 51% abd	423 42% a	197 39%	226 45% e	46 35%	44 32%	67 37%	78 43% h	83 45% gh	103 57% ghijk
ANY DIGITAL RADIO LISTENING	146 15%	32 12%	35 10%	79 22% abd	146 15% b	67 13%	79 16%	16 12%	16 11%	15 8%	20 11%	35 19% hij	43 24% ghij
ONLY TRADITIONAL RADIO LISTENING	262 26%	58 21%	104 29% a	100 28% a	262 26% a	124 25%	139 28%	30 23%	28 20%	50 27%	55 30% h	44 24%	56 31% gh
Does not listen to radio	577 58%	182 67% bcd	218 60% c	177 49%	577 58% c	303 61% f	274 55%	87 65% kl	96 68% jkl	116 63% l	102 57% l	100 55% l	76 43%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 52

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

QP21 (SHOWCARD) Does your child ever listen to radio programmes in these ways either at home or elsewhere? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Through a traditional radio set (including portable sets, radio alarms, car radios etc.)	321 32%	82 39% dfg	99 34% d	65 33% d	74 25%	182 36% df	139 28%	321 32% d	285 34% ik	21 23%	11 27%	4 22%	273 32% ik	48 34% ik	321 32% ik
Through a DAB digital radio set (a mix of existing stations and new stations not available on traditional radio, with digital sound quality)	75 7%	27 13% bcdfg	23 8% d	11 6%	13 4%	50 10% df	25 5%	75 7% df	66 8% k	6 7% k	2 4%	* 2%	58 7% k	17 12% jklm	75 7% k
Through your satellite or cable TV service or Freeview	54 5%	10 5%	20 7%	11 6%	12 4%	30 6%	23 5%	54 5%	42 5%	9 10% hijklmn	2 5%	1 5%	48 6%	6 4%	54 5%
Through a mobile phone (as a live broadcast)	49 5%	13 6%	18 6% d	10 5%	9 3%	30 6% d	19 4%	49 5%	45 5%	2 2%	1 3%	1 5%	45 5%	4 3%	49 5%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 52

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

QP21 (SHOWCARD) Does your child ever listen to radio programmes in these ways either at home or elsewhere? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Over the internet (when broadcast or later or via a podcast) using a PC, laptop, tablet, or smartphone	36 4%	8 4%	11 4%	9 5%	8 3%	19 4%	17 4%	36 4%	33 4%	2 2%	1 2%	* 1%	30 4%	6 4%	36 4%
Other way of listening to radio	5 *%	1 *%	- -%	2 1%	1 *%	1 *%	4 1%	5 *%	4 1%	- -%	* 1%	- -%	5 1%	* *%	5 *%
ANY RADIO LISTENING	423 42%	109 51% dfg	128 44% d	87 45% df	98 33%	238 47% df	185 38%	423 42% df	371 44% jk	33 37% k	14 35%	5 27%	362 42% k	61 43% k	423 42% jk
ANY DIGITAL RADIO LISTENING	146 15%	41 19% df	44 15%	29 15%	33 11%	85 17% df	61 12%	146 15%	126 15% jk	15 16% jk	3 9%	1 7%	123 14% jk	23 16% jk	146 15% jk
ONLY TRADITIONAL RADIO LISTENING	262 26%	64 30% df	80 27% d	55 28% d	63 21%	145 29% d	118 24%	262 26% d	231 27% ik	18 20%	10 24%	4 18%	224 26% k	38 27%	262 26% k
Does not listen to radio	577 58%	104 49%	166 56%	107 55%	200 67% abceg	270 53%	307 62% aceg	577 58% a	479 56%	57 63%	26 65% hn	15 73% hilmn	497 58%	79 57%	577 58%

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

Table 53

QP22A Please think about the time your child spends listening to radio programmes on any device at home or elsewhere on a typical school day. How many hours would you say he/ she spends listening to radio on a typical school day?
(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7 a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 ~i	FEMALE 8-11 ~j	MALE 12-15 k
Significance Level: 95%													
Unweighted total	656	140	217	299	656	303	353	71	69	99	118	133	166
Effective Weighted Sample	533	118	178	238	533	250	283	63	56	82	95	106	132
Total	423	90	146	187	423	197	226	46	44	67	78	83	103
None	58	13	21	23	58	27	31	**	**	**	13	12	11
	14%	15%	15%	12%	14%	13%	14%	**	**	**	17%	15%	11%
Up to 1 hour	326	71	112	143	326	152	174	**	**	**	59	63	80
	77%	79%	77%	76%	77%	77%	77%	**	**	**	75%	75%	77%
Up to 2 hours	24	6	7	11	24	13	11	**	**	**	4	5	5
	6%	7%	5%	6%	6%	6%	5%	**	**	**	5%	6%	5%
Up to 3 hours	8	-	2	6	8	3	5	**	**	**	1	2	4
	2%	-%	1%	3%	2%	2%	2%	**	**	**	1%	2%	4%
Up to 4 hours	5	-	3	2	5	3	2	**	**	**	1	1	1
	1%	-%	2%	1%	1%	1%	1%	**	**	**	1%	1%	1%
Up to 5 hours	1	*	-	1	1	*	1	**	**	**	-	-	1
	*%	*%	-%	1%	*%	*%	*%	**	**	**	-%	-%	1%
Over 8 hours	1	-	-	1	1	-	1	**	**	**	-	-	1
	*%	-%	-%	*%	*%	-%	*%	**	**	**	-%	-%	1%
Mean number of hours	.8	.7	.7	.9	.8	.7	.9	**	**	**	.7	.7	1.1
													jk
Standard deviation	1.11	.52	.68	1.50	1.11	.67	1.38	**	**	**	.67	.72	1.91
Standard error	.04	.04	.05	.09	.04	.04	.07	**	**	**	.06	.06	.15
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 53

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

QP22A Please think about the time your child spends listening to radio programmes on any device at home or elsewhere on a typical school day. How many hours would you say he/ she spends listening to radio on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child listens to radio

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	656	167	202	134	153	369	287	656	462	74	66	54	545	111	656
Effective Weighted Sample	533	138	165	109	121	303	230	533	437	64	64	52	452	82	533
Total	423	109	128	87	98	238	185	423	371	33	14	5	362	61	423
None	58 14%	14 13%	15 12%	13 15%	15 16%	30 12%	28 15%	58 14%	52 14%	** **	** **	** **	52 14%	6 10%	58 14%
Up to 1 hour	326 77%	91 83% cdf	102 80%	64 73%	69 71%	193 81% df	133 72%	326 77%	285 77%	** **	** **	** **	276 76%	50 82%	326 77%
Up to 2 hours	24 6%	2 2%	8 7%	8 9% a	5 6%	11 5%	13 7% a	24 6%	20 5%	** **	** **	** **	23 6%	1 1%	24 6%
Up to 3 hours	8 2%	- -%	1 1%	3 3% ae	4 4% ae	1 *% ae	7 4% ae	8 2%	8 2%	** **	** **	** **	5 1%	3 5%	8 2%
Up to 4 hours	5 1%	2 1%	2 1%	- -%	2 2%	3 1%	2 1%	5 1%	4 1%	** **	** **	** **	4 1%	1 2%	5 1%
Up to 5 hours	1 *%	- -%	* *%	- -%	1 1%	* *%	1 1%	1 *%	1 *%	** **	** **	** **	1 *%	- -%	1 *%
Over 8 hours	1 *%	- -%	- -%	- -%	1 1%	- -%	1 *%	1 *%	1 *%	** **	** **	** **	1 *%	- -%	1 *%
Mean number of hours	.8	.6	.7	.8 a	1.0 aeg	.7	.9 ae	.8	.8	**	**	**	.8	.8	.8
Standard deviation	1.11	.56	.62	.67	1.99	.60	1.52	1.11	1.16	**	**	**	1.16	.75	1.11
Standard error	.04	.04	.04	.06	.16	.03	.09	.04	.05	**	**	**	.05	.07	.04
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 54

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

QP22B And how many hours would you say he/ she listens to radio on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child listens to radio

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	656	140	217	299	656	303	353	71	69	99	118	133	166
Effective Weighted Sample	533	118	178	238	533	250	283	63	56	82	95	106	132
Total	423	90	146	187	423	197	226	46	44	67	78	83	103
None	73	16	30	27	73	31	42	**	**	**	18	13	14
	17%	18%	20%	15%	17%	16%	19%	**	**	**	23%	16%	14%
Up to 1 hour	278	64	93	121	278	132	146	**	**	**	48	54	67
	66%	71%	64%	65%	66%	67%	65%	**	**	**	61%	64%	65%
Up to 2 hours	42	7	15	19	42	21	21	**	**	**	7	8	11
	10%	8%	10%	10%	10%	11%	9%	**	**	**	9%	9%	11%
Up to 3 hours	13	2	2	9	13	6	7	**	**	**	2	4	4
	3%	2%	1%	5%	3%	3%	3%	**	**	**	2%	5%	4%
Up to 4 hours	7	*	3	3	7	3	3	**	**	**	2	2	1
	2%	*%	2%	2%	2%	2%	1%	**	**	**	3%	2%	1%
Up to 5 hours	5	1	1	3	5	2	3	**	**	**	1	1	2
	1%	1%	1%	2%	1%	1%	1%	**	**	**	1%	1%	2%
Up to 6 hours	5	-	1	4	5	2	3	**	**	**	1	2	2
	1%	-%	*%	2%	1%	1%	1%	**	**	**	1%	2%	2%
Up to 8 hours	1	-	-	1	1	-	1	**	**	**	-	-	1
	*%	-%	-%	1%	*%	-%	*%	**	**	**	-%	-%	1%
Over 8 hours	1	-	1	-	1	1	-	**	**	**	-	-	-
	*%	-%	1%	-%	*%	*%	-%	**	**	**	-%	-%	-%
Mean number of hours	1.0	.8	.9	1.1	1.0	1.0	1.0	**	**	**	.9	1.1	1.2
		a		a									
Standard deviation	1.18	.78	1.18	1.31	1.18	1.18	1.18	**	**	**	1.06	1.21	1.39
Standard error	.05	.07	.08	.08	.05	.07	.06	**	**	**	.10	.10	.11

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 54

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

QP22B And how many hours would you say he/ she listens to radio on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child listens to radio

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	656	167	202	134	153	369	287	656	462	74	66	54	545	111	656
Effective Weighted Sample	533	138	165	109	121	303	230	533	437	64	64	52	452	82	533
Total	423	109	128	87	98	238	185	423	371	33	14	5	362	61	423
None	73	19	27	13	15	46	28	73	65	**	**	**	64	9	73
	17%	17%	21%	14%	15%	19%	15%	17%	17%	**	**	**	18%	14%	17%
Up to 1 hour	278	79	75	58	66	154	124	278	243	**	**	**	235	43	278
	66%	72% b	58%	67%	67%	65%	67%	66%	66%	**	**	**	65%	70%	66%
Up to 2 hours	42	7	18	10	7	25	17	42	36	**	**	**	39	3	42
	10%	6%	14% a	11%	7%	10%	9%	10%	10%	**	**	**	11%	5%	10%
Up to 3 hours	13	2	5	3	3	6	6	13	10	**	**	**	10	3	13
	3%	1%	4%	3%	3%	3%	3%	3%	3%	**	**	**	3%	5%	3%
Up to 4 hours	7	2	1	1	3	3	3	7	6	**	**	**	6	1	7
	2%	2%	1%	1%	3%	1%	2%	2%	2%	**	**	**	2%	2%	2%
Up to 5 hours	5	1	1	1	2	2	3	5	4	**	**	**	3	2	5
	1%	1%	1%	1%	2%	1%	2%	1%	1%	**	**	**	1%	3%	1%
Up to 6 hours	5	-	1	2	2	1	4	5	4	**	**	**	4	1	5
	1%	-%	1%	2%	2%	*%	2%	1%	1%	**	**	**	1%	1%	1%
Up to 8 hours	1	-	1	-	-	1	-	1	1	**	**	**	1	-	1
	*%	-%	1%	-%	-%	*%	-%	*%	*%	**	**	**	*%	-%	*%
Over 8 hours	1	-	1	-	-	1	-	1	1	**	**	**	1	-	1
	*%	-%	1%	-%	-%	*%	-%	*%	*%	**	**	**	*%	-%	*%
Mean number of hours	1.0	.8	1.0	1.1	1.1	.9	1.1	1.0	1.0	**	**	**	1.0	1.0	1.0
			a	a	a		a								
Standard deviation	1.18	.84	1.38	1.13	1.25	1.17	1.19	1.18	1.21	**	**	**	1.18	1.20	1.18
Standard error	.05	.07	.10	.10	.10	.06	.07	.05	.06	**	**	**	.05	.11	.05
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 55

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

QP22A-B HOURS LISTEN TO RADIO IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child listens to radio

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	656	140	217	299	656	303	353	71	69	99	118	133	166
Effective Weighted Sample	533	118	178	238	533	250	283	63	56	82	95	106	132
Total	423	90	146	187	423	197	226	46	44	67	78	83	103
None	17	4	6	8	17	6	10	**	**	**	4	4	3
	4%	4%	4%	4%	4%	3%	5%	**	**	**	6%	5%	3%
Up to 5 hours	234	53	89	93	234	117	117	**	**	**	46	47	45
	55%	59%	61%	50%	55%	59%	52%	**	**	**	59%	57%	44%
Up to 10 hours	126	26	38	62	126	53	73	**	**	**	21	23	39
	30%	29%	26%	33%	30%	27%	32%	**	**	**	26%	27%	37%
Up to 15 hours	24	7	7	10	24	11	13	**	**	**	3	2	8
	6%	8%	5%	5%	6%	6%	6%	**	**	**	4%	3%	8%
Up to 20 hours	8	1	2	5	8	5	2	**	**	**	1	3	1
	2%	1%	2%	2%	2%	3%	1%	**	**	**	1%	4%	1%
Up to 25 hours	6	-	2	4	6	1	5	**	**	**	2	1	3
	1%	-%	1%	2%	1%	1%	2%	**	**	**	2%	1%	3%
Up to 30 hours	5	-	2	4	5	2	3	**	**	**	1	2	2
	1%	-%	1%	2%	1%	1%	1%	**	**	**	1%	2%	2%
Up to 35 hours	*	*	-	*	*	*	*	**	**	**	-	-	*
	*%	*%	-%	*%	*%	*%	*%	**	**	**	-%	-%	*%
Up to 40 hours	2	-	1	1	2	1	1	**	**	**	-	-	1
	*%	-%	1%	1%	*%	*%	*%	**	**	**	-%	-%	1%
Over 40 hours	1	-	-	1	1	-	1	**	**	**	-	-	1
	*%	-%	-%	*%	*%	-%	*%	**	**	**	-%	-%	1%
Mean number of hours	5.9	4.9	5.4	6.8	5.9	5.5	6.3	**	**	**	5.3	5.7	7.7
				ab									jk
Standard deviation	6.84	3.73	5.27	8.74	6.84	5.27	7.96	**	**	**	5.04	5.59	10.56
Standard error	.27	.32	.36	.51	.27	.30	.42	**	**	**	.46	.48	.82
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 55

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

QP22A-B HOURS LISTEN TO RADIO IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child listens to radio

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	656	167	202	134	153	369	287	656	462	74	66	54	545	111	656
Effective Weighted Sample	533	138	165	109	121	303	230	533	437	64	64	52	452	82	533
Total	423	109	128	87	98	238	185	423	371	33	14	5	362	61	423
None	17	4	5	5	3	9	8	17	15	**	**	**	16	1	17
	4%	4%	4%	6%	3%	4%	4%	4%	4%	**	**	**	4%	1%	4%
Up to 5 hours	234	69	70	42	53	139	95	234	205	**	**	**	200	34	234
	55%	63%	55%	48%	54%	58%	51%	55%	55%	**	**	**	55%	57%	55%
		cf													
Up to 10 hours	126	32	38	28	28	70	56	126	113	**	**	**	106	20	126
	30%	29%	29%	32%	29%	29%	30%	30%	30%	**	**	**	29%	33%	30%
Up to 15 hours	24	3	9	7	5	12	12	24	18	**	**	**	23	1	24
	6%	2%	7%	8%	5%	5%	6%	6%	5%	**	**	**	6%	2%	6%
		a													
Up to 20 hours	8	*	3	4	1	3	5	8	7	**	**	**	6	2	8
	2%	*%	2%	4%	1%	1%	3%	2%	2%	**	**	**	2%	3%	2%
				ae											
Up to 25 hours	6	-	2	-	4	2	4	6	5	**	**	**	5	1	6
	1%	-%	2%	-%	4%	1%	2%	1%	1%	**	**	**	1%	2%	1%
				ace											
Up to 30 hours	5	2	-	2	2	2	4	5	5	**	**	**	3	2	5
	1%	1%	-%	2%	2%	1%	2%	1%	1%	**	**	**	1%	3%	1%
Up to 35 hours	*	-	*	-	-	*	-	*	-	**	**	**	*	-	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	**	**	**	*%	-%	*%
Up to 40 hours	2	-	1	-	1	1	1	2	2	**	**	**	2	-	2
	*%	-%	1%	-%	1%	*%	1%	*%	1%	**	**	**	1%	-%	*%
Over 40 hours	1	-	-	-	1	-	1	1	1	**	**	**	1	-	1
	*%	-%	-%	-%	1%	-%	*%	*%	*%	**	**	**	*%	-%	*%
Mean number of hours	5.9	4.8	5.8	6.0	7.3	5.3	6.7	5.9	5.9	**	**	**	5.9	6.2	5.9
		a		a	aeg		ae	a							
Standard deviation	6.84	4.00	5.23	5.16	11.08	4.72	8.80	6.84	7.09	**	**	**	7.04	5.55	6.84

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

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

QP22A-B HOURS LISTEN TO RADIO IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child listens to radio

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Standard error	.27	.31	.37	.45	.90	.25	.52	.27	.33	**	**	**	.30	.53	.27

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 56

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

QP23 (SHOWCARD) Do you have any of these rules or restrictions about the radio that your child listens to? Any others? (MULTI CODE)

Base : Parents whose child listens to radio

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	618	140	209	269	618	274	344	71	69	90	119	113	156
Effective Weighted Sample	508	118	170	220	508	228	280	63	56	73	97	93	127
Total	406	90	140	175	406	183	223	46	44	61	79	75	100
No radio after a certain time	44	9	16	20	44	16	29	**	**	**	12	7	13
	11%	9%	11%	11%	11%	9%	13%	**	**	**	15%	10%	13%
Can only listen when supervised/ not on their own	22	9	8	5	22	8	14	**	**	**	5	1	4
	5%	10%	6%	3%	5%	4%	6%	**	**	**	7%	1%	4%
		c											
No music with swearing/ bad language	19	8	7	4	19	10	9	**	**	**	3	1	3
	5%	9%	5%	2%	5%	5%	4%	**	**	**	4%	1%	3%
		c											
Only certain radio stations/ shows	17	6	6	4	17	8	9	**	**	**	5	2	3
	4%	7%	5%	3%	4%	4%	4%	**	**	**	6%	2%	3%
Regularly check on what they're listening to	17	5	5	6	17	9	8	**	**	**	3	3	4
	4%	6%	4%	4%	4%	5%	4%	**	**	**	3%	4%	4%
Only age-appropriate radio stations/ shows	15	8	3	4	15	6	9	**	**	**	2	1	3
	4%	9%	2%	2%	4%	3%	4%	**	**	**	3%	1%	3%
		bcd											
Other	*	-	-	*	*	*	-	**	**	**	-	*	-
	*%	-%	-%	*%	*%	*%	-%	**	**	**	-%	*%	-%
ANY RULES OR RESTRICTIONS	82	23	30	29	82	32	50	**	**	**	21	10	19
	20%	25%	21%	17%	20%	17%	22%	**	**	**	26%	13%	19%
											k		

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 56

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

QP23 (SHOWCARD) Do you have any of these rules or restrictions about the radio that your child listens to? Any others? (MULTI CODE)

Base : Parents whose child listens to radio

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	618	140	209	269	618	274	344	71	69	90	119	113	156
Effective Weighted Sample	508	118	170	220	508	228	280	63	56	73	97	93	127
Total	406	90	140	175	406	183	223	46	44	61	79	75	100
No, do not have ANY rules or restrictions	324	68	110	146	324	151	174	**	**	**	59	66	81
	80%	75%	79%	83%	80%	83%	78%	**	**	**	74%	87%	81%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 56

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

QP23 (SHOWCARD) Do you have any of these rules or restrictions about the radio that your child listens to? Any others? (MULTI CODE)

Base : Parents whose child listens to radio

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	618	155	190	123	150	345	273	618	443	70	59	46	511	107	618
Effective Weighted Sample	508	129	156	101	121	286	222	508	420	60	57	44	426	82	508
Total	406	103	122	82	99	225	181	406	358	31	12	4	343	63	406
No radio after a certain time	44	8	13	8	15	21	23	44	38	**	**	**	37	7	44
	11%	8%	11%	10%	15%	9%	13%	11%	11%	**	**	**	11%	11%	11%
Can only listen when supervised/ not on their own	22	7	8	2	5	15	7	22	22	**	**	**	20	2	22
	5%	7%	7%	2%	5%	7%	4%	5%	6%	**	**	**	6%	3%	5%
No music with swearing/ bad language	19	5	6	3	5	11	8	19	18	**	**	**	18	1	19
	5%	5%	5%	4%	5%	5%	4%	5%	5%	**	**	**	5%	1%	5%
Only certain radio stations/ shows	17	4	5	2	6	9	8	17	17	**	**	**	16	1	17
	4%	4%	4%	2%	6%	4%	4%	4%	5%	**	**	**	5%	1%	4%
Regularly check on what they're listening to	17	5	6	4	2	11	6	17	16	**	**	**	15	2	17
	4%	5%	5%	4%	2%	5%	3%	4%	5%	**	**	**	4%	3%	4%
Only age-appropriate radio stations/ shows	15	4	5	3	2	9	6	15	13	**	**	**	13	2	15
	4%	4%	4%	4%	2%	4%	3%	4%	4%	**	**	**	4%	3%	4%
Other	*	-	*	-	-	*	-	*	-	**	**	**	*	-	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	**	**	**	*%	-%	*%
ANY RULES OR RESTRICTIONS	82	18	27	13	24	45	36	82	73	**	**	**	70	11	82
	20%	18%	22%	16%	24%	20%	20%	20%	20%	**	**	**	20%	18%	20%
No, do not have ANY rules or restrictions	324	85	95	69	75	180	145	324	285	**	**	**	273	51	324
	80%	82%	78%	84%	76%	80%	80%	80%	80%	**	**	**	80%	82%	80%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 57

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

QP24A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - The content of the radio shows that they listen to (SINGLE CODE)

Base : Parents whose child listens to radio

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	618	140	209	269	618	274	344	71	69	90	119	113	156
Effective Weighted Sample	508	118	170	220	508	228	280	63	56	73	97	93	127
Total	406	90	140	175	406	183	223	46	44	61	79	75	100
Very concerned	7	3	3	1	7	6	1	**	**	**	1	1	-
	2%	4%	2%	1%	2%	3%	*%	**	**	**	1%	1%	-%
		c				f							
Fairly concerned	23	5	9	8	23	10	13	**	**	**	5	2	6
	6%	6%	6%	5%	6%	5%	6%	**	**	**	7%	3%	6%
TOTAL CONCERNED	30	9	12	9	30	16	14	**	**	**	6	3	6
	7%	10%	8%	5%	7%	9%	6%	**	**	**	8%	4%	6%
Neither/ nor	32	4	15	14	32	15	18	**	**	**	7	4	10
	8%	4%	10%	8%	8%	8%	8%	**	**	**	8%	5%	10%
Not very concerned	42	10	11	21	42	17	24	**	**	**	6	9	12
	10%	11%	8%	12%	10%	10%	11%	**	**	**	8%	11%	12%
Not at all concerned	292	65	101	126	292	129	164	**	**	**	60	56	70
	72%	72%	72%	72%	72%	71%	73%	**	**	**	75%	75%	70%
TOTAL NOT CONCERNED	334	75	112	147	334	146	188	**	**	**	66	65	82
	82%	83%	80%	84%	82%	80%	84%	**	**	**	83%	86%	82%
Don't know	10	2	2	6	10	6	4	**	**	**	1	4	2
	2%	2%	1%	3%	2%	3%	2%	**	**	**	1%	5%	2%
TOTAL NEITHER/ DON'T KNOW	42	6	17	19	42	20	21	**	**	**	8	7	12
	10%	7%	12%	11%	10%	11%	10%	**	**	**	10%	10%	12%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 57

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

QP24A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - The content of the radio shows that they listen to (SINGLE CODE)

Base : Parents whose child listens to radio

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	618	155	190	123	150	345	273	618	443	70	59	46	511	107	618
Effective Weighted Sample	508	129	156	101	121	286	222	508	420	60	57	44	426	82	508
Total	406	103	122	82	99	225	181	406	358	31	12	4	343	63	406
Very concerned	7 2%	1 1%	1 1%	2 3%	2 2%	3 1%	4 2%	7 2%	7 2%	** **	** **	** **	7 2%	1 1%	7 2%
Fairly concerned	23 6%	6 5%	6 5%	4 5%	7 7%	12 5%	11 6%	23 6%	23 6%	** **	** **	** **	20 6%	3 4%	23 6%
TOTAL CONCERNED	30 7%	7 7%	8 6%	7 8%	9 9%	15 7%	15 8%	30 7%	29 8%	** **	** **	** **	27 8%	3 5%	30 7%
Neither/ nor	32 8%	9 9%	12 9%	2 3%	9 9%	21 9%	11 6%	32 8%	32 9%	** **	** **	** **	32 9%	* 1%	32 8%
			c			c			m				m		m
Not very concerned	42 10%	13 13%	15 12%	6 7%	8 8%	28 12%	14 8%	42 10%	37 10%	** **	** **	** **	35 10%	7 11%	42 10%
Not at all concerned	292 72%	68 66%	86 70%	66 80%	72 73%	154 69%	138 76%	292 72%	250 70%	** **	** **	** **	241 70%	52 83%	292 72%
			ae			a							hln	hln	
TOTAL NOT CONCERNED	334 82%	81 79%	101 83%	72 88%	80 81%	182 81%	152 84%	334 82%	287 80%	** **	** **	** **	275 80%	59 94%	334 82%
													hln	hln	
Don't know	10 2%	6 6%	2 1%	1 1%	1 1%	8 3%	2 1%	10 2%	10 3%	** **	** **	** **	10 3%	- -%	10 2%
		df													
TOTAL NEITHER/ DON'T KNOW	42 10%	15 15%	13 11%	3 4%	10 10%	28 13%	14 8%	42 10%	41 12%	** **	** **	** **	42 12%	* 1%	42 10%
		cf				c			m				m		m

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 58

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

QP24B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - How much time they spend listening to the radio (SINGLE CODE)

Base : Parents whose child listens to radio

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	618	140	209	269	618	274	344	71	69	90	119	113	156
Effective Weighted Sample	508	118	170	220	508	228	280	63	56	73	97	93	127
Total	406	90	140	175	406	183	223	46	44	61	79	75	100
Very concerned	6	2	1	3	6	5	1	**	**	**	*	2	1
	2%	3%	1%	2%	2%	3%	1%	**	**	**	*%	3%	1%
Fairly concerned	9	4	3	1	9	3	6	**	**	**	2	1	1
	2%	4%	2%	1%	2%	2%	2%	**	**	**	3%	1%	1%
TOTAL CONCERNED	15	7	4	4	15	8	7	**	**	**	3	3	1
	4%	7%	3%	2%	4%	5%	3%	**	**	**	3%	4%	1%
Neither/ nor	27	5	10	13	27	15	12	**	**	**	3	5	8
	7%	5%	7%	7%	7%	8%	5%	**	**	**	4%	7%	8%
Not very concerned	41	7	11	23	41	13	28	**	**	**	7	5	18
	10%	7%	8%	13%	10%	7%	13%	**	**	**	8%	7%	18%
Not at all concerned	315	72	113	131	315	141	174	**	**	**	66	59	72
	78%	79%	80%	75%	78%	77%	78%	**	**	**	83%	78%	72%
TOTAL NOT CONCERNED	356	78	124	154	356	154	202	**	**	**	72	64	90
	88%	87%	89%	88%	88%	84%	90%	**	**	**	91%	85%	90%
Don't know	8	1	2	5	8	5	3	**	**	**	1	4	1
	2%	1%	1%	3%	2%	3%	1%	**	**	**	1%	5%	1%
TOTAL NEITHER/ DON'T KNOW	35	6	12	17	35	20	15	**	**	**	4	9	9
	9%	6%	8%	10%	9%	11%	7%	**	**	**	5%	11%	9%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 58

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

QP24B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - How much time they spend listening to the radio (SINGLE CODE)

Base : Parents whose child listens to radio

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	618	155	190	123	150	345	273	618	443	70	59	46	511	107	618
Effective Weighted Sample	508	129	156	101	121	286	222	508	420	60	57	44	426	82	508
Total	406	103	122	82	99	225	181	406	358	31	12	4	343	63	406
Very concerned	6 2%	2 2%	2 2%	2 3%	- -%	4 2%	2 1%	6 2%	6 2%	** **	** **	** **	6 2%	1 1%	6 2%
Fairly concerned	9 2%	1 1%	3 3%	1 1%	4 4%	4 2%	5 3%	9 2%	9 2%	** **	** **	** **	8 2%	1 1%	9 2%
TOTAL CONCERNED	15 4%	2 2%	5 4%	3 4%	4 4%	8 3%	7 4%	15 4%	14 4%	** **	** **	** **	14 4%	1 2%	15 4%
Neither/ nor	27 7%	9 9%	10 8%	4 4%	5 5%	19 8%	8 5%	27 7%	25 7%	** **	** **	** **	26 7%	1 2%	27 7%
Not very concerned	41 10%	13 13%	11 9%	8 9%	9 9%	24 11%	17 9%	41 10%	39 11%	** **	** **	** **	33 10%	8 13%	41 10%
Not at all concerned	315 78%	74 72%	94 77%	67 82%	80 81%	168 74%	148 82% a	315 78%	273 76%	** **	** **	** **	263 77%	52 83%	315 78%
TOTAL NOT CONCERNED	356 88%	87 84%	105 86%	75 92%	89 90%	192 85%	164 91% e	356 88%	311 87%	** **	** **	** **	297 86%	60 96% hln	356 88%
Don't know	8 2%	5 5% cf	2 2%	- -%	1 1%	7 3%	1 1%	8 2%	8 2%	** **	** **	** **	8 2%	- -%	8 2%
TOTAL NEITHER/ DON'T KNOW	35 9%	14 13% cdf	12 9%	4 4%	6 6%	25 11% cf	9 5%	35 9%	32 9% m	** **	** **	** **	33 10% m	1 2%	35 9% m

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 59

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

QP25A (SHOWCARD) Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
A laptop/ netbook	658	127	243	288	658	318	340	59	68	121	122	137	151
	66%	47%	67%	79%	66%	64%	68%	45%	49%	66%	67%	75%	84%
			a	abd	a					gh	gh	ghi	ghijk
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	415	91	158	166	415	195	220	35	56	78	80	82	84
	42%	33%	43%	46%	42%	39%	44%	26%	40%	43%	44%	45%	47%
			a	a	a				g	g	g	g	g
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	363	47	102	215	363	174	190	22	25	49	53	103	112
	36%	17%	28%	59%	36%	35%	38%	17%	18%	27%	29%	56%	62%
			a	abd	ab					gh	gh	ghij	ghij
A desktop PC	317	58	116	143	317	170	147	31	28	61	55	79	64
	32%	21%	32%	39%	32%	34%	29%	23%	20%	33%	31%	43%	36%
			a	abd	a					gh	h	ghij	gh
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	148	21	48	79	148	104	44	11	10	36	12	58	22
	15%	8%	13%	22%	15%	21%	9%	8%	7%	20%	7%	31%	12%
			a	abd	a	f				ghjl		ghijl	
A portable media player (like an iPod Touch)	70	6	25	39	70	40	30	4	2	12	14	24	15
	7%	2%	7%	11%	7%	8%	6%	3%	1%	6%	8%	13%	8%
			a	abd	a					h	gh	ghij	gh

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 59

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

QP25A (SHOWCARD) Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
		a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								g	h	i	j	k	l
Significance Level: 95%													
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
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)	37	4	16	18	37	20	17	2	1	8	7	9	9
	4%	1%	4%	5%	4%	4%	3%	2%	1%	5%	4%	5%	5%
			a	a	a					h	h	h	h
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	37	8	14	14	37	28	9	5	4	14	*	9	5
	4%	3%	4%	4%	4%	6%	2%	4%	3%	8%	*%	5%	3%
						f		j	j	hjl		j	j
E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)	16	2	2	12	16	3	12	-	2	1	1	2	9
	2%	1%	1%	3%	2%	1%	2%	-%	1%	1%	1%	1%	5%
				abd			e						ghijk
Other type of device	1	-	1	-	1	-	1	-	-	-	1	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	1%	-%	-%
NONE OF THESE/ Does not go online	131	84	39	8	131	72	59	46	37	23	16	3	5
	13%	31%	11%	2%	13%	14%	12%	35%	27%	12%	9%	2%	3%
		bcd	c		c			ijkl	ijkl	kl	kl		

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 59

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

QP25A (SHOWCARD) Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Don't know	3	1	2	-	3	3	-	1	-	2	-	-	-
	*%	*%	1%	-%	*%	1%	-%	1%	-%	1%	-%	-%	-%
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	866	188	323	355	866	425	441	86	102	159	164	181	175
	87%	69%	89%	98%	87%	85%	88%	64%	73%	87%	91%	98%	97%
		a	a	abd	a					gh	gh	ghij	ghij
ANY USE OF PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	787	156	292	339	787	393	395	76	80	146	146	171	168
	79%	57%	80%	93%	79%	79%	79%	57%	57%	80%	81%	93%	94%
		a	a	abd	a					gh	gh	ghij	ghij
ANY USE OF GAMES CONSOLE/ PLAYER TO GO ONLINE AT HOME OR ELSEWHERE	194	25	64	105	194	124	70	13	12	41	24	70	34
	19%	9%	18%	29%	19%	25%	14%	10%	8%	22%	13%	38%	19%
		a	a	abd	a	f				ghj		ghijl	gh
ANY USE OF ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	638	127	222	288	638	307	330	53	74	110	113	144	143
	64%	47%	61%	79%	64%	61%	66%	40%	53%	60%	62%	79%	80%
		a	a	abd	a				g	g	g	ghij	ghij
ONLY USE ALTERNATIVE AND NOT PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	79	32	31	16	79	32	46	10	22	13	18	10	6
	8%	12%	9%	4%	8%	6%	9%	7%	16%	7%	10%	5%	3%
		cd	c		c				gikl		l		

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 59

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

QP25A (SHOWCARD) Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
A laptop/ netbook	658 66%	165 77% cdfg	208 71% cdf	122 63% d	163 55%	373 74% cdfg	285 58%	658 66% df	566 67%	54 60%	25 63%	13 64%	558 65%	100 72% i	658 66%
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	415 42%	114 54% bcdfg	129 44% df	78 40% d	94 32%	243 48% cdfg	172 35%	415 42% df	344 40%	41 46%	19 48%	11 54% hln	346 40%	69 49% hln	415 42%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	363 36%	86 40% df	115 39% d	66 34%	96 32%	201 40% df	162 33%	363 36%	322 38% ijk	24 27%	11 28%	5 26%	319 37% ijk	44 31%	363 36% ijk
A desktop PC	317 32%	90 42% bcdfg	93 32%	52 27%	82 27%	183 36% cdf	134 27%	317 32% f	295 35% ijk	8 9%	10 24% i	4 21% i	276 32% ijk	41 29% i	317 32% ijk
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	148 15%	40 19% df	51 17% df	26 14%	31 10%	91 18% df	58 12%	148 15% d	126 15%	13 14%	6 16%	3 17%	125 15%	23 17%	148 15%
A portable media player (like an iPod Touch)	70 7%	18 8%	25 9% d	13 7%	15 5%	43 8% df	27 6%	70 7%	62 7%	3 4%	4 10% ik	1 5%	56 7%	14 10% ik	70 7%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 59

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

QP25A (SHOWCARD) Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
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)	37 4%	13 6% df	10 3%	9 5% d	6 2%	23 4% d	15 3%	37 4%	33 4% k	3 3%	1 2%	* 1%	34 4% k	3 2%	37 4%
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	37 4%	10 4%	12 4%	8 4%	7 2%	22 4%	15 3%	37 4%	35 4%	1 1%	1 1%	1 3%	31 4%	6 4%	37 4%
E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)	16 2%	6 3% df	7 2% df	2 1%	1 *%	13 3% df	3 1%	16 2%	14 2%	1 1%	1 1%	* 1%	12 1%	3 2%	16 2%
Other type of device	1 *%	- -%	* *%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	- -%	* *%	- -%	1 *%	* *%	1 *%
NONE OF THESE/ Does not go online	131 13%	10 5%	27 9% a	30 15% abe	63 21% abeg	37 7%	93 19% abeg	131 13% abe	102 12%	19 21% hklmn	7 17% h	3 13%	114 13%	17 12%	131 13%
Don't know	3 *%	- -%	- -%	1 *%	2 1% e	- -%	3 1%	3 *%	3 *%	- -%	- -%	- -%	3 *%	- -%	3 *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 59

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

QP25A (SHOWCARD) Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	866 87%	203 95% bcdfg	267 91% cdfg	163 84%	233 78%	470 93% cdfg	396 80%	866 87% df	745 88% i	71 79%	33 83%	17 87% i	743 86% i	123 88% i	866 87% i
ANY USE OF PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	787 79%	195 92% bcdefg	244 83% cdf	148 76% d	200 67%	439 87% cdfg	348 71%	787 79% df	685 81% i	58 64%	30 75% i	15 76% i	673 78% i	115 82% i	787 79% i
ANY USE OF GAMES CONSOLE/ PLAYER TO GO ONLINE AT HOME OR ELSEWHERE	194 19%	54 25% cdfg	66 22% df	34 18%	40 14%	120 24% dfg	75 15%	194 19% df	166 20%	15 17%	9 23%	4 20%	162 19%	32 23%	194 19%
ANY USE OF ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	638 64%	152 71% cdfg	199 68% df	120 62%	166 56%	352 69% cdfg	286 58%	638 64% df	540 64%	57 64%	26 65%	14 72% hln	545 63%	92 66%	638 64%
ONLY USE ALTERNATIVE AND NOT PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	79 8%	8 4%	23 8% a	15 8% a	33 11% aeg	30 6%	48 10% ae	79 8% a	60 7%	13 15% hjlmn	3 8%	2 12% hm	71 8%	8 6%	79 8%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 60

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

QP25B (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
A laptop/ netbook	297	65	117	115	297	143	154	29	36	56	61	57	57
	30%	24%	32%	32%	30%	29%	31%	22%	26%	31%	34%	31%	32%
			a	a	a					g	g	g	g
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	229	69	91	69	229	99	130	27	42	40	50	32	38
	23%	25%	25%	19%	23%	20%	26%	20%	30%	22%	28%	17%	21%
		c	c				e		gkl		k		
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	139	15	28	95	139	62	76	7	9	11	17	44	50
	14%	6%	8%	26%	14%	12%	15%	5%	6%	6%	9%	24%	28%
				abd	ab							ghij	ghij
A desktop PC	138	35	57	47	138	79	59	20	15	32	24	27	19
	14%	13%	16%	13%	14%	16%	12%	15%	11%	18%	14%	15%	11%
						f				hl			
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	32	2	15	15	32	27	5	2	*	12	3	13	2
	3%	1%	4%	4%	3%	5%	1%	1%	1%	7%	1%	7%	1%
			a	a	a	f				ghijl		ghijl	
A portable media player (like an iPod Touch)	23	2	9	12	23	11	12	1	1	4	5	6	6
	2%	1%	3%	3%	2%	2%	2%	1%	1%	2%	3%	3%	3%
			a	a	a								

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 60

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

QP25B (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Other type of device	5	1	3	2	5	3	2	1	-	2	1	1	1
	*%	*%	1%	*%	*%	1%	*%	*%	-%	1%	1%	*%	1%
NONE OF THESE/ Does not go online	131	84	39	8	131	72	59	46	37	23	16	3	5
	13%	31%	11%	2%	13%	14%	12%	35%	27%	12%	9%	2%	3%
		bcd	c		c			ijkl	ijkl	kl	kl		
Don't know	3	1	2	-	3	3	-	1	-	2	-	-	-
	*%	*%	1%	-%	*%	1%	-%	1%	-%	1%	-%	-%	-%
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	866	188	323	355	866	425	441	86	102	159	164	181	175
	87%	69%	89%	98%	87%	85%	88%	64%	73%	87%	91%	98%	97%
			a	abd	a					gh	gh	ghij	ghij
MOSTLY USE PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	435	99	174	161	435	222	212	49	50	89	85	85	77
	43%	36%	48%	44%	43%	44%	43%	37%	36%	48%	47%	46%	43%
			a	a	a					gh	gh	h	
MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE AT HOME OR ELSEWHERE	55	4	24	27	55	38	17	3	1	17	8	19	8
	5%	1%	7%	7%	5%	8%	3%	2%	1%	9%	4%	10%	4%
			a	a	a	f				ghijl	h	ghijl	h
MOSTLY USE ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	427	88	146	193	427	202	225	37	52	70	76	96	97
	43%	32%	40%	53%	43%	40%	45%	28%	37%	38%	42%	52%	54%
			a	abd	a				g	g	g	ghij	ghij

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 60

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QP25B (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
A laptop/ netbook	297 30%	77 36% cdfg	93 32% df	53 27%	74 25%	170 33% df	127 26%	297 30%	264 31% jk	22 24%	7 18%	4 20%	258 30% jk	38 27% j	297 30% jk
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	229 23%	57 27% df	74 25% d	45 23%	53 18%	131 26% df	98 20%	229 23% d	181 21%	28 31% hln	12 29% hl	8 38% hln	188 22%	41 29% hln	229 23%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	139 14%	28 13%	34 12%	32 16%	45 15%	62 12%	77 16%	139 14%	118 14%	12 13%	6 15%	2 12%	125 15%	14 10%	139 14%
A desktop PC	138 14%	30 14%	44 15%	22 12%	42 14%	74 15%	64 13%	138 14%	130 15% ijk	2 3%	4 9% i	2 9% i	118 14% i	20 15% i	138 14% i
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	32 3%	5 2%	10 3%	6 3%	11 4%	15 3%	17 3%	32 3%	24 3%	5 5%	2 6%	1 7% hln	27 3%	5 4%	32 3%
A portable media player (like an iPod Touch)	23 2%	4 2%	11 4% df	5 2%	3 1%	15 3% d	7 1%	23 2%	19 2%	1 2%	2 4%	* 2%	19 2%	3 2%	23 2%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 60

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QP25B (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Other type of device	5 *%	1 *%	1 *%	- -%	3 1%	2 *%	3 1%	5 *%	5 1%	- -%	- -%	- -%	5 1%	- -%	5 *%
NONE OF THESE/ Does not go online	131 13%	10 5%	27 9%	30 15%	63 21%	37 7%	93 19%	131 13%	102 12%	19 21%	7 17%	3 13%	114 13%	17 12%	131 13%
			a	abe	abeg		abeg	abe		hklmn	h				
Don't know	3 *%	- -%	- -%	1 *%	2 1%	- -%	3 1%	3 *%	3 *%	- -%	- -%	- -%	3 *%	- -%	3 *%
					e										
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	866 87%	203 95%	267 91%	163 84%	233 78%	470 93%	396 80%	866 87%	745 88%	71 79%	33 83%	17 87%	743 86%	123 88%	866 87%
		bcdfg	cdfg			cdfg		df	i			i	i	i	i
MOSTLY USE PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	435 43%	107 50%	136 46%	75 39%	116 39%	244 48%	191 39%	435 43%	394 46%	24 27%	11 28%	6 28%	376 44%	59 42%	435 43%
		cdfg	df			cdf			ijk				ijk	ijk	ijk
MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE AT HOME OR ELSEWHERE	55 5%	10 4%	21 7%	11 6%	13 4%	30 6%	24 5%	55 5%	43 5%	6 7%	4 10%	2 9%	46 5%	9 6%	55 5%
											hln	h			

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 60

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

QP25B (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
MOSTLY USE ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	427 43%	96 45%	130 44%	87 45%	114 38%	226 44%	202 41%	427 43%	348 41%	46 51% hln	21 53% hln	12 59% hlmn	363 42%	64 45%	427 43%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 61

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

QP25B (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
A laptop/ netbook	297 34%	65 35%	117 36%	115 32%	297 34%	143 34%	154 35%	29 34%	36 35%	56 35%	61 37%	57 32%	57 33%
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	229 26%	69 37% bcd	91 28% c	69 20%	229 26% c	99 23%	130 29% e	27 31% k	42 41% ikl	40 25% k	50 31% kl	32 18%	38 22%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	139 16%	15 8%	28 9%	95 27% abd	139 16% ab	62 15%	76 17%	7 8%	9 9%	11 7%	17 10%	44 25% ghij	50 29% ghij
A desktop PC	138 16%	35 18%	57 18%	47 13%	138 16%	79 19% f	59 13%	20 23% l	15 14%	32 20% l	24 15%	27 15%	19 11%
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	32 4%	2 1%	15 5% a	15 4% a	32 4% a	27 6% f	5 1%	2 2%	* **% 8%	12 8% ghjl	3 2%	13 7% hjl	2 1%
A portable media player (like an iPod Touch)	23 3%	2 1%	9 3%	12 3% a	23 3%	11 3%	12 3%	1 1%	1 1%	4 3%	5 3%	6 3%	6 3%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 61

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QP25B (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
Other type of device	5	1	3	2	5	3	2	1	-	2	1	1	1
	1%	*%	1%	*%	1%	1%	*%	1%	-%	1%	1%	*%	1%
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	866	188	323	355	866	425	441	86	102	159	164	181	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MOSTLY USE PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	435	99	174	161	435	222	212	49	50	89	85	85	77
	50%	53%	54%	45%	50%	52%	48%	57%	49%	56%	52%	47%	44%
			c					l		l			
MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE AT HOME OR ELSEWHERE	55	4	24	27	55	38	17	3	1	17	8	19	8
	6%	2%	7%	8%	6%	9%	4%	3%	1%	10%	5%	10%	4%
			a	a	a	f				ghjl		ghjl	
MOSTLY USE ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	427	88	146	193	427	202	225	37	52	70	76	96	97
	49%	47%	45%	54%	49%	48%	51%	43%	51%	44%	46%	53%	55%
				b									qi

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 61

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QP25B (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
A laptop/ netbook	297 34%	77 38%	93 35%	53 32%	74 32%	170 36%	127 32%	297 34%	264 35% jk	22 31%	7 22%	4 23%	258 35% jk	38 31%	297 34% jk
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	229 26%	57 28%	74 28%	45 27%	53 23%	131 28%	98 25%	229 26%	181 24%	28 40% hln	12 35% hln	8 44% hln	188 25%	41 34% hl	229 26%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	139 16%	28 14%	34 13%	32 19% be	45 19% be	62 13%	77 19% be	139 16%	118 16%	12 17%	6 18%	2 14%	125 17%	14 11%	139 16%
A desktop PC	138 16%	30 15%	44 16%	22 14%	42 18%	74 16%	64 16%	138 16%	130 18% ijk	2 3%	4 11% i	2 10% i	118 16% i	20 17% i	138 16% ik
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	32 4%	5 2%	10 4%	6 4%	11 5%	15 3%	17 4%	32 4%	24 3%	5 7% h	2 7% h	1 8% hln	27 4%	5 4%	32 4%
A portable media player (like an iPod Touch)	23 3%	4 2%	11 4% df	5 3%	3 1%	15 3%	7 2%	23 3%	19 3%	1 2%	2 5%	* 2%	19 3%	3 3%	23 3%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 61

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

QP25B (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
Other type of device	5 1%	1 1%	1 *%	- -%	3 1%	2 *%	3 1%	5 1%	5 1%	- -%	- -%	- -%	5 1%	- -%	5 1%
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	866 100%	203 100%	267 100%	163 100%	233 100%	470 100%	396 100%	866 100%	745 100%	71 100%	33 100%	17 100%	743 100%	123 100%	866 100%
MOSTLY USE PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	435 50%	107 53%	136 51%	75 46%	116 50%	244 52%	191 48%	435 50%	394 53% ijk	24 34%	11 33%	6 32%	376 51% ijk	59 48% ijk	435 50% ijk
MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE AT HOME OR ELSEWHERE	55 6%	10 5%	21 8%	11 7%	13 6%	30 6%	24 6%	55 6%	43 6%	6 9%	4 12% hln	2 10% h	46 6%	9 7%	55 6%
MOSTLY USE ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	427 49%	96 47%	130 49%	87 53%	114 49%	226 48%	202 51%	427 49%	348 47%	46 65% hlmn	21 65% hlmn	12 68% hlmn	363 49%	64 52%	427 49%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 62

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

QP26 (SHOWCARD) Does your household use a fixed broadband connection through a phone line or cable service to go online, perhaps using Wi-Fi, or does your household only go online using a mobile network signal? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Use fixed broadband connection to go online	763	166	277	321	763	377	387	75	91	140	137	163	158
	89%	88%	87%	91%	89%	89%	89%	87%	89%	89%	86%	90%	91%
Only go online using a mobile network signal	85	19	34	32	85	41	44	9	10	14	20	17	15
	10%	10%	11%	9%	10%	10%	10%	11%	10%	9%	12%	10%	9%
Don't know	10	3	7	*	10	5	5	2	1	3	4	-	*
	1%	2%	2%	*%	1%	1%	1%	2%	1%	2%	2%	-%	*%
		c	c		c			kl		kl	kl		

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 62

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

QP26 (SHOWCARD) Does your household use a fixed broadband connection through a phone line or cable service to go online, perhaps using Wi-Fi, or does your household only go online using a mobile network signal? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Use fixed broadband connection to go online	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
	89%	97%	91%	93%	77%	93%	84%	89%	88%	95%	94%	97%	88%	95%	89%
		bcdefg	df	df		dfg	d	df		hln	hl	hln		hln	
Only go online using a mobile network signal	85	6	21	12	47	26	59	85	80	4	2	*	80	5	85
	10%	3%	8%	7%	21%	6%	15%	10%	11%	5%	5%	2%	11%	4%	10%
			a	a	abcefg		abceg	ae	ijklm				ijklm		jkm
Don't know	10	1	4	-	5	5	5	10	9	-	*	*	10	*	10
	1%	*%	1%	-%	2%	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%
					c										

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 63

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

QP27 READ OUT DESCRIPTION OF WIRELESS/ WIFI CONNECTION TO RESPONDENT Does anyone in your household use a Wi-Fi connection at home? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere and whose household uses a fixed broadband connection

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Yes	745	159	270	316	745	368	378	72	88	135	135	161	155
	98%	96%	98%	99%	98%	98%	98%	96%	96%	97%	98%	99%	98%
				a									
No	15	4	7	5	15	9	7	2	2	5	2	2	3
	2%	2%	2%	1%	2%	2%	2%	3%	2%	3%	1%	1%	2%
Don't know	3	3	*	-	3	1	2	1	2	-	*	-	-
	*%	2%	*%	-%	*%	*%	1%	1%	2%	-%	*%	-%	-%
		bcd							ikl				

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 63

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

QP27 READ OUT DESCRIPTION OF WIRELESS/ WIFI CONNECTION TO RESPONDENT Does anyone in your household use a Wi-Fi connection at home? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere and whose household uses a fixed broadband connection

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
Yes	745 98%	195 99% df	236 98% d	148 98%	166 95%	431 99% df	315 96%	745 98% d	635 98%	64 96%	30 97%	16 96%	632 98%	114 97%	745 98%
No	15 2%	2 1%	4 2%	3 2%	7 4% ae	6 1%	9 3%	15 2%	11 2%	3 4%	* 1%	1 4%	13 2%	2 2%	15 2%
Don't know	3 *%	- -%	- -%	- -%	3 2% abeg	- -%	3 1% e	3 *%	2 *%	- -%	* 1%	- -%	2 *%	1 1%	3 *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 64

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

QP28 (SHOWCARD) Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? IF NECESSARY The company you pay for your internet service (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere and whose household uses a fixed broadband connection

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
PROMPTED RESPONSES													
Sky	265 35%	57 34%	91 33%	118 37%	265 35%	143 38% f	122 32%	30 40%	27 30%	47 34%	44 32%	66 41% h	51 32%
BT	182 24%	34 21%	77 28% a	71 22%	182 24%	91 24%	92 24%	15 20%	19 21%	41 29%	37 27%	35 21%	36 23%
Virgin Media	146 19%	35 21%	49 18%	61 19%	146 19%	73 19%	73 19%	13 17%	23 25%	26 19%	23 17%	34 21%	28 17%
TalkTalk	98 13%	20 12%	32 11%	46 14%	98 13%	39 10%	59 15% e	9 11%	12 13%	13 10%	18 13%	17 11%	29 18% ik
Plusnet	16 2%	3 2%	5 2%	7 2%	16 2%	7 2%	9 2%	1 2%	2 2%	3 2%	2 2%	3 2%	5 3%
EE	10 1%	3 2%	2 1%	6 2%	10 1%	4 1%	6 2%	1 1%	2 3%	1 1%	1 *% ik	2 1%	3 2%
AOL	9 1%	3 2%	2 1%	3 1%	9 1%	4 1%	5 1%	2 2%	2 2%	1 1%	1 1%	1 1%	2 1%
Orange	6 1%	3 2%	1 *% ik	2 1%	6 1%	3 1%	3 1%	1 1%	2 2%	1 1%	* *% ik	1 1%	1 *% ik
Post Office	5 1%	2 1%	2 1%	1 *% ik	5 1%	2 *% ik	4 1%	1 1%	2 2%	1 1%	1 1%	- -% ik	1 *% ik
O2	5 1%	1 *% ik	3 1%	1 *% ik	5 1%	1 *% ik	4 1%	1 1%	- -% ik	- -% ik	3 2% ik	- -% ik	1 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 64

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

QP28 (SHOWCARD) Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? IF NECESSARY The company you pay for your internet service (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere and whose household uses a fixed broadband connection

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
SPONTANEOUS RESPONSES													
Utility Warehouse	5	1	4	1	5	3	3	1	-	1	2	1	1
	1%	*%	1%	*%	1%	1%	1%	1%	-%	1%	1%	*%	*%
New Call	5	2	2	1	5	2	3	1	1	-	2	1	-
	1%	1%	1%	*%	1%	1%	1%	2% l	1%	-%	1%	1%	-%
Other	7	*	5	2	7	2	5	-	*	1	3	1	2
	1%	*%	2%	1%	1%	1%	1%	-%	*%	1%	2%	*%	1%
Don't know	4	*	3	1	4	3	1	-	*	2	*	1	*
	*%	*%	1%	*%	*%	1%	*%	-%	*%	2%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 64

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

QP28 (SHOWCARD) Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? IF NECESSARY The company you pay for your internet service (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere and whose household uses a fixed broadband connection

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
PROMPTED RESPONSES															
Sky	265 35%	60 30%	86 36%	56 37%	64 36%	146 33%	119 36%	265 35%	218 34% m	30 45% hkmn	12 39% km	5 27%	238 37% km	27 23%	265 35% m
BT	182 24%	64 33% bcdfg	53 22%	36 24% d	28 16%	118 27% df	65 20%	182 24% d	152 24%	15 22%	7 23%	8 45% hijln	128 20%	54 46% hijln	182 24% l
Virgin Media	146 19%	38 19%	50 21%	23 15%	34 19%	89 20%	57 17%	146 19%	129 20% km	11 17% km	4 13% m	1 8%	138 21% jkm	8 6%	146 19% km
TalkTalk	98 13%	13 7%	27 11% a	22 15% ae	35 20% abeg	40 9%	58 18% abeg	98 13% ae	83 13% m	6 9%	6 20% himn	2 15% m	90 14% m	8 7%	98 13% m
Plusnet	16 2%	5 3%	4 2%	2 2%	4 2%	9 2%	7 2%	16 2%	16 2%	- -%	* 1%	- -%	9 1%	7 6% hijkln	16 2%
EE	10 1%	3 1%	3 1%	2 1%	3 2%	6 1%	5 1%	10 1%	10 2%	- -%	- -%	* *%	9 1%	1 1%	10 1%
AOL	9 1%	1 1%	4 2%	2 2%	1 *%	5 1%	3 1%	9 1%	7 1%	1 1%	1 2%	* 1%	5 1%	3 3% l	9 1%
Orange	6 1%	1 *%	2 1%	2 1%	2 1%	2 1%	4 1%	6 1%	6 1%	* *%	- -%	- -%	4 1%	2 2%	6 1%
Post Office	5 1%	2 1%	* *%	2 2%	1 *%	2 *%	3 1%	5 1%	5 1%	* *%	- -%	- -%	4 1%	1 1%	5 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 64

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

QP28 (SHOWCARD) Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? IF NECESSARY The company you pay for your internet service (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere and whose household uses a fixed broadband connection

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
O2	5 1%	4 2% b	- -%	1 *%	1 *%	4 1%	1 *%	5 1%	5 1%	- -%	- -%	- -%	3 *%	2 2%	5 1%
SPONTANEOUS RESPONSES															
Utility Warehouse	5 1%	1 1%	4 2% f	- -%	1 *%	5 1%	1 *%	5 1%	5 1%	- -%	- -%	- -%	4 1%	2 1%	5 1%
New Call	5 1%	2 1%	2 1%	2 1%	- -%	3 1%	2 1%	5 1%	5 1%	- -%	- -%	- -%	5 1%	- -%	5 1%
Other	7 1%	2 1%	3 1%	1 *%	2 1%	5 1%	2 1%	7 1%	4 1%	2 3% hln	* 2%	* 2%	5 1%	2 2%	7 1%
Don't know	4 *%	1 1%	1 *%	- -%	1 1%	3 1%	1 *%	4 *%	3 *%	1 1%	- -%	* 1%	3 1%	* *%	4 *%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 65

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

QP29A Please think about the time your child spends going online at home or elsewhere on a typical school day on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch.. How many hours would you say he/ she spends going online on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
None	44	25	15	4	44	21	23	12	12	5	10	4	1
	5%	13%	5%	1%	5%	5%	5%	15%	12%	3%	6%	2%	*%
		bcd	c		c			ijkl	ikl	l	kl		
Up to 1 hour	456	136	206	114	456	216	240	61	75	97	109	59	55
	53%	73%	64%	32%	53%	51%	54%	71%	74%	61%	67%	32%	32%
		bcd	cd		c			kl	ikl	kl	kl		
Up to 2 hours	225	20	73	133	225	114	111	6	14	39	34	69	63
	26%	10%	23%	37%	26%	27%	25%	7%	13%	25%	21%	38%	36%
			a	abd	a					gh	g	ghij	ghij
Up to 3 hours	75	4	18	53	75	41	34	4	-	12	7	25	27
	9%	2%	6%	15%	9%	10%	8%	5%	-%	7%	4%	14%	16%
			a	abd	a			h		h	h	ghij	ghij
Up to 4 hours	39	2	7	30	39	21	18	2	*	5	2	15	16
	5%	1%	2%	9%	5%	5%	4%	2%	*%	3%	1%	8%	9%
				abd	ab							ghij	ghij
Up to 5 hours	11	1	2	9	11	6	5	-	1	*	1	6	3
	1%	1%	*%	2%	1%	1%	1%	-%	1%	*%	1%	3%	2%
				b								i	
Up to 6 hours	8	-	1	7	8	1	7	-	-	-	1	1	6
	1%	-%	*%	2%	1%	*%	2%	-%	-%	-%	1%	1%	4%
				ab			e						ghijk
Up to 7 hours	2	-	-	2	2	1	2	-	-	-	-	1	2
	*%	-%	-%	1%	*%	*%	*%	-%	-%	-%	-%	*%	1%
Up to 8 hours	2	-	-	2	2	1	1	-	-	-	-	1	1
	*%	-%	-%	*%	*%	*%	*%	-%	-%	-%	-%	*%	1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 65

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

QP29A Please think about the time your child spends going online at home or elsewhere on a typical school day on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch.. How many hours would you say he/ she spends going online on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
Over 8 hours	2	-	1	2	2	2	*	-	-	1	-	1	*
	%	%	%	%	%	%	%	%	%	%	%	%	%
Mean number of hours	1.6	.9	1.3	2.2	1.6	1.6	1.5	.9	.9	1.4	1.2	2.1	2.3
		a	a	abd	ab					ghj	gh	ghij	ghij
Standard deviation	1.29	.76	.97	1.48	1.29	1.25	1.32	.83	.70	1.03	.89	1.38	1.57
Standard error	.03	.04	.04	.06	.03	.05	.05	.07	.06	.06	.05	.08	.09

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 65

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

QP29A Please think about the time your child spends going online at home or elsewhere on a typical school day on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch.. How many hours would you say he/ she spends going online on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
None	44 5%	9 5%	17 7%	6 4%	11 5%	27 6%	17 4%	44 5%	40 5% i	* 1%	3 9% i	1 7% i	38 5% i	6 5% i	44 5% i
Up to 1 hour	456 53%	107 53%	140 52%	83 51%	126 54%	247 53%	209 53%	456 53%	399 54% i	31 44%	15 45%	11 61% ijln	384 52%	72 59% ij	456 53%
Up to 2 hours	225 26%	55 27%	70 26%	45 27%	56 24%	125 27%	100 25%	225 26%	195 26%	19 27%	8 23%	4 21%	196 26%	29 24%	225 26%
Up to 3 hours	75 9%	20 10%	19 7%	15 9%	21 9%	39 8%	37 9%	75 9%	60 8%	11 15% hklmn	4 12% k	1 5%	65 9%	10 8%	75 9%
Up to 4 hours	39 5%	7 3%	12 4%	10 6%	11 5%	18 4%	21 5%	39 5%	31 4%	6 8% hm	2 5%	1 4%	36 5%	3 3%	39 5%
Up to 5 hours	11 1%	1 1%	5 2%	2 1%	4 2%	6 1%	5 1%	11 1%	10 1%	1 1%	1 2%	* 1%	11 1%	* 1%	11 1%
Up to 6 hours	8 1%	3 2%	2 1%	* 1%	2 1%	6 1%	3 1%	8 1%	7 1%	* 1%	* 1%	* 1%	7 1%	2 1%	8 1%
Up to 7 hours	2 *% hln	* *% hln	* *% hln	* *% hln	1 1%	1 *% hln	2 *% hln	2 *% hln	1 *% hln	1 1%	* 1%	* 1%	2 *% hln	- -% hln	2 *% hln
Up to 8 hours	2 *% hlmn	* *% hlmn	1 *% hlmn	* *% hlmn	* *% hlmn	1 *% hlmn	1 *% hlmn	2 *% hlmn	- -% hlmn	1 2% hlmn	* 1% h	- -% h	2 *% h	- -% h	2 *% h

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 65

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

QP29A Please think about the time your child spends going online at home or elsewhere on a typical school day on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch.. How many hours would you say he/ she spends going online on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
Over 8 hours	2 *%	- -%	1 *%	1 1%	* *%	1 *%	2 *%	2 *%	2 *%	* 1%	- -%	- -%	2 *%	* *%	2 *%
Mean number of hours	1.6	1.5	1.5	1.6	1.6	1.5	1.6	1.6	1.5 k	2.1 hklmn	1.7 hkm	1.3	1.6 k	1.4	1.6 k
Standard deviation	1.29	1.19	1.26	1.33	1.37	1.23	1.35	1.29	1.20	1.83	1.54	1.18	1.27	1.35	1.29
Standard error	.03	.07	.06	.08	.07	.04	.05	.03	.04	.14	.12	.09	.04	.08	.03
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 66

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

QP29B And how many hours would you say he/ she spends going online at home or elsewhere on a typical weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
None	48	20	21	7	48	18	31	7	13	6	15	4	2
	6%	11%	7%	2%	6%	4%	7%	8%	13%	4%	9%	2%	1%
		cd	c		c		e	kl	ikl		ikl		
Up to 1 hour	262	98	117	47	262	122	140	46	53	53	64	24	23
	30%	52%	36%	13%	30%	29%	32%	53%	52%	33%	39%	13%	13%
		bcd	cd		c			ijkl	ijkl	kl	kl		
Up to 2 hours	236	40	89	108	236	117	119	17	22	45	44	55	53
	27%	21%	27%	30%	27%	28%	27%	20%	22%	28%	27%	30%	30%
				a									
Up to 3 hours	139	16	54	69	139	73	65	8	8	29	25	37	32
	16%	8%	17%	19%	16%	17%	15%	9%	8%	18%	15%	20%	18%
			a	a	a					gh	h	gh	gh
Up to 4 hours	75	8	19	48	75	44	31	4	4	13	6	27	21
	9%	4%	6%	14%	9%	10%	7%	5%	4%	8%	4%	15%	12%
				abd	a	f				j		ghij	ghj
Up to 5 hours	51	4	12	35	51	24	27	3	2	6	6	16	19
	6%	2%	4%	10%	6%	6%	6%	3%	2%	4%	4%	9%	11%
				abd	a							hij	ghij
Up to 6 hours	34	1	6	27	34	15	19	1	-	4	2	10	17
	4%	*%	2%	8%	4%	3%	4%	1%	-%	3%	1%	5%	10%
				abd	a							ghj	ghij
Up to 7 hours	5	-	1	4	5	3	2	-	-	1	-	2	2
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	-%	1%	1%
Up to 8 hours	7	-	1	5	7	3	3	-	-	-	1	3	2
	1%	-%	*%	2%	1%	1%	1%	-%	-%	-%	1%	2%	1%
												i	

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 66

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

QP29B And how many hours would you say he/ she spends going online at home or elsewhere on a typical weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
Over 8 hours	8	*	2	6	8	4	4	*	-	1	1	3	3
	1%	*%	1%	2%	1%	1%	1%	*%	-%	1%	1%	2%	2%
Don't know	*	-	-	*	*	-	*	-	-	-	-	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%
Mean number of hours	2.3	1.4	2.0	3.2	2.3	2.4	2.3	1.5	1.3	2.2	1.8	3.1	3.2
			a	abd	ab					ghj	gh	ghij	ghij
Standard deviation	1.83	1.23	1.59	1.97	1.83	1.82	1.85	1.34	1.12	1.54	1.62	1.98	1.96
Standard error	.05	.07	.07	.08	.05	.07	.07	.11	.09	.09	.10	.12	.12

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 66

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

QP29B And how many hours would you say he/ she spends going online at home or elsewhere on a typical weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
None	48 6%	9 5%	9 3%	6 4%	24 10% abceg	18 4%	30 8% bce	48 6%	45 6% i	1 1%	2 6% i	* 3%	39 5% i	9 7% i	48 6% i
Up to 1 hour	262 30%	62 31%	77 29%	51 31%	71 31%	140 30%	123 31%	262 30%	229 31%	18 25%	9 28%	6 32%	224 30%	38 31%	262 30%
Up to 2 hours	236 27%	58 28% d	89 33% dfg	46 28% d	44 19%	146 31% df	90 23%	236 27% d	202 27%	22 31%	8 23%	5 27%	198 27%	38 31%	236 27%
Up to 3 hours	139 16%	33 16%	41 15%	23 14%	42 18%	74 16%	65 16%	139 16%	123 16%	8 11%	5 16%	3 17%	122 16%	17 13%	139 16%
Up to 4 hours	75 9%	19 9%	26 10%	13 8%	18 8%	45 10%	30 8%	75 9%	61 8%	9 13%	4 12%	1 8%	64 9%	11 9%	75 9%
Up to 5 hours	51 6%	9 5%	9 3%	14 9% be	19 8% be	18 4%	33 8% be	51 6%	43 6%	6 8%	2 5%	1 6%	47 6%	4 3%	51 6%
Up to 6 hours	34 4%	6 3%	11 4%	8 5%	9 4%	17 4%	17 4%	34 4%	27 4%	5 7% h	2 5%	1 4%	29 4%	5 4%	34 4%
Up to 7 hours	5 1%	1 1%	1 *% bfg	- -%	3 1%	2 *% 1%	3 1%	5 1%	5 1%	* *% 1%	- -% 1%	* *% -%	5 1%	* *% 1%	5 1%
Up to 8 hours	7 1%	4 2% bfg	* *% 1%	* *% 1%	2 1%	5 1%	2 1%	7 1%	6 1%	1 1%	* 1%	- -%	6 1%	1 1%	7 1%
Over 8 hours	8 1%	1 1%	4 2%	2 1%	1 *% 1%	6 1%	3 1%	8 1%	5 1%	2 3% h	1 4% hlmn	* 1%	8 1%	* *% 1%	8 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 66

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

QP29B And how many hours would you say he/ she spends going online at home or elsewhere on a typical weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
Don't know	*	-	-	-	*	-	*	*	-	-	-	*	*	-	*
	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	1%	*%	-%	*%
												hln			
Mean number of hours	2.3	2.4	2.3	2.4	2.3	2.3	2.3	2.3	2.3	2.8	2.7	2.4	2.4	2.1	2.3
										hlmn	hmn		m		m
Standard deviation	1.83	1.87	1.78	1.84	1.86	1.82	1.85	1.83	1.76	2.12	2.40	2.03	1.86	1.63	1.83
Standard error	.05	.10	.08	.11	.10	.07	.07	.05	.06	.17	.19	.16	.05	.10	.05
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 67

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

QP29A-B HOURS SPENT GOING ONLINE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
None	14	9	3	2	14	6	9	4	5	-	3	2	1
	2%	5%	1%	1%	2%	1%	2%	5%	5%	-%	2%	1%	*%
		bcd						ikl	ikl				
Up to 5 hours	165	76	70	18	165	70	95	32	44	28	42	9	9
	19%	41%	22%	5%	19%	17%	22%	38%	43%	18%	26%	5%	5%
		bcd	c		c		e	ijkl	ijkl	kl	kl		
Up to 10 hours	266	66	125	76	266	128	138	32	34	58	66	38	38
	31%	35%	39%	21%	31%	30%	31%	37%	33%	37%	40%	21%	22%
		c	cd		c			kl	kl	kl	kl		
Up to 15 hours	161	18	64	79	161	89	72	8	10	39	25	42	37
	19%	9%	20%	22%	19%	21%	16%	9%	10%	25%	15%	23%	21%
			a	a	a					ghj		ghj	gh
Up to 20 hours	129	13	33	83	129	69	60	5	8	17	16	46	36
	15%	7%	10%	23%	15%	16%	14%	6%	8%	11%	10%	26%	21%
				abd	ab							ghij	ghij
Up to 25 hours	57	3	13	41	57	29	28	3	-	8	4	17	24
	7%	1%	4%	12%	7%	7%	6%	3%	-%	5%	3%	10%	14%
				abd	a			h	-	h		ghj	ghij
Up to 30 hours	35	2	8	25	35	16	19	1	1	3	5	12	13
	4%	1%	3%	7%	4%	4%	4%	1%	1%	2%	3%	6%	8%
				abd	a							ghi	ghi
Up to 35 hours	17	1	4	12	17	10	7	1	-	3	1	6	6
	2%	*%	1%	3%	2%	2%	2%	1%	-%	2%	1%	3%	4%
				ab								h	hj
Up to 40 hours	5	*	*	5	5	4	2	*	-	*	-	3	2
	1%	*%	*%	1%	1%	1%	*%	*%	-%	*%	-%	2%	1%
				b									

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 67

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

QP29A-B HOURS SPENT GOING ONLINE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
Over 40 hours	16	-	2	14	16	6	11	-	-	1	1	5	9
	2%	-%	1%	4%	2%	1%	2%	-%	-%	1%	1%	3%	5%
				abd	a								ghij
Don't know	*	-	-	*	*	-	*	-	-	-	-	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%
Mean number of hours	12.5	7.2	10.5	17.2	12.5	12.8	12.2	7.5	6.9	11.3	9.7	16.6	17.8
			a	abd	ab					ghj	gh	ghij	ghij
Standard deviation	9.43	5.67	7.31	10.53	9.43	9.15	9.70	6.33	5.06	7.61	6.93	9.88	11.16
Standard error	.25	.33	.32	.44	.25	.35	.36	.53	.40	.47	.43	.57	.66
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 67

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

QP29A-B HOURS SPENT GOING ONLINE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
None	14 2%	3 2%	4 2%	2 1%	5 2%	7 2%	7 2%	14 2%	14 2%	- -%	1 2%	* 1%	12 2%	2 2%	14 2%
Up to 5 hours	165 19%	36 18%	44 17%	33 20%	52 23% e	80 17%	85 22%	165 19%	146 20% i	8 11%	7 21% i	4 24% i	136 18% i	29 24% i	165 19% i
Up to 10 hours	266 31%	67 33%	94 35% cdf	43 26%	62 27%	161 34% cdf	105 27%	266 31%	230 31%	21 30%	9 27%	5 31%	228 31%	38 31%	266 31%
Up to 15 hours	161 19%	38 19%	47 17%	39 24% d	37 16%	85 18%	76 19%	161 19%	139 19%	14 19%	5 14%	3 19%	138 19%	23 19%	161 19%
Up to 20 hours	129 15%	31 15%	39 15%	18 11%	41 18% c	70 15%	59 15%	129 15%	113 15%	8 11%	5 15%	3 16%	112 15%	17 14%	129 15%
Up to 25 hours	57 7%	14 7%	16 6%	12 7%	16 7%	29 6%	27 7%	57 7%	45 6% k	9 13% hklmn	2 7% k	* 2%	49 7% k	8 6%	57 7% k
Up to 30 hours	35 4%	3 2%	11 4%	12 7% aeg	8 4%	15 3%	20 5% a	35 4%	29 4%	3 5%	2 7% m	1 4%	32 4%	2 2%	35 4%
Up to 35 hours	17 2%	3 2%	6 2%	3 2%	5 2%	9 2%	8 2%	17 2%	12 2%	4 6% hijklmn	* 1%	* 1%	16 2%	1 *%	17 2%
Up to 40 hours	5 1%	2 1%	2 1%	* *%	1 1%	4 1%	2 *%	5 1%	5 1%	* *%	* 1%	- -%	5 1%	1 1%	5 1%
Over 40 hours	16 2%	5 3%	4 2%	2 1%	5 2%	10 2%	7 2%	16 2%	12 2%	3 4%	1 4% h	* 1%	14 2%	2 2%	16 2%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 67

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

QP29A-B HOURS SPENT GOING ONLINE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
Don't know	*	-	-	-	*	-	*	*	-	-	-	*	*	-	*
	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	1%	*%	-%	*%
												hln			
Mean number of hours	12.5	12.4	12.4	13.0	12.5	12.4	12.7	12.5	12.1	16.1	14.1	11.3	12.7	11.4	12.5
										hkln	hkm		m		
Standard deviation	9.43	9.10	9.15	9.74	9.85	9.12	9.80	9.43	8.85	12.88	11.94	9.13	9.45	9.28	9.43
Standard error	.25	.51	.44	.58	.51	.33	.38	.25	.29	1.01	.96	.71	.28	.58	.25
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 68

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

QP30 (SHOWCARD) Do you have any of these rules or restrictions about the access that your child has to the internet on any device - whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch? Any others? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Regularly check what they're doing online	370	77	158	135	370	186	184	35	42	84	74	67	67
	43%	41%	50%	38%	43%	44%	42%	41%	41%	53%	46%	37%	39%
			acd							ghkl			
No internet after a certain time	345	82	143	120	345	166	179	39	43	70	73	57	63
	40%	44%	45%	34%	40%	39%	41%	46%	42%	45%	45%	32%	37%
		c	c		c			k		k	k		
No purchasing from websites	255	53	103	99	255	135	120	28	25	53	50	54	45
	30%	28%	32%	28%	30%	32%	28%	33%	24%	33%	31%	30%	26%
PIN/ Password required to enter websites unless already approved	218	52	88	78	218	106	112	24	28	42	46	39	38
	25%	28%	28%	22%	25%	25%	26%	28%	27%	27%	29%	22%	22%
			c										
Only allowed to use the internet for a certain amount of time	188	40	88	60	188	93	95	15	25	45	43	33	27
	22%	21%	28%	17%	22%	22%	22%	18%	24%	29%	27%	18%	16%
			cd		c					gkl	kl		
No use of social media sites or apps like Facebook/ Twitter/ Instagram/ Tumblr	175	45	93	37	175	85	91	20	25	46	47	19	19
	20%	24%	29%	11%	20%	20%	21%	24%	24%	29%	29%	10%	11%
		c	cd		c			kl	kl	kl	kl		

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 68

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

QP30 (SHOWCARD) Do you have any of these rules or restrictions about the access that your child has to the internet on any device - whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch? Any others? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 g	FEMALE 5-7 h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Only children's websites	173	69	79	24	173	80	93	34	35	36	43	10	15
	20%	37%	25%	7%	20%	19%	21%	40%	34%	23%	27%	5%	9%
		bcd	cd		c			ijkl	ikl	kl	kl		
Can only use when supervised/ not on their own	168	65	72	31	168	72	95	29	36	31	41	13	19
	20%	35%	23%	9%	20%	17%	22%	34%	35%	19%	26%	7%	11%
		bcd	c		c		e	ikl	ikl	kl	kl		
Only talk/ chat/ communicate with friends/ people they already know	153	24	68	61	153	67	86	10	14	31	37	26	35
	18%	13%	21%	17%	18%	16%	20%	12%	14%	20%	23%	14%	20%
			a								ghk		
No Instant Messaging/ MSN	104	32	55	17	104	54	50	14	18	30	26	10	7
	12%	17%	17%	5%	12%	13%	12%	16%	18%	19%	16%	6%	4%
		cd	cd		c			kl	kl	kl	kl		
Only websites stored in their Favourites list	73	25	36	12	73	33	40	13	12	17	19	3	8
	8%	13%	11%	3%	8%	8%	9%	15%	12%	11%	12%	2%	5%
		cd	c		c			kl	kl	kl	kl		
Only use for homework	65	13	38	15	65	35	30	6	6	23	16	7	8
	8%	7%	12%	4%	8%	8%	7%	7%	6%	14%	10%	4%	5%
			acd		c					hkl	kl		
Other	16	3	6	7	16	8	8	3	*	4	2	2	5
	2%	1%	2%	2%	2%	2%	2%	3%	*%	2%	2%	1%	3%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 68

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

QP30 (SHOWCARD) Do you have any of these rules or restrictions about the access that your child has to the internet on any device - whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch? Any others? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
ANY RULES OR RESTRICTIONS	701	165	282	255	701	347	355	78	86	143	139	126	129
	82%	88%	89%	72%	82%	82%	81%	91%	84%	91%	87%	70%	75%
		cd	cd		c			kl	kl	kl	kl		
No, do not have ANY rules or restrictions	157	23	36	98	157	76	81	7	16	15	21	54	44
	18%	12%	11%	28%	18%	18%	19%	9%	16%	9%	13%	30%	25%
				abd	ab							ghij	ghij

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 68

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QP30 (SHOWCARD) Do you have any of these rules or restrictions about the access that your child has to the internet on any device - whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch? Any others? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Regularly check what they're doing online	370 43%	95 47% d	119 45%	69 42%	86 38%	215 46% df	155 40%	370 43%	311 42%	34 49%	15 46%	9 50%	320 44%	49 40%	370 43%
No internet after a certain time	345 40%	87 43%	100 38%	60 37%	98 43%	188 40%	157 40%	345 40%	295 40% m	31 45% km	13 40% m	6 33%	310 42% km	35 29%	345 40% m
No purchasing from websites	255 30%	73 36% bcdfg	75 28%	42 26%	64 28%	149 32%	106 27%	255 30%	226 31% i	12 17%	12 36% im	5 28% i	223 30% i	32 26%	255 30% i
PIN/ Password required to enter websites unless already approved	218 25%	62 30% cdf	71 27%	35 22%	50 22%	133 28% df	85 22%	218 25%	196 27% i	9 13%	7 22%	5 30% i	190 26% i	27 22% i	218 25% i
Only allowed to use the internet for a certain amount of time	188 22%	57 28% dfg	57 21%	33 20%	42 18%	113 24% df	75 19%	188 22%	169 23% i	9 13%	6 19%	4 21%	163 22% i	25 21%	188 22% i
No use of social media sites or apps like Facebook/ Twitter/ Instagram/ Tumblr	175 20%	48 24% f	59 22%	27 17%	41 18%	107 23% f	68 17%	175 20%	158 21% i	8 11%	6 18%	3 19% i	149 20% i	26 22% i	175 20% i

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 68

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

QP30 (SHOWCARD) Do you have any of these rules or restrictions about the access that your child has to the internet on any device - whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch? Any others? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Only children's websites	173 20%	42 21%	56 21%	26 16%	49 22%	98 21%	75 19%	173 20%	147 20%	15 22%	6 17%	4 26%	151 20%	22 18%	173 20%
Can only use when supervised/ not on their own	168 20%	37 18%	51 19%	33 20%	47 21%	88 19%	80 20%	168 20%	148 20%	11 15%	6 19%	3 17%	148 20%	20 16%	168 20%
Only talk/ chat/ communicate with friends/ people they already know	153 18%	38 19%	47 18%	26 16%	43 19%	85 18%	68 17%	153 18%	137 19% i	7 10%	6 17%	3 16%	135 18% i	18 14%	153 18% i
No Instant Messaging/ MSN	104 12%	30 15% c	31 12%	12 7%	31 14% c	61 13% c	43 11%	104 12% c	95 13% i	2 4%	4 13% i	2 13% i	92 12% i	13 10% i	104 12% i
Only websites stored in their Favourites list	73 8%	18 9%	27 10%	11 7%	17 7%	45 10%	28 7%	73 8%	62 8%	5 7%	3 10%	2 12%	64 9%	8 7%	73 8%
Only use for homework	65 8%	18 9%	16 6%	13 8%	18 8%	34 7%	31 8%	65 8%	60 8% i	2 2%	3 8% i	1 5%	60 8% i	5 4%	65 8% i
Other	16 2%	4 2%	7 3% c	* *% c	4 2%	11 2% c	4 1%	16 2%	12 2%	* *% hiln	2 7%	1 4%	11 2%	5 4% l	16 2%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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

QP30 (SHOWCARD) Do you have any of these rules or restrictions about the access that your child has to the internet on any device - whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch? Any others? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
ANY RULES OR RESTRICTIONS	701	167	220	128	186	387	314	701	605	55	28	14	603	98	701
	82%	82%	83%	79%	82%	83%	80%	82%	82%	78%	83%	79%	82%	81%	82%
No, do not have ANY rules or restrictions	157	36	45	34	42	81	76	157	133	15	6	4	134	24	157
	18%	18%	17%	21%	18%	17%	20%	18%	18%	22%	17%	21%	18%	19%	18%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 69

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

QP31 (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online... Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Only use websites approved by parents	333	95	147	92	333	160	174	42	53	71	76	47	45
	39%	50%	46%	26%	39%	38%	40%	49%	52%	45%	47%	26%	26%
		cd	cd		c			kl	kl	kl	kl		
Rules about contact with people online (e.g. no contact with strangers, no sharing of personal information, etc.)	274	29	111	133	274	132	142	17	13	57	54	58	76
	32%	16%	35%	38%	32%	31%	33%	20%	12%	36%	34%	32%	44%
			a	ad	a					gh	gh	gh	ghjk
Rules about online purchasing	270	32	108	130	270	135	135	18	14	56	53	62	68
	31%	17%	34%	37%	31%	32%	31%	20%	14%	35%	33%	34%	39%
			a	ad	a					gh	gh	gh	gh
Rules about use of social media/ social networking sites	220	27	104	88	220	103	117	15	13	52	52	36	51
	26%	15%	33%	25%	26%	24%	27%	17%	12%	33%	33%	20%	30%
			acd	a	a					ghk	ghk		ghk
Rules about keeping passwords safe/ not sharing passwords	200	21	85	95	200	94	106	8	13	42	43	44	51
	23%	11%	27%	27%	23%	22%	24%	10%	12%	27%	27%	24%	29%
			a	a	a					gh	gh	gh	gh
Rules about downloading/ sharing content	191	26	76	89	191	91	100	14	12	36	41	42	47
	22%	14%	24%	25%	22%	22%	23%	16%	12%	23%	25%	23%	27%
			a	a	a					h	h	h	gh

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 69

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QP31 (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online... Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Rules about when and where they can go online (e.g. time of day and amount of time online, and device they use to go online)	180 21%	32 17%	88 28% acd	61 17%	180 21%	91 21%	90 21%	14 17%	17 17%	46 29% ghkl	43 27% ghkl	30 17%	30 17%
Rules about online behaviour (e.g. to behave as you would in real life)	168 20%	22 12%	77 24% a	70 20% a	168 20% a	73 17%	95 22% e	11 12%	11 11%	34 21% gh	43 27% ghk	28 16%	42 24% ghk
Rules about use of Instant Messaging	135 16%	24 13%	69 22% acd	42 12%	135 16%	66 16%	69 16%	10 12%	14 14%	31 20% l	38 24% ghkl	25 14%	17 10%
Rules about trying to get around filters/ online controls/ using proxy servers	93 11%	14 8%	43 14% a	36 10%	93 11%	44 10%	50 11%	5 6%	9 9%	23 15% g	20 12%	16 9%	20 12%
Other types of rules	14 2%	8 4% bcd	2 1%	3 1%	14 2%	6 1%	8 2%	3 4% i	4 4% ikl	1 *%	2 1%	2 1%	2 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP31 (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online... Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
ANY RULES OR RESTRICTIONS FOR ONLINE ACTIVITIES	604	128	242	234	604	296	308	60	68	122	120	114	120
	70%	68%	76%	66%	70%	70%	71%	70%	67%	77%	75%	63%	69%
			acd							hk	k		
No, don't have these types of rules	255	60	76	119	255	128	127	26	34	36	40	66	53
	30%	32%	24%	34%	30%	30%	29%	30%	33%	23%	25%	37%	31%
		b		b	b				i			ij	

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP31 (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online... Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Only use websites approved by parents	333 39%	82 40%	101 38%	54 33%	96 42%	183 39%	150 38%	333 39%	288 39%	24 35%	14 41%	7 42%	287 39%	46 38%	333 39%
Rules about contact with people online (e.g. no contact with strangers, no sharing of personal information, etc.)	274 32%	83 41% bcdfg	86 33% d	48 30%	56 25%	170 36% df	104 27% df	274 32% df	243 33% i	15 21%	11 32% i	6 32% i	237 32% i	37 30%	274 32% i
Rules about online purchasing	270 31%	87 43% bcdefg	76 29%	47 29%	61 27%	163 35% df	107 28%	270 31%	244 33% i	9 13%	11 34% i	5 29% i	235 32% i	35 29% i	270 31% i
Rules about use of social media/ social networking sites	220 26%	68 34% bdfg	65 24%	42 26%	45 20%	133 28% df	87 22%	220 26% d	194 26%	13 19%	8 23%	5 27%	188 25%	32 26%	220 26%
Rules about keeping passwords safe/ not sharing passwords	200 23%	56 28% df	66 25%	33 20%	46 20%	121 26% f	79 20%	200 23%	179 24% i	10 14%	8 24% i	4 22%	177 24% i	24 19%	200 23% i
Rules about downloading/ sharing content	191 22%	56 27% df	58 22%	34 21%	43 19%	114 24%	78 20%	191 22%	174 24% i	7 9%	7 20% i	4 24% i	168 23% i	24 19% i	191 22% i
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 69

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

QP31 (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online... Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Rules about when and where they can go online (e.g. time of day and amount of time online, and device they use to go online)	180 21%	52 26% b	50 19%	32 20%	46 20%	102 22%	78 20%	180 21%	159 22%	12 17%	6 18%	3 20%	157 21%	24 19%	180 21%
Rules about online behaviour (e.g. to behave as you would in real life)	168 20%	51 25% bdf	47 18%	29 18%	41 18%	98 21%	70 18%	168 20%	151 21% i	6 9%	7 20% i	4 21% i	150 20% i	19 15%	168 20% i
Rules about use of Instant Messaging	135 16%	41 20% df	41 16%	25 15%	28 12%	82 18% d	53 13%	135 16%	122 17% i	6 9%	4 13%	3 15%	117 16% i	18 15%	135 16% i
Rules about trying to get around filters/online controls/ using proxy servers	93 11%	30 15% cf	27 10%	13 8%	24 10%	56 12%	37 9%	93 11%	86 12% i	3 5%	3 8%	2 11%	82 11% i	11 9%	93 11% i
Other types of rules	14 2%	5 2%	4 1%	1 1%	4 2%	8 2%	5 1%	14 2%	11 1%	1 1%	1 4% hln	1 5% hln	10 1%	4 3%	14 2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 69

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

QP31 (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online... Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
ANY RULES OR RESTRICTIONS FOR ONLINE ACTIVITIES	604	157	187	105	155	344	260	604	521	46	24	12	521	83	604
	70%	78%	70%	65%	68%	74%	66%	70%	71%	66%	73%	69%	71%	68%	70%
		cd	fg			cf									
No, don't have these types of rules	255	46	78	58	73	124	131	255	216	24	9	5	216	39	255
	30%	22%	30%	35%	32%	26%	34%	30%	29%	34%	27%	31%	29%	32%	30%
				ae	a		ae	a							

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 70

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

QP32 (SHOWCARD) When your child goes online, on any devices, would you usually supervise them in any of these ways? Do you usually use any other types of supervision? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	5-7	5-7	8-11	8-11	12-15	12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Being nearby and regularly checking what they do	433	113	197	124	433	223	211	56	57	100	97	67	57
	50%	60%	62%	35%	50%	53%	48%	65%	56%	64%	60%	37%	33%
		cd	cd	c				kl	kl	kl	kl		
Asking about what they are doing or have been doing online	345	56	148	141	345	161	184	25	30	74	74	62	80
	40%	30%	46%	40%	40%	38%	42%	29%	30%	47%	46%	34%	46%
			ad	a	a					ghk	ghk		ghk
Sitting beside them and watching or helping them while they are online	261	111	109	41	261	117	144	53	58	45	64	19	23
	30%	59%	34%	12%	30%	28%	33%	62%	56%	29%	40%	10%	13%
		bcd	c	c	c		e	ijkl	ijkl	kl	ikl		
Check the browser/ device history after they have been online	256	32	107	116	256	132	124	15	17	57	50	59	57
	30%	17%	34%	33%	30%	31%	29%	18%	16%	36%	31%	33%	33%
			a	a	a					gh	gh	gh	gh
Other types of supervision	15	6	6	4	15	8	7	3	3	4	2	1	3
	2%	3%	2%	1%	2%	2%	2%	4%	3%	3%	1%	1%	1%
		c						k					
ANY TYPE OF USUAL SUPERVISION	718	176	288	254	718	352	366	81	96	143	145	129	125
	84%	94%	91%	72%	84%	83%	84%	94%	94%	91%	91%	72%	72%
		cd	cd	c				kl	kl	kl	kl		

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 70

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

QP32 (SHOWCARD) When your child goes online, on any devices, would you usually supervise them in any of these ways? Do you usually use any other types of supervision? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
No, don't supervise their online access and use	140	12	29	99	140	71	70	5	7	14	15	51	48
	16%	6%	9%	28%	16%	17%	16%	6%	6%	9%	9%	28%	28%
				abd	ab							ghij	ghij

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 70

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

QP32 (SHOWCARD) When your child goes online, on any devices, would you usually supervise them in any of these ways? Do you usually use any other types of supervision? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Being nearby and regularly checking what they do	433 50%	95 47%	131 49%	84 51%	123 54%	226 48%	207 53%	433 50%	376 51% j	33 47%	14 41%	11 64% hijln	366 50% j	68 55% j	433 50% j
Asking about what they are doing or have been doing online	345 40%	84 41%	121 46% cdf	58 36%	81 36%	205 44% cdf	139 36%	345 40%	296 40%	29 42%	13 39%	6 37%	297 40%	47 39%	345 40%
Sitting beside them and watching or helping them while they are online	261 30%	57 28%	86 32%	43 27%	76 33%	142 30%	119 30%	261 30%	229 31%	17 24%	10 31%	5 28%	228 31%	33 27%	261 30%
Check the browser/ device history after they have been online	256 30%	65 32%	89 34% df	44 27%	58 25%	154 33% df	102 26%	256 30%	217 29%	23 33%	10 31%	5 28%	224 30%	32 26%	256 30%
Other types of supervision	15 2%	4 2%	3 1%	3 2%	6 3%	7 1%	8 2%	15 2%	13 2%	1 2%	1 3%	* 2%	14 2%	1 1%	15 2%
ANY TYPE OF USUAL SUPERVISION	718 84%	168 83%	228 86% c	129 79%	194 85%	395 84%	323 83%	718 84%	614 83%	62 88%	27 80%	15 88%	614 83%	105 86%	718 84%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 70

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

QP32 (SHOWCARD) When your child goes online, on any devices, would you usually supervise them in any of these ways? Do you usually use any other types of supervision? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
No, don't supervise their online access and use	140	35	37	34	34	73	68	140	123	8	7	2	123	18	140
	16%	17%	14%	21% b	15%	16%	17%	16%	17%	12%	20%	12%	17%	14%	16%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 71

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

QP33 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? Have you talked to your child about any other things about being online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Content on sites or apps that might be unsuitable for their age (CONTENT)	427	66	171	189	427	206	220	28	38	83	88	95	94
	50%	35%	54%	54%	50%	49%	51%	33%	37%	53%	55%	53%	54%
			a	a	a					gh	gh	gh	gh
Talking to or meeting people they only know online (CONTACT)	380	38	146	196	380	187	193	19	19	76	70	91	105
	44%	20%	46%	55%	44%	44%	44%	23%	18%	48%	43%	51%	60%
			a	abd	a					gh	gh	gh	ghijk
Sharing too much information online (CONDUCT)	369	37	131	200	369	182	187	18	19	64	67	100	100
	43%	20%	41%	57%	43%	43%	43%	21%	19%	41%	42%	56%	58%
			a	abd	a					gh	gh	ghij	ghij
Being bullied online/ cyberbullying (CONTACT)	320	27	121	172	320	144	176	12	15	55	66	76	95
	37%	14%	38%	49%	37%	34%	41%	15%	14%	35%	42%	42%	55%
			a	abd	a		e			gh	gh	gh	ghijk
Believing everything they see or hear online (CONTENT)	314	36	123	156	314	143	171	15	21	56	67	72	84
	37%	19%	39%	44%	37%	34%	39%	17%	20%	36%	42%	40%	48%
			a	ad	a					gh	gh	gh	ghi

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 71

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

QP33 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? Have you talked to your child about any other things about being online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Downloading or getting viruses or downloading other harmful software as a result of what they do online (CONDUCT)	268 31%	31 16%	100 31% a	138 39% abd	268 31% a	131 31%	137 31%	17 20%	14 13%	50 32% gh	50 31% gh	64 36% gh	73 42% ghij
The possibility of them bullying others online or making negative comments about other people online (CONDUCT)	229 27%	19 10%	97 31% a	112 32% ad	229 27% a	113 27%	116 27%	9 10%	11 10%	49 31% gh	47 30% gh	54 30% gh	58 34% gh
Sending inappropriate personal pictures to someone they know (CONDUCT)	202 23%	13 7%	70 22% a	119 34% abd	202 23% a	93 22%	109 25%	6 7%	7 7%	35 22% gh	35 22% gh	52 29% gh	66 38% ghijk
How their online use now could impact them in the future (CONDUCT)	166 19%	15 8%	61 19% a	89 25% abd	166 19% a	73 17%	93 21%	7 8%	8 8%	26 16% gh	35 22% gh	40 22% gh	49 28% ghi

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 71

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

QP33 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? Have you talked to your child about any other things about being online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Trying to access inappropriate content/ bypass filters (CONTENT & CONDUCT)	156	14	62	80	156	85	71	6	8	35	28	45	35
	18%	7%	20%	23%	18%	20%	16%	7%	8%	22%	17%	25%	20%
			a	ad	a					gh	gh	gh	gh
Illegal online sharing or accessing of copyrighted material (CONDUCT)	137	15	47	74	137	68	69	7	9	25	23	36	38
	16%	8%	15%	21%	16%	16%	16%	8%	8%	16%	14%	20%	22%
			a	abd	a					g		gh	ghj
Any other aspects of managing online risks	11	2	3	6	11	7	5	2	1	1	2	4	2
	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%
TOTAL HAVE TALKED TO CHILD	667	102	256	309	667	325	342	48	54	123	133	154	155
	78%	54%	81%	87%	78%	77%	79%	56%	53%	78%	83%	85%	90%
			a	abd	a					gh	gh	gh	ghi
ANY CONTENT RELATED	542	84	211	247	542	263	279	38	46	102	109	122	124
	63%	45%	66%	70%	63%	62%	64%	44%	45%	65%	68%	68%	72%
			a	ad	a					gh	gh	gh	gh
ANY CONDUCT RELATED	525	63	201	262	525	254	271	30	33	97	104	127	134
	61%	34%	63%	74%	61%	60%	62%	35%	32%	61%	65%	71%	77%
			a	abd	a					gh	gh	ghi	ghij
ANY CONTACT RELATED	453	44	172	236	453	220	233	22	22	86	86	112	124
	53%	24%	54%	67%	53%	52%	53%	26%	22%	55%	54%	62%	72%
			a	abd	a					gh	gh	gh	ghjk

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 71

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QP33 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? Have you talked to your child about any other things about being online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
No, have not talked to my child about managing online risks	192	86	61	44	192	98	93	38	48	34	27	26	18
	22%	46%	19%	13%	22%	23%	21%	44%	47%	22%	17%	15%	10%
		bcd	c	c	c			ijkl	ijkl	l			

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 71

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

QP33 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? Have you talked to your child about any other things about being online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Content on sites or apps that might be unsuitable for their age (CONTENT)	427 50%	107 53%	143 54% cf	71 44%	107 47%	249 53% cf	177 45%	427 50%	369 50% k	35 49% k	17 52% k	5 31%	366 50% k	61 50% k	427 50% k
Talking to or meeting people they only know online (CONTACT)	380 44%	108 53% bcdfg	119 45%	67 41%	87 38%	227 48% df	153 39%	380 44%	332 45%	25 36%	16 47%	7 39%	322 44%	58 47% i	380 44%
Sharing too much information online (CONDUCT)	369 43%	104 51% cdfg	117 44% d	65 40%	83 36%	222 47% df	148 38%	369 43% df	322 44%	25 35%	16 47% i	7 40%	314 43%	56 46%	369 43%
Being bullied online/ cyberbullying (CONTACT)	320 37%	81 40% d	109 41% df	58 36%	72 31%	190 41% df	130 33%	320 37%	277 38% i	20 28%	16 48% hiln	8 46% hiln	270 37% i	50 41% i	320 37% i
Believing everything they see or hear online (CONTENT)	314 37%	82 40%	102 38%	54 33%	76 33%	184 39% f	130 33%	314 37%	269 37%	25 35%	15 45% kln	6 32%	262 36%	52 43%	314 37%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 71

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

QP33 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? Have you talked to your child about any other things about being online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Downloading or getting viruses or downloading other harmful software as a result of what they do online (CONDUCT)	268 31%	69 34% df	95 36% df	47 29%	58 25%	164 35% df	105 27%	268 31%	234 32%	20 28%	11 32%	4 25%	232 32%	36 29%	268 31%
The possibility of them bullying others online or making negative comments about other people online (CONDUCT)	229 27%	61 30% d	74 28%	43 27%	50 22%	135 29% d	94 24%	229 27%	198 27%	15 22%	11 34% i	4 24%	197 27%	32 26%	229 27%
Sending inappropriate personal pictures to someone they know (CONDUCT)	202 23%	54 27%	65 24%	36 22%	47 21%	119 25%	83 21%	202 23%	175 24%	14 20%	10 29%	4 21%	172 23%	30 24%	202 23%
How their online use now could impact them in the future (CONDUCT)	166 19%	46 23% c	53 20%	25 15%	41 18%	99 21%	66 17%	166 19%	144 20%	12 17%	6 18%	3 20%	141 19%	24 20%	166 19%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 71

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

QP33 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? Have you talked to your child about any other things about being online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Trying to access inappropriate content/ bypass filters (CONTENT & CONDUCT)	156 18%	47 23% bf	43 16%	29 18%	38 16%	90 19%	66 17%	156 18%	137 19%	11 15%	5 16%	3 16%	135 18%	21 17%	156 18%
Illegal online sharing or accessing of copyrighted material (CONDUCT)	137 16%	34 17%	46 17%	24 15%	33 15%	79 17%	58 15%	137 16%	121 16%	9 13%	5 14%	2 11%	118 16%	19 15%	137 16%
Any other aspects of managing online risks	11 1%	2 1%	3 1%	2 1%	4 2%	5 1%	6 2%	11 1%	7 1%	2 4% h	1 2%	1 4% hln	10 1%	2 1%	11 1%
TOTAL HAVE TALKED TO CHILD	667 78%	168 83% cdf	216 82% cdf	117 72%	166 73%	384 82% cdfg	283 72%	667 78% f	577 78% k	52 74%	27 82% k	11 65%	573 78% k	94 77% k	667 78% k
ANY CONTENT RELATED	542 63%	134 66%	178 67% cf	93 57%	137 60%	312 67% cf	230 59%	542 63%	467 63% k	44 63% k	23 69% k	7 42%	463 63% k	79 65% k	542 63% k
ANY CONDUCT RELATED	525 61%	133 66% df	172 65% df	97 59%	124 54%	305 65% df	220 56%	525 61% d	456 62% i	37 53%	23 68% ik	9 54%	452 61%	73 60%	525 61%
ANY CONTACT RELATED	453 53%	122 60% dfg	148 56% df	83 51%	99 44%	270 58% dfg	183 47%	453 53% df	393 53% i	30 43%	21 63% hilm	9 54%	386 52% i	67 55% i	453 53% i
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 71

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

QP33 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? Have you talked to your child about any other things about being online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
No, have not talked to my child about managing online risks	192	35	49	46	62	84	108	192	161	18	6	6	163	28	192
	22%	17%	18%	28%	27%	18%	28%	22%	22%	26%	18%	35%	22%	23%	22%
				abe	abe		abeg	e				hijlmn			

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 72

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

QP34 (SHOWCARD) Which of these best describes how often you talk to your child about these things? (SINGLE CODE)

Base : Parents who have ever talked to their child about managing online risks

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1066	151	411	504	1066	524	542	76	75	198	213	250	254
Effective Weighted Sample	842	130	319	394	842	414	428	63	66	156	163	195	199
Total	667	102	256	309	667	325	342	48	54	123	133	154	155
At least every few weeks	324	49	140	135	324	152	172	**	**	65	74	63	72
	49%	48%	55%	44%	49%	47%	50%	**	**	53%	56%	41%	46%
			c							k	k		
At least every few months	174	24	69	81	174	85	89	**	**	34	34	42	39
	26%	23%	27%	26%	26%	26%	26%	**	**	28%	26%	27%	25%
Less often than every few months, but more than once	113	16	35	61	113	54	59	**	**	18	18	28	33
	17%	16%	14%	20%	17%	17%	17%	**	**	14%	13%	18%	22%
				b									j
Have talked to them once, and not since then	51	11	10	30	51	30	21	**	**	4	6	21	10
	8%	11%	4%	10%	8%	9%	6%	**	**	3%	5%	13%	6%
		b		b	b							ijl	
Don't know	5	1	2	1	5	3	2	**	**	2	1	*	1
	1%	1%	1%	*%	1%	1%	1%	**	**	2%	*%	*%	1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 72

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

QP34 (SHOWCARD) Which of these best describes how often you talk to your child about these things? (SINGLE CODE)

Base : Parents who have ever talked to their child about managing online risks

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1066	264	341	200	261	605	461	1066	713	120	127	106	876	190	1066
Effective Weighted Sample	842	211	274	154	203	485	357	842	672	103	123	100	712	131	842
Total	667	168	216	117	166	384	283	667	577	52	27	11	573	94	667
At least every few weeks	324 49%	76 45%	104 48%	61 52%	83 50%	180 47%	144 51%	324 49%	286 50% i	16 32%	16 59% imn	6 49% i	282 49% i	42 44% i	324 49% i
At least every few months	174 26%	43 26%	59 27%	30 25%	42 25%	102 27%	72 25%	174 26%	146 25%	20 39% hjlmn	5 19%	3 26%	151 26%	23 24%	174 26%
Less often than every few months, but more than once	113 17%	34 20%	36 17%	15 12%	28 17%	70 18%	43 15%	113 17%	95 17%	11 22%	5 17%	2 15%	90 16%	23 24% hln	113 17%
Have talked to them once, and not since then	51 8%	13 8%	17 8%	9 8%	12 7%	30 8%	22 8%	51 8%	46 8% j	3 6% j	* 1% j	1 10% j	45 8% j	6 7% j	51 8% j
Don't know	5 1%	2 1%	* *%	2 2%	1 *%	3 1%	2 1%	5 1%	3 1%	1 2%	1 4% hlmn	* 1%	5 1%	* *%	5 1%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 73

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

QP35 And can you tell me why you have not talked with your child about these things? (MULTI CODE)

Base : Parents who have not talked to their child about managing online risks

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	336	149	112	75	336	172	164	65	84	64	48	43	32
Effective Weighted Sample	255	116	81	58	255	135	121	53	64	47	35	35	22
Total	192	86	61	44	192	98	93	38	48	34	27	26	18
Child too young for this kind of conversation	93	67	26	**	93	44	49	**	**	**	**	**	**
	49%	78%	42%	**	49%	45%	52%	**	**	**	**	**	**
		bd											
Child has learnt about this at school	35	6	13	**	35	21	14	**	**	**	**	**	**
	19%	7%	21%	**	19%	21%	16%	**	**	**	**	**	**
		a			a								
Child is always supervised when online	34	14	15	**	34	22	12	**	**	**	**	**	**
	17%	16%	25%	**	17%	22%	12%	**	**	**	**	**	**
						f							
Trust my child to be sensible/ responsible	21	-	9	**	21	12	9	**	**	**	**	**	**
	11%	-%	14%	**	11%	13%	9%	**	**	**	**	**	**
			a		a								
My child already knows about this	20	3	10	**	20	14	6	**	**	**	**	**	**
	11%	3%	16%	**	11%	14%	7%	**	**	**	**	**	**
			a		a	f							
Child too old for this kind of conversation	10	3	*	**	10	6	5	**	**	**	**	**	**
	5%	3%	*%	**	5%	6%	5%	**	**	**	**	**	**
					b								
Haven't got round to it	5	1	3	**	5	2	3	**	**	**	**	**	**
	3%	1%	5%	**	3%	2%	3%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 73

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

QP35 And can you tell me why you have not talked with your child about these things? (MULTI CODE)

Base : Parents who have not talked to their child about managing online risks

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	336	149	112	75	336	172	164	65	84	64	48	43	32
Effective Weighted Sample	255	116	81	58	255	135	121	53	64	47	35	35	22
Total	192	86	61	44	192	98	93	38	48	34	27	26	18
Other parent/ adult has discussed this with child	4	-	3	**	4	2	2	**	**	**	**	**	**
	2%	-%	5%	**	2%	2%	2%	**	**	**	**	**	**
			a										
Don't know enough about this to talk about it with my child	3	-	1	**	3	1	2	**	**	**	**	**	**
	2%	-%	2%	**	2%	1%	2%	**	**	**	**	**	**
Embarrassing/ unsuitable topic	3	-	-	**	3	2	1	**	**	**	**	**	**
	1%	-%	-%	**	1%	2%	1%	**	**	**	**	**	**
Other reasons	6	3	1	**	6	4	2	**	**	**	**	**	**
	3%	3%	1%	**	3%	4%	2%	**	**	**	**	**	**
Don't know	12	3	5	**	12	6	6	**	**	**	**	**	**
	6%	3%	8%	**	6%	6%	6%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 73

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

QP35 And can you tell me why you have not talked with your child about these things? (MULTI CODE)

Base : Parents who have not talked to their child about managing online risks

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	336	57	95	77	107	152	184	336	208	39	29	60	271	65	336
Effective Weighted Sample	255	47	67	58	83	114	142	255	196	34	28	56	213	44	255
Total	192	35	49	46	62	84	108	192	161	18	6	6	163	28	192
Child too young for this kind of conversation	93	**	**	**	32	38	55	93	76	**	**	**	75	**	93
	49%	**	**	**	51%	46%	51%	49%	47%	**	**	**	46%	**	49%
Child has learnt about this at school	35	**	**	**	13	13	22	35	33	**	**	**	31	**	35
	19%	**	**	**	22%	16%	21%	19%	20%	**	**	**	19%	**	19%
Child is always supervised when online	34	**	**	**	8	19	14	34	29	**	**	**	29	**	34
	17%	**	**	**	13%	23%	13%	17%	18%	**	**	**	17%	**	17%
						f									
Trust my child to be sensible/ responsible	21	**	**	**	8	7	14	21	18	**	**	**	18	**	21
	11%	**	**	**	14%	9%	13%	11%	11%	**	**	**	11%	**	11%
My child already knows about this	20	**	**	**	6	10	11	20	18	**	**	**	20	**	20
	11%	**	**	**	10%	11%	10%	11%	11%	**	**	**	12%	**	11%
Child too old for this kind of conversation	10	**	**	**	3	5	5	10	8	**	**	**	9	**	10
	5%	**	**	**	5%	6%	5%	5%	5%	**	**	**	6%	**	5%
Haven't got round to it	5	**	**	**	1	2	3	5	5	**	**	**	5	**	5
	3%	**	**	**	1%	2%	3%	3%	3%	**	**	**	3%	**	3%
Other parent/ adult has discussed this with child	4	**	**	**	1	2	2	4	3	**	**	**	4	**	4
	2%	**	**	**	1%	2%	2%	2%	2%	**	**	**	2%	**	2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 73

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

QP35 And can you tell me why you have not talked with your child about these things? (MULTI CODE)

Base : Parents who have not talked to their child about managing online risks

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	336	57	95	77	107	152	184	336	208	39	29	60	271	65	336
Effective Weighted Sample	255	47	67	58	83	114	142	255	196	34	28	56	213	44	255
Total	192	35	49	46	62	84	108	192	161	18	6	6	163	28	192
Don't know enough about this to talk about it with my child	3 2%	** **	** **	** **	2 4%	1 1%	2 2%	3 2%	3 2%	** **	** **	** **	3 2%	** **	3 2%
Embarrassing/ unsuitable topic	3 1%	** **	** **	** **	1 2%	2 2%	1 1%	3 1%	2 1%	** **	** **	** **	3 2%	** **	3 1%
Other reasons	6 3%	** **	** **	** **	3 4%	3 3%	4 3%	6 3%	4 3%	** **	** **	** **	5 3%	** **	6 3%
Don't know	12 6%	** **	** **	** **	4 6%	5 6%	7 7%	12 6%	11 7%	** **	** **	** **	11 7%	** **	12 6%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 74

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

QP36 (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
PIN/ Password required to enter websites unless already approved	539	133	207	199	539	273	265	65	68	109	98	99	99
	54%	49%	57% a	55%	54%	55%	53%	49%	49%	59% gh	54%	54%	55%
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	467	119	175	173	467	230	237	55	64	89	86	86	87
	47%	44%	48%	48%	47%	46%	48%	41%	46%	48%	48%	47%	48%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 74

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

QP36 (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	456 46%	113 42%	173 48%	170 47%	456 46%	221 44%	235 47%	52 39%	61 44%	88 48%	85 47%	80 44%	89 50% g
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	331 33%	79 29%	129 35% a	124 34%	331 33%	161 32%	170 34%	37 27%	42 30%	63 34%	66 37% g	62 34%	61 34%
Software to protect against junk email/ spam or computer viruses	308 31%	68 25%	117 32% a	123 34% a	308 31% a	161 32%	147 29%	38 29%	30 22%	64 35% h	53 30%	59 32% h	64 35% h
Safe search enabled on search engine websites - e.g. Google	292 29%	75 27%	102 28%	115 32%	292 29%	141 28%	151 30%	38 28%	37 27%	48 26%	55 30%	56 30%	59 33%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 74

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QP36 (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
YouTube safety mode enabled to filter inappropriate content	239 24%	63 23%	87 24%	89 24%	239 24%	118 24%	121 24%	31 23%	32 23%	42 23%	46 25%	45 25%	44 24%
Software that can limit the amount of time spent online	206 21%	52 19%	87 24% c	67 18%	206 21%	104 21%	102 20%	25 19%	26 19%	45 24%	42 23%	33 18%	34 19%
AWARE OF ANY OF THE ABOVE 8 TECHNICAL TOOLS	794 79%	204 75%	305 84% acd	285 78%	794 79%	397 79%	397 79%	102 76%	102 73%	154 84% ghk	151 84% h	141 77%	144 80%
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	240 24%	53 19%	87 24%	100 27% a	240 24%	129 26%	111 22%	26 20%	26 19%	49 27%	38 21%	53 29% gh	46 26%
Change the settings on your child's phone or tablet to stop any apps being downloaded	214 21%	56 20%	79 22%	79 22%	214 21%	111 22%	103 21%	27 20%	29 20%	41 22%	38 21%	43 23%	36 20%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Change the settings on your child's phone or tablet to stop any in-app purchases	206	53	80	73	206	113	93	28	25	43	38	42	31
	21%	19%	22%	20%	21%	23%	19%	21%	18%	23%	21%	23%	17%
Parental control software to restrict app installation/ use	199	51	73	75	199	96	103	21	30	35	38	40	35
	20%	19%	20%	21%	20%	19%	21%	16%	21%	19%	21%	22%	20%
Software to locate, lock or wipe mobile phones	155	40	52	63	155	75	80	16	24	27	26	32	30
	16%	15%	14%	17%	16%	15%	16%	12%	17%	15%	14%	18%	17%
None of these	168	57	48	63	168	83	84	25	32	23	25	35	28
	17%	21%	13%	17%	17%	17%	17%	19%	23%	13%	14%	19%	16%
		b							ij				
Don't know	29	10	8	12	29	16	14	5	4	4	4	6	5
	3%	4%	2%	3%	3%	3%	3%	4%	3%	2%	2%	3%	3%

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

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QP36 (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
PIN/ Password required to enter websites unless already approved	539	143	157	100	138	300	239	539	465	36	25	13	470	69	539
	54%	67%	54%	52%	46%	59%	48%	54%	55%	40%	63%	64%	55%	49%	54%
		bcdefg	d			cdfg		df	i		hilmn	hilmn	i		i
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	467	125	144	87	112	269	199	467	396	42	18	11	394	73	467
	47%	59%	49%	45%	38%	53%	40%	47%	47%	46%	46%	57%	46%	52%	47%
		bcdfg	df			cdfg		df				hijln			

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	456 46%	131 61% bcdfg	145 49% df	87 45% df	93 31%	276 54% cdfg	180 37%	456 46% df	385 45%	47 52% j	16 40%	9 43%	383 45%	73 52% j	456 46%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	331 33%	93 43% bcdfg	103 35% df	62 32% d	74 25%	196 39% dfg	136 28%	331 33% df	282 33%	27 30%	14 35%	9 44% hilm	276 32%	55 39%	331 33%
Software to protect against junk email/spam or computer viruses	308 31%	86 40% cdfg	105 36% cdf	53 27%	64 21%	191 38% cdfg	117 24%	308 31% df	274 32% i	16 18%	12 29% i	6 29% i	262 30% i	46 33% i	308 31% i
Safe search enabled on search engine websites - e.g. Google	292 29%	85 40% bcdfg	86 29% d	55 28%	65 22%	171 34% dfg	121 25%	292 29% df	249 29%	23 26%	13 32%	6 31%	253 29%	39 28%	292 29%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
YouTube safety mode enabled to filter inappropriate content	239 24%	60 28% df	72 25%	42 22%	64 22%	133 26%	106 22%	239 24%	207 24%	19 21%	8 20%	4 21%	208 24%	31 22%	239 24%
Software that can limit the amount of time spent online	206 21%	65 31% bcdfg	61 21% d	34 18%	45 15%	126 25% cdfg	80 16%	206 21% df	180 21% k	14 16%	9 22% k	3 13%	176 20% k	30 21% k	206 21% k
AWARE OF ANY OF THE ABOVE 8 TECHNICAL TOOLS	794 79%	191 90% bcdfg	244 83% df	152 78% d	208 70%	435 86% cdfg	360 73%	794 79% df	685 81% i	61 68%	33 82% i	16 81% i	682 79% i	113 80% i	794 79% i
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	240 24%	65 30% dfg	73 25% d	48 25% d	54 18%	138 27% df	102 21%	240 24% d	215 25% i	12 14%	8 20%	4 22% i	205 24% i	35 25% i	240 24% i
Change the settings on your child's phone or tablet to stop any apps being downloaded	214 21%	63 30% bcdfg	67 23% df	35 18%	49 16%	130 26% cdfg	84 17%	214 21% df	189 22% i	11 12%	9 23% i	5 24% i	176 21% i	38 27% il	214 21% i
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

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QP36 (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Change the settings on your child's phone or tablet to stop any in-app purchases	206 21%	61 29% bcdfg	60 21%	37 19%	47 16%	122 24% df	85 17%	206 21% d	182 21% i	13 14%	8 20%	4 19%	169 20%	37 26% il	206 21% i
Parental control software to restrict app installation/ use	199 20%	59 28% bcdfg	60 20% d	38 20%	42 14%	119 23% df	80 16%	199 20% d	173 20% i	12 13%	10 25% i	4 22% i	166 19%	33 24% i	199 20% i
Software to locate, lock or wipe mobile phones	155 16%	52 24% bcdfg	43 15%	29 15%	31 10%	95 19% df	60 12%	155 16% d	135 16%	11 12%	6 16%	2 12%	131 15%	24 17%	155 16%
None of these	168 17%	15 7%	43 14% a	38 20% ae	71 24% abeg	58 11%	110 22% abeg	168 17% ae	136 16%	23 26% hijklmn	5 13%	3 13%	144 17%	24 17%	168 17%
Don't know	29 3%	5 2%	5 2%	4 2%	16 5% bceg	10 2%	19 4% be	29 3%	24 3% m	3 4% m	1 3% m	1 5% m	29 3% m	* *% m	29 3% m

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 75

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

QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
PIN/ Password required to enter websites unless already approved	264 26%	63 23%	103 28%	98 27%	264 26%	135 27%	129 26%	30 23%	32 23%	55 30%	48 27%	50 27%	48 27%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	184 18%	45 16%	69 19%	70 19%	184 18%	94 19%	90 18%	20 15%	24 17%	39 21%	30 16%	35 19%	36 20%
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	174 17%	37 14%	73 20% a	64 17%	174 17%	91 18%	83 17%	16 12%	21 15%	40 22% g	33 19%	35 19%	28 16%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Software to protect against junk email/ spam or computer viruses	144 14%	24 9%	58 16% a	62 17% a	144 14% a	71 14%	73 15%	14 11%	10 7%	30 16% h	28 16% h	27 14% h	35 20% gh
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	110 11%	23 8%	43 12%	44 12%	110 11%	53 11%	57 11%	8 6%	15 11%	22 12%	21 12%	23 13% g	21 12%
Safe search enabled on search engine websites - e.g. Google	106 11%	19 7%	42 12% a	44 12% a	106 11% a	47 9%	59 12%	9 7%	10 7%	18 10%	25 14% gh	20 11%	24 13% gh
YouTube safety mode enabled to filter inappropriate content	97 10%	17 6%	42 12% a	38 10% a	97 10% a	47 9%	50 10%	5 4%	11 8%	20 11% g	22 12% g	22 12% g	16 9%
Software that can limit the amount of time spent online	45 4%	6 2%	20 6% a	19 5% a	45 4% a	22 4%	23 5%	1 1%	5 3%	12 6% g	9 5% g	9 5% g	9 5% g
USE ANY OF THE ABOVE 8 TECHNICAL TOOLS	499 50%	121 44%	197 54% a	180 50%	499 50%	255 51%	244 49%	59 45%	62 44%	104 57% gh	94 52%	92 50%	89 49%

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

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Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	71 7%	13 5%	27 7%	31 9% a	71 7%	35 7%	36 7%	6 4%	7 5%	12 6%	15 8%	18 10% g	13 7%
Change the settings on your child's phone or tablet to stop any apps being downloaded	82 8%	23 8%	34 9%	26 7%	82 8%	39 8%	43 9%	7 5%	16 11% gl	17 9%	17 9%	15 8%	10 6%
Change the settings on your child's phone or tablet to stop any in-app purchases	78 8%	17 6%	39 11% ac	22 6%	78 8%	37 7%	40 8%	5 4%	12 9% g	21 11% gkl	18 10% g	12 6%	10 6%
Parental control software to restrict app installation/ use	55 6%	13 5%	22 6%	20 6%	55 6%	26 5%	29 6%	3 2%	10 7% g	12 7% g	10 5%	12 6% g	9 5%
Software to locate, lock or wipe mobile phones	37 4%	6 2%	10 3%	21 6% ab	37 4%	19 4%	17 3%	2 2%	4 3%	6 3%	4 2%	11 6% gj	9 5% g

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

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
None of these	265	77	92	95	265	132	133	40	38	46	46	46	49
	26%	28%	25%	26%	26%	26%	27%	30%	27%	25%	26%	25%	27%
Don't know	21	2	11	8	21	7	14	1	1	4	7	1	6
	2%	1%	3%	2%	2%	1%	3%	1%	1%	2%	4%	1%	3%
			a								hk		h

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
PIN/ Password required to enter websites unless already approved	264 26%	72 34% bcdfg	76 26%	48 25%	68 23%	148 29% df	116 24%	264 26%	233 27% i	11 12%	13 31% im	8 38% hilmn	234 27% i	30 21% i	264 26% i
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	184 18%	55 26% cdfg	65 22% df	31 16%	33 11%	120 24% cdfg	64 13%	184 18% df	161 19% i	11 13%	7 18%	4 22% i	157 18%	27 19%	184 18%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 75

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

QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	174 17%	51 24% cdfg	55 19% df	29 15%	39 13%	106 21% cdf	68 14%	174 17% df	157 18% i	4 4%	7 19% i	5 27% hilmn	152 18% i	22 16% i	174 17% i
Software to protect against junk email/spam or computer viruses	144 14%	41 19% cdf	57 20% cdfg	20 10%	26 9%	98 19% cdfg	46 9%	144 14% df	132 16% ij	5 6%	4 9%	3 16% ij	123 14% i	21 15% i	144 14% i
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	110 11%	33 16% dfg	35 12% d	21 11%	21 7%	68 13% df	42 8%	110 11% d	97 11%	6 7%	3 8%	3 16% ijln	94 11%	16 11%	110 11%
Safe search enabled on search engine websites - e.g. Google	106 11%	30 14% df	33 11%	20 10%	22 7%	63 12% df	42 9%	106 11%	94 11%	7 7%	3 9%	2 11%	94 11%	12 9%	106 11%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 75

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
YouTube safety mode enabled to filter inappropriate content	97 10%	22 10%	34 12%	17 9%	23 8%	56 11%	41 8%	97 10%	87 10%	6 6%	2 6%	2 8%	87 10%	10 7%	97 10%
Software that can limit the amount of time spent online	45 4%	15 7% cf	13 5%	5 3%	11 4%	28 6% f	16 3%	45 4%	41 5%	2 2%	1 3%	1 3%	39 4%	6 4%	45 4%
USE ANY OF THE ABOVE 8 TECHNICAL TOOLS	499 50%	130 61% cdfg	158 54% df	91 47%	120 40%	288 57% cdfg	211 43%	499 50% df	441 52% i	25 27%	22 55% i	11 56% i	429 50% i	70 50% i	499 50% i
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	71 7%	18 9%	26 9% df	13 6%	14 5%	44 9% df	27 5%	71 7%	65 8% j	3 4%	1 3%	2 10% ijm	65 8% j	6 5%	71 7% j
Change the settings on your child's phone or tablet to stop any apps being downloaded	82 8%	22 10% df	31 10% df	13 7%	16 6%	53 10% df	29 6%	82 8%	75 9% i	3 3%	2 5%	3 13% ijln	67 8% i	15 11% ij	82 8% i

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 75

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Change the settings on your child's phone or tablet to stop any in-app purchases	78 8%	22 10% cdf	28 9% f	10 5%	18 6%	50 10% cdf	28 6%	78 8%	71 8%	4 4%	2 4%	2 9%	63 7%	14 10% ij	78 8%
Parental control software to restrict app installation/ use	55 6%	15 7%	19 6%	8 4%	13 5%	34 7% f	21 4%	55 6%	50 6% i	1 2%	2 4%	2 11% hijklmn	47 6% i	8 6% i	55 6% i
Software to locate, lock or wipe mobile phones	37 4%	11 5% c	10 3%	3 2%	12 4%	21 4%	16 3%	37 4%	34 4%	1 1%	1 3%	1 3%	32 4%	5 3%	37 4%
None of these	265 26%	54 25%	77 26%	54 28%	79 27%	131 26%	134 27%	265 26%	214 25%	37 41% hijklmn	10 24%	4 22%	226 26%	39 28%	265 26%
Don't know	21 2%	5 2%	7 2%	3 2%	6 2%	11 2%	9 2%	21 2%	18 2%	1 1%	1 3%	1 4% i	18 2%	3 2%	21 2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 76

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

QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	19 2%	4 1%	5 1%	10 3%	19 2%	9 2%	10 2%	2 2%	2 1%	4 2%	1 1%	3 2%	6 4% j
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	16 2%	3 1%	6 2%	7 2%	16 2%	8 2%	7 1%	3 2%	1 *%	3 1%	3 2%	3 2%	4 2%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	12 1%	3 1%	3 1%	7 2%	12 1%	6 1%	6 1%	1 1%	2 1%	2 1%	1 1%	4 2%	3 2%
PIN/ Password required to enter websites unless already approved	11 1%	1 1%	6 2%	4 1%	11 1%	7 1%	4 1%	1 *%	1 1%	4 2%	2 1%	2 1%	2 1%
Safe search enabled on search engine websites - e.g. Google	11 1%	1 *%	5 1%	5 1%	11 1%	7 1%	4 1%	1 *%	- -%	3 1%	3 1%	4 2%	1 1%
YouTube safety mode enabled to filter inappropriate content	6 1%	1 *%	3 1%	3 1%	6 1%	3 1%	3 1%	1 *%	* *%	2 1%	1 1%	1 *%	2 1%
Software to protect against junk email/ spam or computer viruses	4 *%	1 *%	1 *%	2 *%	4 *%	2 *%	2 *%	- -%	1 1%	1 1%	- -%	1 1%	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	3 *%	* *%	2 *%	1 *%	3 *%	2 *%	* *%	- -%	* *%	1 1%	* *%	1 *%	- -%
Software that can limit the amount of time spent online	2 *%	- -%	1 *%	1 *%	2 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 1%
Change the settings on your child's phone or tablet to stop any apps being downloaded	2 *%	- -%	1 *%	1 *%	2 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 1%	- -%
Change the settings on your child's phone or tablet to stop any in-app purchases	1 *%	1 *%	* *%	* *%	1 *%	1 *%	- -%	1 1%	- -%	* *%	- -%	* *%	- -%
Software to locate, lock or wipe mobile phones	1 *%	1 *%	- -%	* *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	* *%
Parental control software to restrict app installation/ use	* *%	- -%	- -%	* *%	* *%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	* *%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 76

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
None of these	690	198	241	251	690	338	352	93	105	118	123	128	123
	69%	72%	66%	69%	69%	68%	70%	70%	75% i	64%	68%	70%	69%
Don't know	242	62	100	81	242	129	113	34	28	53	47	43	38
	24%	23%	28%	22%	24%	26%	23%	26%	20%	29% h	26%	23%	21%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 76

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	19 2%	2 1%	4 1%	6 3%	7 2%	6 1%	12 3%	19 2%	16 2%	2 2%	1 1%	* 1%	16 2%	3 2%	19 2%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	16 2%	1 *%	7 2% a	3 2%	4 1%	8 2%	8 2%	16 2%	15 2%	* *%	1 2%	- -%	14 2%	1 1%	16 2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 76

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	12 1%	3 2%	4 1%	2 1%	3 1%	7 1%	5 1%	12 1%	10 1%	2 2%	- -%	- -%	9 1%	3 2%	12 1%
PIN/ Password required to enter websites unless already approved	11 1%	6 3%	1 *%	2 1%	2 1%	8 2%	4 1%	11 1%	11 1%	- -%	* 1%	- -%	11 1%	1 1%	11 1%
		bdfg													
Safe search enabled on search engine websites - e.g. Google	11 1%	3 1%	1 *%	3 1%	4 1%	4 1%	7 1%	11 1%	10 1%	* 1%	* 1%	- -%	10 1%	1 1%	11 1%
YouTube safety mode enabled to filter inappropriate content	6 1%	2 1%	1 *%	1 *%	2 1%	3 1%	3 1%	6 1%	5 1%	1 1%	* 1%	* 1%	6 1%	- -%	6 1%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 76

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Software to protect against junk email/ spam or computer viruses	4 *%	2 1%	1 *%	* *%	1 *%	3 1%	1 *%	4 *%	3 *%	- -%	* 1%	* 1%	4 *%	* *%	4 *%
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	3 *%	1 *%	* *%	- -%	2 1%	1 *%	2 *%	3 *%	2 *%	* *%	* 1%	- -%	3 *%	- -%	3 *%
Software that can limit the amount of time spent online	2 *%	2 1% f	- -%	* *%	- -%	2 *%	* *%	2 *%	2 *%	* *%	- -%	- -%	2 *%	- -%	2 *%
Change the settings on your child's phone or tablet to stop any apps being downloaded	2 *%	1 1%	1 *%	- -%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%	1 *%	1 *%	2 *%
Change the settings on your child's phone or tablet to stop any in-app purchases	1 *%	* *%	- -%	* *%	1 *%	* *%	1 *%	1 *%	1 *%	- -%	* 1%	* *%	1 *%	* *%	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Software to locate, lock or wipe mobile phones	1 *%	- -%	- -%	1 *%	* *%	- -%	1 *%	1 *%	1 *%	- -%	- -%	* *%	1 *%	- -%	1 *%
Parental control software to restrict app installation/ use	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* 1% hln	- -%	- -%	* *%	* *%
None of these	690 69%	141 66%	202 69%	141 73%	206 69%	343 68%	348 71%	690 69%	577 68%	73 81% hijkln	27 67%	13 64%	581 68%	109 78% hijkln	690 69%
Don't know	242 24%	56 26%	75 25%	41 21%	71 24%	130 26%	112 23%	242 24%	214 25% im	12 13%	11 27% im	7 33% hilmn	218 25% im	24 17%	242 24% im

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 77

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QP36 (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
PIN/ Password required to enter websites unless already approved	444	97	169	178	444	221	223	46	52	87	82	89	89
	58%	59%	61%	56%	58%	59%	58%	61%	56%	62%	60%	55%	56%
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	385	88	139	158	385	188	197	38	50	71	68	79	79
	50%	53%	50%	49%	50%	50%	51%	51%	55%	51%	50%	48%	50%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	385	85	143	157	385	182	203	35	50	71	72	76	81
	50%	51%	52%	49%	50%	48%	53%	47%	55%	51%	53%	47%	51%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	274 36%	59 35%	101 36%	114 36%	274 36%	135 36%	139 36%	28 37%	31 34%	48 34%	53 38%	59 37%	55 35%
Software to protect against junk email/ spam or computer viruses	268 35%	54 32%	99 36%	116 36%	268 35%	138 37%	130 34%	29 39%	25 27%	53 38%	46 34%	56 35%	60 38%
Safe search enabled on search engine websites - e.g. Google	247 32%	60 36%	84 30%	104 32%	247 32%	117 31%	130 34%	28 37%	32 35%	39 28%	45 33%	51 31%	53 34%
YouTube safety mode enabled to filter inappropriate content	204 27%	51 30%	71 26%	82 26%	204 27%	99 26%	105 27%	24 32%	26 29%	34 24%	38 28%	41 25%	41 26%
Software that can limit the amount of time spent online	165 22%	35 21%	68 25%	62 19%	165 22%	82 22%	84 22%	17 23%	19 20%	33 24%	35 26%	32 19%	30 19%
AWARE OF ANY OF THE ABOVE 8 TECHNICAL TOOLS	641 84%	142 85%	243 88%	257 80%	641 84%	314 83%	327 85%	65 87%	77 84%	122 87%	121 88%	127 78%	130 82%

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

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Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	203 27%	41 25%	70 25%	92 29%	203 27%	110 29%	93 24%	20 27%	20 22%	40 29%	30 22%	49 30%	43 27%
Change the settings on your child's phone or tablet to stop any apps being downloaded	187 25%	48 29%	65 23%	74 23%	187 25%	98 26%	90 23%	23 31%	25 28%	34 24%	31 22%	41 25%	34 21%
Change the settings on your child's phone or tablet to stop any in-app purchases	179 23%	43 26%	68 24%	69 21%	179 23%	96 26%	83 21%	22 30%	20 22%	35 25%	33 24%	39 24%	29 19%
Parental control software to restrict app installation/ use	170 22%	40 24%	61 22%	69 22%	170 22%	82 22%	87 23%	16 22%	24 26%	28 20%	32 24%	38 23%	31 20%
Software to locate, lock or wipe mobile phones	131 17%	31 19%	42 15%	58 18%	131 17%	63 17%	68 18%	12 16%	19 21%	21 15%	21 16%	31 19%	28 17%
None of these	99 13%	20 12%	28 10%	51 16%	99 13%	51 14%	48 12%	8 11%	12 13%	14 10%	13 10%	28 17%	22 14%

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

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Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Don't know	17	2	5	10	17	8	8	*	2	2	2	5	5
	2%	1%	2%	3%	2%	2%	2%	1%	2%	2%	2%	3%	3%

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

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QP36 (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
PIN/ Password required to enter websites unless already approved	444	132	138	84	91	269	175	444	382	30	21	11	382	62	444
	58%	67%	57%	56%	52%	62%	54%	58%	59%	44%	68%	66%	59%	53%	58%
		bcd	fg			df			i		hilmn	im	i		i
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	385	116	122	69	77	239	147	385	327	32	16	10	317	68	385
	50%	59%	51%	46%	44%	55%	45%	50%	50%	48%	52%	58%	49%	58%	50%
		cd	fg			df						l		l	

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

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QP36 (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	385 50%	121 62% bcdfg	123 51% df	73 48%	68 39%	244 56% dfg	141 43%	385 50% df	325 50%	38 57% j	14 44%	8 47%	320 49%	65 56% j	385 50%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	274 36%	87 44% cdfg	89 37% df	48 32%	49 28%	176 40% cdf	97 30%	274 36% df	234 36%	21 31%	12 37%	7 44% il	223 34%	51 43% il	274 36%
Software to protect against junk email/spam or computer viruses	268 35%	80 41% df	92 38% df	49 32%	47 27%	172 39% df	96 29%	268 35% df	240 37% i	13 20%	10 32% i	5 31% i	225 35% i	44 37% i	268 35% i
Safe search enabled on search engine websites - e.g. Google	247 32%	81 41% bcdfg	75 31%	46 31%	45 26%	156 36% df	91 28%	247 32%	213 33%	17 26%	11 36%	6 33%	211 33%	37 31%	247 32%

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

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Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
YouTube safety mode enabled to filter inappropriate content	204 27%	58 30%	60 25%	39 26%	47 27%	118 27%	86 26%	204 27%	178 27%	16 24%	7 24%	3 20%	175 27%	29 25%	204 27%
Software that can limit the amount of time spent online	165 22%	60 31% bcdfg	50 21%	26 17%	29 17%	110 25% cdf	55 17%	165 22% f	146 23% ik	10 15%	7 23% k	2 13%	138 21% k	28 24% k	165 22% k
AWARE OF ANY OF THE ABOVE 8 TECHNICAL TOOLS	641 84%	177 90% cdfg	207 86% df	123 82%	134 76%	384 88% cdfg	257 79%	641 84% df	552 85% i	48 72%	28 88% i	14 84% i	542 84% i	100 86% i	641 84% i
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	203 27%	61 31% d	61 26%	42 28%	39 22%	122 28%	81 25%	203 27%	182 28% i	10 15%	7 23%	4 23%	170 26% i	32 28% i	203 27% i
Change the settings on your child's phone or tablet to stop any apps being downloaded	187 25%	59 30% df	59 25%	33 22%	36 20%	118 27% f	69 21%	187 25%	166 26% i	9 14%	7 24% i	4 25% i	151 23% i	37 31% il	187 25% i

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

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Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
Change the settings on your child's phone or tablet to stop any in-app purchases	179 23%	59 30% bdfg	52 22%	33 22%	35 20%	111 25%	68 21%	179 23%	157 24%	11 17%	7 22%	3 20%	143 22%	36 31% ikln	179 23%
Parental control software to restrict app installation/ use	170 22%	56 29% bdfg	51 21%	33 22%	30 17%	107 25% df	62 19%	170 22%	146 23%	11 16%	9 29% i	4 23%	138 21%	32 27% i	170 22%
Software to locate, lock or wipe mobile phones	131 17%	48 24% bcdfg	35 15%	25 17%	23 13%	83 19%	48 15%	131 17%	114 18%	10 15%	5 17%	2 13%	109 17%	22 19%	131 17%
None of these	99 13%	14 7%	28 12%	25 16% ae	32 18% abeg	42 10%	57 17% abeg	99 13% a	79 12%	16 24% hijklmn	2 7%	2 11%	84 13% j	15 13%	99 13% j
Don't know	17 2%	4 2%	3 1%	2 1%	8 4% be	7 2%	10 3%	17 2%	14 2%	1 2%	1 3% m	1 5% hmn	16 3%	* *% *	17 2%

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

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
PIN/ Password required to enter websites unless already approved	234 31%	51 31%	93 34%	91 28%	234 31%	117 31%	118 30%	21 28%	30 33%	49 35%	44 32%	47 29%	44 28%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	164 21%	36 22%	62 22%	66 21%	164 21%	83 22%	80 21%	15 20%	21 23%	36 26%	26 19%	32 20%	34 21%
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	153 20%	30 18%	65 23%	59 18%	153 20%	78 21%	76 20%	10 14%	19 21%	35 25% gl	29 22%	32 20%	27 17%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Software to protect against junk email/ spam or computer viruses	134 18%	21 12%	54 19% a	60 19% a	134 18%	66 17%	69 18%	12 15%	9 10%	28 20% h	26 19% h	27 16%	34 21% h
Safe search enabled on search engine websites - e.g. Google	96 13%	16 10%	40 14%	40 12%	96 13%	42 11%	55 14%	6 8%	10 11%	16 12%	24 17% g	19 12%	21 13%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	94 12%	18 11%	35 13%	41 13%	94 12%	47 13%	47 12%	5 7%	12 14%	19 13%	17 12%	23 14%	18 11%
YouTube safety mode enabled to filter inappropriate content	92 12%	15 9%	40 15%	36 11%	92 12%	44 12%	47 12%	5 7%	10 11%	18 13%	22 16% g	21 13%	15 10%
Software that can limit the amount of time spent online	39 5%	5 3%	18 6%	16 5%	39 5%	20 5%	19 5%	1 1%	4 5%	10 7% g	8 6%	9 6%	7 5%
USE ANY OF THE ABOVE 8 TECHNICAL TOOLS	431 56%	94 57%	172 62% c	165 51%	431 56%	215 57%	216 56%	40 54%	54 59%	90 65% kl	82 60%	85 52%	81 51%

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

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	64 8%	10 6%	25 9%	29 9%	64 8%	32 9%	32 8%	3 4%	7 7%	11 8%	14 10%	18 11% g	11 7%
Change the settings on your child's phone or tablet to stop any apps being downloaded	77 10%	21 13% c	31 11%	25 8%	77 10%	37 10%	40 10%	7 9%	14 16% l	15 11%	16 12%	15 9%	9 6%
Change the settings on your child's phone or tablet to stop any in-app purchases	72 9%	16 10%	36 13% c	20 6%	72 9%	35 9%	37 10%	4 6%	12 13% l	19 14% gkl	17 12% l	12 7%	9 5%
Parental control software to restrict app installation/ use	53 7%	12 7%	21 8%	19 6%	53 7%	25 7%	28 7%	2 2%	10 11% gl	12 8% g	10 7%	12 7%	8 5%
Software to locate, lock or wipe mobile phones	34 4%	5 3%	9 3%	20 6%	34 4%	18 5%	16 4%	1 2%	4 5%	5 3%	4 3%	11 7%	8 5%

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

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
None of these	186	45	59	82	186	91	96	23	21	28	32	40	43
	24%	27%	21%	26%	24%	24%	25%	31%	23%	20%	23%	25%	27%
								i					
Don't know	15	1	7	7	15	5	10	1	-	3	4	1	6
	2%	1%	2%	2%	2%	1%	3%	2%	-%	2%	3%	*%	4%
											k		hk

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 78

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

QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
PIN/ Password required to enter websites unless already approved	234 31%	68 34%	73 30%	41 27%	53 30%	141 32%	94 29%	234 31%	206 32% im	11 16%	11 35% im	7 39% imn	208 32% im	26 22%	234 31% im
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	164 21%	53 27% cdf	61 25% cdf	26 17%	24 14%	114 26% cdfg	50 15%	164 21% df	142 22%	10 16%	7 21%	4 25% i	140 22%	24 21%	164 21%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	153 20%	49 25% cdf	51 21%	25 16%	28 16%	101 23% cdf	52 16%	153 20%	138 21% i	4 6%	6 20% i	5 29% hilmn	132 20% i	22 18% i	153 20% i
Software to protect against junk email/spam or computer viruses	134 18%	39 20% cdf	54 23% cdfg	19 12%	22 12%	94 21% cdf	41 12%	134 18% f	123 19% ij	5 7%	3 10%	3 20% ij	114 18% ij	20 18% i	134 18% ij
Safe search enabled on search engine websites - e.g. Google	96 13%	30 15%	32 13%	16 11%	19 11%	62 14%	35 11%	96 13%	84 13%	7 10%	3 10%	2 12%	84 13%	12 10%	96 13%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	94 12%	33 17% cdf	34 14% df	14 9%	14 8%	66 15% cdf	28 9%	94 12% f	83 13%	6 9%	2 7%	3 18% ij	79 12%	15 13%	94 12%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
YouTube safety mode enabled to filter inappropriate content	92 12%	22 11%	33 14%	17 11%	20 11%	55 13%	37 11%	92 12%	82 13% j	6 8%	2 7%	2 9%	82 13% j	10 8%	92 12%
Software that can limit the amount of time spent online	39 5%	14 7% cf	13 5%	4 3%	8 5%	27 6%	12 4%	39 5%	36 6%	2 3%	1 3%	1 3%	33 5%	6 5%	39 5%
USE ANY OF THE ABOVE 8 TECHNICAL TOOLS	431 56%	123 62% cdf	145 60% cdf	77 51%	87 49%	268 61% cdf	163 50%	431 56% f	379 58% i	23 34%	19 62% i	10 60% i	368 57% i	63 54% i	431 56% i
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	64 8%	18 9%	24 10%	11 7%	11 6%	42 10%	21 7%	64 8%	58 9% j	3 5%	1 3%	2 11% jm	58 9% j	6 5%	64 8% j
Change the settings on your child's phone or tablet to stop any apps being downloaded	77 10%	22 11%	29 12%	13 8%	14 8%	50 12%	26 8%	77 10%	71 11% ij	3 4%	1 5%	2 13% ij	62 10% i	14 12% ij	77 10% ij
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 78

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QP37 (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
Change the settings on your child's phone or tablet to stop any in-app purchases	72 9%	21 11%	26 11%	9 6%	16 9%	47 11% c	25 8%	72 9%	65 10% j	4 5%	1 4%	2 10% j	58 9% j	14 12% j	72 9% j
Parental control software to restrict app installation/ use	53 7%	15 8%	18 8%	7 5%	12 7%	34 8%	19 6%	53 7%	48 7% i	1 2%	1 5%	2 13% hijklmn	46 7% i	7 6%	53 7% i
Software to locate, lock or wipe mobile phones	34 4%	11 5% c	9 4%	3 2%	11 6% c	20 5%	14 4%	34 4%	32 5%	1 1%	1 2%	1 4%	29 5%	5 4%	34 4%
None of these	186 24%	47 24%	57 24%	43 29%	40 23%	103 24%	83 25%	186 24%	149 23%	26 39% hijklmn	8 24%	3 20%	154 24%	32 28%	186 24%
Don't know	15 2%	5 2%	3 1%	2 1%	5 3%	8 2%	7 2%	15 2%	13 2%	* **%	1 3%	1 4% i	12 2%	3 2%	15 2%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 79

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

QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	18 2%	4 2%	5 2%	9 3%	18 2%	9 2%	9 2%	2 3%	2 2%	4 3%	1 1%	3 2%	5 3%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	13 2%	3 2%	5 2%	6 2%	13 2%	7 2%	6 2%	2 2%	1 1%	2 1%	3 2%	3 2%	3 2%
PIN/ Password required to enter websites unless already approved	11 1%	1 1%	6 2%	4 1%	11 1%	7 2%	4 1%	1 1%	1 1%	4 3%	2 1%	2 1%	2 1%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	10 1%	2 1%	2 1%	6 2%	10 1%	5 1%	5 1%	1 1%	1 1%	1 1%	1 1%	3 2%	3 2%
Safe search enabled on search engine websites - e.g. Google	9 1%	1 *%	4 2%	4 1%	9 1%	6 2%	3 1%	1 1%	- -%	3 2%	2 1%	3 2%	1 1%
YouTube safety mode enabled to filter inappropriate content	5 1%	1 *%	3 1%	2 1%	5 1%	3 1%	2 1%	1 1%	* *%	2 1%	1 1%	1 *%	1 1%
Software to protect against junk email/ spam or computer viruses	4 *%	1 1%	1 *%	2 1%	4 *%	2 1%	2 *%	- -%	1 1%	1 1%	- -%	1 1%	1 *%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	3 *%	* *%	2 1%	1 *%	3 *%	2 1%	* *%	- -%	* *%	1 1%	* *%	1 1%	- -%
Software that can limit the amount of time spent online	2 *%	- -%	1 *%	1 *%	2 *%	1 *%	1 *%	- -%	- -%	1 1%	- -%	- -%	1 1%
Change the settings on your child's phone or tablet to stop any in-app purchases	1 *%	1 *%	* *%	* *%	1 *%	1 *%	- -%	1 1%	- -%	* *%	- -%	* *%	- -%
Change the settings on your child's phone or tablet to stop any apps being downloaded	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%
Parental control software to restrict app installation/ use	* *%	- -%	- -%	* *%	* *%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	* *%
Software to locate, lock or wipe mobile phones	* *%	- -%	- -%	* *%	* *%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	* *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
None of these	513	118	175	220	513	249	264	53	65	84	91	112	108
	67%	71%	63%	69%	67%	66%	68%	71%	72%	60%	67%	69%	68%
									i				
Don't know	193	37	82	74	193	99	94	16	20	44	38	39	36
	25%	22%	30%	23%	25%	26%	24%	22%	22%	32%	28%	24%	22%
			ac							l			

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	18 2%	2 1%	4 2%	5 3%	7 4% e	6 1%	11 3% e	18 2%	15 2%	2 3%	1 2%	* 1%	15 2%	3 2%	18 2%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	13 2%	1 *%	7 3% a	3 2%	2 1%	8 2%	5 2%	13 2%	12 2%	* *%	1 2%	- -%	12 2%	1 1%	13 2%
PIN/ Password required to enter websites unless already approved	11 1%	6 3% bf	1 *%	2 1%	2 1%	7 2%	4 1%	11 1%	11 2%	- -%	* 1%	- -%	10 2%	1 1%	11 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
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Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	10 1%	3 2%	3 1%	2 1%	2 1%	6 1%	4 1%	10 1%	8 1%	2 3% jk	- -%	- -%	7 1%	3 2%	10 1%
Safe search enabled on search engine websites - e.g. Google	9 1%	3 1%	1 1%	3 2%	2 1%	4 1%	4 1%	9 1%	8 1%	* 1%	* 1%	- -%	8 1%	1 1%	9 1%
YouTube safety mode enabled to filter inappropriate content	5 1%	2 1%	1 *%	1 1%	1 1%	3 1%	2 1%	5 1%	4 1%	1 1%	* 1%	* 1%	5 1%	- -%	5 1%
Software to protect against junk email/spam or computer viruses	4 *%	2 1%	1 1%	- -%	1 *%	3 1%	1 *%	4 *%	3 1%	- -%	* 1%	* 1%	4 1%	- -%	4 *%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE	3 *%	1 *%	* *%	- -%	2 1%	1 *%	2 1%	3 *%	2 *%	* *%	* 1%	- -%	3 *%	- -%	3 *%
Software that can limit the amount of time spent online	2 *%	2 1%	- -%	* *%	- -%	2 *%	* *%	2 *%	2 *%	* *%	- -%	- -%	2 *%	- -%	2 *%
Change the settings on your child's phone or tablet to stop any in-app purchases	1 *%	* *%	- -%	* *%	1 *%	* *%	1 *%	1 *%	1 *%	- -%	* 1%	* 1%	1 *%	* *%	1 *%
Change the settings on your child's phone or tablet to stop any apps being downloaded	1 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	1 *%
Parental control software to restrict app installation/ use	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* 1% hln	- -%	- -%	* *%	* *%
Software to locate, lock or wipe mobile phones	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* 1% hln	* *%	- -%	* *%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 79

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

QP38 (SHOWCARD) Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
None of these	513 67%	129 66%	159 66%	109 72%	117 66%	288 66%	226 69%	513 67%	429 66%	53 80% hijkl	20 65%	10 61%	422 65%	91 78% hijkl	513 67%
Don't know	193 25%	51 26%	65 27%	31 21%	45 26%	117 27%	76 23%	193 25%	170 26% im	8 13%	9 27% im	6 36% hilmn	175 27% im	18 16%	193 25% im

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 80

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

QP36A/ QP37A/ QP38A 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 of the computers or other devices using your home broadband service (also known as home network filtering)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 g	FEMALE 5-7 h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	164	36	62	66	164	83	80	15	21	36	26	32	34
	21%	22%	22%	21%	21%	22%	21%	20%	23%	26%	19%	20%	21%
AWARE AND STOPPED USING	10	2	2	6	10	5	5	1	1	1	1	3	3
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%
AWARE BUT NEVER USED	211	47	79	84	211	93	118	19	28	34	46	40	44
	28%	29%	29%	26%	28%	25%	30% e	26%	31%	24%	33%	25%	28%
TOTAL AWARE	385	85	143	157	385	182	203	35	50	71	72	76	81
	50%	51%	52%	49%	50%	48%	53%	47%	55%	51%	53%	47%	51%
TOTAL NOT AWARE	379	81	133	164	379	195	183	40	41	69	65	87	78
	50%	49%	48%	51%	50%	52%	47%	53%	45%	49%	47%	53%	49%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 80

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

QP36A/ QP37A/ QP38A 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 of the computers or other devices using your home broadband service (also known as home network filtering)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	164	53	61	26	24	114	50	164	142	10	7	4	140	24	164
	21%	27% cdf	25% cdf	17%	14%	26% cdfg	15%	21% df	22%	16%	21%	25% i	22%	21%	21%
AWARE AND STOPPED USING	10	3	3	2	2	6	4	10	8	2	-	-	7	3	10
	1%	2%	1%	1%	1%	1%	1%	1%	1%	3% jk	-%	-%	1%	2%	1%
AWARE BUT NEVER USED	211	65	60	45	42	124	87	211	175	26	7	4	172	39	211
	28%	33% bd	25%	30%	24%	28%	27%	28%	27%	39% hijkln	23%	21%	27%	33% k	28%
TOTAL AWARE	385	121	123	73	68	244	141	385	325	38	14	8	320	65	385
	50%	62% bcdfg	51% df	48%	39%	56% dfg	43%	50% df	50%	57% j	44%	47%	49%	56% j	50%
TOTAL NOT AWARE	379	75	117	78	108	193	186	379	324	29	17	9	327	51	379
	50%	38%	49% a	52% a	61% abeg	44% abeg	57% abeg	50% ae	50%	43%	56% im	53%	51%	44%	50%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 81

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

QP36B/ QP37B/ QP38B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 g	FEMALE 5-7 h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	153	30	65	59	153	78	76	10	19	35	29	32	27
	20%	18%	23%	18%	20%	21%	20%	14%	21%	25% gl	22%	20%	17%
AWARE AND STOPPED USING	18	4	5	9	18	9	9	2	2	4	1	3	5
	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	1%	2%	3%
AWARE BUT NEVER USED	215	55	70	90	215	101	113	26	29	32	37	43	47
	28%	33% b	25%	28%	28%	27%	29%	35% i	31%	23%	27%	26%	30%
TOTAL AWARE	385	88	139	158	385	188	197	38	50	71	68	79	79
	50%	53%	50%	49%	50%	50%	51%	51%	55%	51%	50%	48%	50%
TOTAL NOT AWARE	378	78	137	163	378	189	189	36	41	68	69	84	79
	50%	47%	50%	51%	50%	50%	49%	49%	45%	49%	50%	52%	50%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 81

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

QP36B/ QP37B/ QP38B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	153	49	51	25	28	101	52	153	138	4	6	5	132	22	153
	20%	25% cdf	21%	16%	16%	23% cdf	16%	20%	21% i	6%	20% i	29% hilmn	20% i	18% i	20% i
AWARE AND STOPPED USING	18	2	4	5	7	6	11	18	15	2	1	*	15	3	18
	2%	1%	2%	3%	4% e	1%	3% e	2%	2%	3%	2%	1%	2%	2%	2%
AWARE BUT NEVER USED	215	64	67	40	43	132	83	215	174	27	9	5	171	44	215
	28%	33% df	28%	27%	24%	30%	25%	28%	27%	40% hkl	30%	29%	26%	38% hln	28%
TOTAL AWARE	385	116	122	69	77	239	147	385	327	32	16	10	317	68	385
	50%	59% cdfg	51%	46%	44%	55% cdf	45%	50%	50%	48%	52%	58% l	49%	58% l	50%
TOTAL NOT AWARE	378	80	118	82	98	198	180	378	321	35	15	7	329	49	378
	50%	41%	49%	54% ae	56% ae	45%	55% ae	50% a	50%	52%	48%	42%	51% km	42%	50%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 82

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

QP36C/ QP37C/ QP38C SUMMARY OF AWARENESS AND USE - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	94	18	35	41	94	47	47	5	12	19	17	23	18
	12%	11%	13%	13%	12%	13%	12%	7%	14%	13%	12%	14%	11%
AWARE AND STOPPED USING	13	3	5	6	13	7	6	2	1	2	3	3	3
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%
AWARE BUT NEVER USED	166	39	61	67	166	81	85	20	18	28	33	33	34
	22%	23%	22%	21%	22%	22%	22%	27%	20%	20%	24%	20%	21%
TOTAL AWARE	274	59	101	114	274	135	139	28	31	48	53	59	55
	36%	35%	36%	36%	36%	36%	36%	37%	34%	34%	38%	37%	35%
TOTAL NOT AWARE	490	107	176	207	490	242	248	47	60	92	84	103	104
	64%	65%	64%	64%	64%	64%	64%	63%	66%	66%	62%	63%	65%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 82

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

QP36C/ QP37C/ QP38C SUMMARY OF AWARENESS AND USE - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	94	33	34	14	14	66	28	94	83	6	2	3	79	15	94
	12%	17%	14%	9%	8%	15%	9%	12%	13%	9%	7%	18%	12%	13%	12%
		cdf	df			cdf		f				ij			
AWARE AND STOPPED USING	13	1	7	3	2	8	5	13	12	*	1	-	12	1	13
	2%	*%	3%	2%	1%	2%	2%	2%	2%	*%	2%	-%	2%	1%	2%
		a													
AWARE BUT NEVER USED	166	54	49	31	33	102	64	166	139	15	9	4	133	34	166
	22%	27%	20%	21%	19%	23%	20%	22%	21%	22%	27%	26%	20%	29%	22%
		bdf											hln		
TOTAL AWARE	274	87	89	48	49	176	97	274	234	21	12	7	223	51	274
	36%	44%	37%	32%	28%	40%	30%	36%	36%	31%	37%	44%	34%	43%	36%
		cdfg	df			cdf		df				il		il	
TOTAL NOT AWARE	490	109	151	103	127	260	230	490	415	46	20	9	424	66	490
	64%	56%	63%	68%	72%	60%	70%	64%	64%	69%	63%	56%	66%	57%	64%
				ae	abeg		abeg	a		km			km		

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 83

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

QP36D/ QP37D/ QP38D SUMMARY OF AWARENESS AND USE - PIN/ Password required to enter websites unless already approved

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	234	51	93	91	234	117	118	21	30	49	44	47	44
	31%	31%	34%	28%	31%	31%	30%	28%	33%	35%	32%	29%	28%
AWARE AND STOPPED USING	11	1	6	4	11	7	4	1	1	4	2	2	2
	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%
AWARE BUT NEVER USED	199	45	70	84	199	98	101	25	21	33	37	40	44
	26%	27%	25%	26%	26%	26%	26%	33%	23%	24%	27%	25%	28%
TOTAL AWARE	444	97	169	178	444	221	223	46	52	87	82	89	89
	58%	59%	61%	56%	58%	59%	58%	61%	56%	62%	60%	55%	56%
TOTAL NOT AWARE	319	69	108	143	319	156	164	29	40	53	55	74	69
	42%	41%	39%	44%	42%	41%	42%	39%	44%	38%	40%	45%	44%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 83

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

QP36D/ QP37D/ QP38D SUMMARY OF AWARENESS AND USE - PIN/ Password required to enter websites unless already approved

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	234	68	73	41	53	141	94	234	206	11	11	7	208	26	234
	31%	34%	30%	27%	30%	32%	29%	31%	32% im	16%	35% im	39% imn	32% im	22%	31% im
AWARE AND STOPPED USING	11	6	1	2	2	7	4	11	11	-	*	-	10	1	11
	1%	3% bf	*%	1%	1%	2%	1%	1%	2%	-%	1%	-%	2%	1%	1%
AWARE BUT NEVER USED	199	58	63	42	36	121	78	199	165	19	10	5	164	35	199
	26%	29% d	26%	28%	21%	28% d	24%	26%	26%	28%	33%	27%	25%	30%	26%
TOTAL AWARE	444	132	138	84	91	269	175	444	382	30	21	11	382	62	444
	58%	67% bcdfg	57%	56%	52%	62% df	54%	58%	59% i	44%	68% hilmn	66% im	59% i	53%	58% i
TOTAL NOT AWARE	319	65	103	67	85	167	152	319	266	37	10	6	265	55	319
	42%	33%	43% a	44% a	48% ae	38%	46% ae	42% a	41% j	56% hijkl	32%	34%	41% j	47% jk	42% j

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 84

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

QP36E/ QP37E/ QP38E SUMMARY OF AWARENESS AND USE - Safe search enabled on search engine websites - e.g. Google

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	96	16	40	40	96	42	55	6	10	16	24	19	21
	13%	10%	14%	12%	13%	11%	14%	8%	11%	12%	17%	12%	13%
AWARE AND STOPPED USING	9	1	4	4	9	6	3	1	-	3	2	3	1
	1%	*%	2%	1%	1%	2%	1%	1%	-%	2%	1%	2%	1%
AWARE BUT NEVER USED	143	43	39	60	143	70	73	21	22	20	19	29	32
	19%	26%	14%	19%	19%	19%	19%	28%	24%	14%	14%	18%	20%
		bcd						ijk	ij				
TOTAL AWARE	247	60	84	104	247	117	130	28	32	39	45	51	53
	32%	36%	30%	32%	32%	31%	34%	37%	35%	28%	33%	31%	34%
TOTAL NOT AWARE	516	106	193	217	516	259	257	47	59	101	92	112	105
	68%	64%	70%	68%	68%	69%	66%	63%	65%	72%	67%	69%	66%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 84

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

QP36E/ QP37E/ QP38E SUMMARY OF AWARENESS AND USE - Safe search enabled on search engine websites - e.g. Google

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	96	30	32	16	19	62	35	96	84	7	3	2	84	12	96
	13%	15%	13%	11%	11%	14%	11%	13%	13%	10%	10%	12%	13%	10%	13%
AWARE AND STOPPED USING	9	3	1	3	2	4	4	9	8	*	*	-	8	1	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
AWARE BUT NEVER USED	143	48	42	27	25	90	52	143	121	10	8	4	118	24	143
	19%	24%	18%	18%	14%	21%	16%	19%	19%	15%	25%	21%	18%	21%	19%
		dfg				d					i				
TOTAL AWARE	247	81	75	46	45	156	91	247	213	17	11	6	211	37	247
	32%	41%	31%	31%	26%	36%	28%	32%	33%	26%	36%	33%	33%	31%	32%
		bcdfg				df									
TOTAL NOT AWARE	516	116	165	105	131	281	235	516	435	50	20	11	436	80	516
	68%	59%	69%	69%	74%	64%	72%	68%	67%	74%	64%	67%	67%	69%	68%
			a	a	ae		ae	a							

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 85

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

QP36F/ QP37F/ QP38F SUMMARY OF AWARENESS AND USE - YouTube safety mode enabled to filter inappropriate content

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	92	15	40	36	92	44	47	5	10	18	22	21	15
	12%	9%	15%	11%	12%	12%	12%	7%	11%	13%	16% g	13%	10%
AWARE AND STOPPED USING	5	1	3	2	5	3	2	1	*	2	1	1	1
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
AWARE BUT NEVER USED	108	34	28	45	108	52	56	19	16	14	15	20	25
	14%	21% bcd	10%	14%	14%	14%	14%	25% ijk	17%	10%	11%	12%	16%
TOTAL AWARE	204	51	71	82	204	99	105	24	26	34	38	41	41
	27%	30%	26%	26%	27%	26%	27%	32%	29%	24%	28%	25%	26%
TOTAL NOT AWARE	559	115	205	239	559	278	281	51	65	106	99	121	117
	73%	70%	74%	74%	73%	74%	73%	68%	71%	76%	72%	75%	74%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 85

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

QP36F/ QP37F/ QP38F SUMMARY OF AWARENESS AND USE - YouTube safety mode enabled to filter inappropriate content

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	92 12%	22 11%	33 14%	17 11%	20 11%	55 13%	37 11%	92 12%	82 13% j	6 8%	2 7%	2 9%	82 13% j	10 8%	92 12%
AWARE AND STOPPED USING	5 1%	2 1%	1 *%	1 1%	1 1%	3 1%	2 1%	5 1%	4 1%	1 1%	* 1%	* 1%	5 1%	- -%	5 1%
AWARE BUT NEVER USED	108 14%	34 17% b	26 11%	22 14%	25 14%	60 14%	47 14%	108 14%	91 14%	9 14%	5 16%	2 10%	88 14%	19 17%	108 14%
TOTAL AWARE	204 27%	58 30%	60 25%	39 26%	47 27%	118 27%	86 26%	204 27%	178 27%	16 24%	7 24%	3 20%	175 27%	29 25%	204 27%
TOTAL NOT AWARE	559 73%	139 70%	180 75%	111 74%	129 73%	319 73%	240 74%	559 73%	471 73%	51 76%	24 76%	13 80%	471 73%	88 75%	559 73%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 86

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

QP36G/ QP37G/ QP38G SUMMARY OF AWARENESS AND USE - Software that can limit the amount of time spent online

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	39	5	18	16	39	20	19	1	4	10	8	9	7
	5%	3%	6%	5%	5%	5%	5%	1%	5%	7%	6%	6%	5%
AWARE AND STOPPED USING	2	-	1	1	2	1	1	-	-	1	-	-	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	-%	-%	1%
AWARE BUT NEVER USED	124	30	50	44	124	61	63	16	14	22	28	22	21
	16%	18%	18%	14%	16%	16%	16%	22%	16%	16%	20%	14%	13%
TOTAL AWARE	165	35	68	62	165	82	84	17	19	33	35	32	30
	22%	21%	25%	19%	22%	22%	22%	23%	20%	24%	26%	19%	19%
TOTAL NOT AWARE	598	130	208	259	598	295	303	58	73	106	102	131	128
	78%	79%	75%	81%	78%	78%	78%	77%	80%	76%	74%	81%	81%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 86

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

QP36G/ QP37G/ QP38G SUMMARY OF AWARENESS AND USE - Software that can limit the amount of time spent online

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	39	14	13	4	8	27	12	39	36	2	1	1	33	6	39
	5%	7%	5%	3%	5%	6%	4%	5%	6%	3%	3%	3%	5%	5%	5%
		cf													
AWARE AND STOPPED USING	2	2	-	*	-	2	*	2	2	*	-	-	2	-	2
	*%	1%	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
AWARE BUT NEVER USED	124	44	38	21	21	81	43	124	108	8	7	2	102	22	124
	16%	22%	16%	14%	12%	19%	13%	16%	17%	11%	21%	10%	16%	19%	16%
		bcdfg				df			k		ik		k	k	k
TOTAL AWARE	165	60	50	26	29	110	55	165	146	10	7	2	138	28	165
	22%	31%	21%	17%	17%	25%	17%	22%	23%	15%	23%	13%	21%	24%	22%
		bcdfg				cdf		f	ik		k		k	k	k
TOTAL NOT AWARE	598	136	190	125	146	327	271	598	502	57	24	15	509	89	598
	78%	69%	79%	83%	83%	75%	83%	78%	77%	85%	77%	87%	79%	76%	78%
			a	ae	ae		aeg	a		h		hjlmn			

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 87

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

QP36H/ QP37H/ QP38H SUMMARY OF AWARENESS AND USE - Software to protect against junk email/ spam or computer viruses

Base : Parents with a fixed broadband connection at home

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	134	21	54	60	134	66	69	12	9	28	26	27	34
	18%	12%	19%	19%	18%	17%	18%	15%	10%	20%	19%	16%	21%
			a	a						h	h		h
AWARE AND STOPPED USING	4	1	1	2	4	2	2	-	1	1	-	1	1
	*%	1%	*%	1%	*%	1%	*%	-%	1%	1%	-%	1%	*%
AWARE BUT NEVER USED	130	32	44	54	130	70	60	17	15	24	20	29	25
	17%	19%	16%	17%	17%	19%	16%	23%	16%	17%	15%	18%	16%
TOTAL AWARE	268	54	99	116	268	138	130	29	25	53	46	56	60
	35%	32%	36%	36%	35%	37%	34%	39%	27%	38%	34%	35%	38%
TOTAL NOT AWARE	495	112	178	205	495	239	256	46	66	87	91	106	99
	65%	68%	64%	64%	65%	63%	66%	61%	73%	62%	66%	65%	62%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 87

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

QP36H/ QP37H/ QP38H SUMMARY OF AWARENESS AND USE - Software to protect against junk email/ spam or computer viruses

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	134	39	54	19	22	94	41	134	123	5	3	3	114	20	134
	18%	20%	23%	12%	12%	21%	12%	18%	19%	7%	10%	20%	18%	18%	18%
		cdf	cdfg			cdf		f	ij			ij	ij	i	ij
AWARE AND STOPPED USING	4	2	1	-	1	3	1	4	3	-	*	*	4	-	4
	*%	1%	1%	-%	*%	1%	*%	*%	1%	-%	1%	1%	1%	-%	*%
AWARE BUT NEVER USED	130	39	36	30	25	75	55	130	113	8	7	2	107	23	130
	17%	20%	15%	20%	14%	17%	17%	17%	17%	13%	21%	11%	17%	20%	17%
									k		k		k	k	
TOTAL AWARE	268	80	92	49	47	172	96	268	240	13	10	5	225	44	268
	35%	41%	38%	32%	27%	39%	29%	35%	37%	20%	32%	31%	35%	37%	35%
		df	df			df		df	i		i	i	i	i	i
TOTAL NOT AWARE	495	116	148	102	129	265	231	495	409	53	21	12	422	73	495
	65%	59%	62%	68%	73%	61%	71%	65%	63%	80%	68%	69%	65%	63%	65%
					abeg		abeg			hijklmn					

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 88

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

QP36I/ QP37I/ QP38I SUMMARY OF AWARENESS AND USE - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	64	10	25	29	64	32	32	3	7	11	14	18	11
	8%	6%	9%	9%	8%	9%	8%	4%	7%	8%	10%	11%	7%
AWARE AND STOPPED USING	3	*	2	1	3	2	*	-	*	1	*	1	-
	*%	*%	1%	*%	*%	1%	*%	-%	*%	1%	*%	1%	-%
AWARE BUT NEVER USED	136	31	43	62	136	76	61	17	14	28	16	31	31
	18%	19%	16%	19%	18%	20%	16%	23%	15%	20%	12%	19%	20%
TOTAL AWARE	203	41	70	92	203	110	93	20	20	40	30	49	43
	27%	25%	25%	29%	27%	29%	24%	27%	22%	29%	22%	30%	27%
TOTAL NOT AWARE	561	125	207	229	561	267	294	54	71	99	107	113	116
	73%	75%	75%	71%	73%	71%	76%	73%	78%	71%	78%	70%	73%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 88

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

QP36I/ QP37I/ QP38I SUMMARY OF AWARENESS AND USE - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	64	18	24	11	11	42	21	64	58	3	1	2	58	6	64
	8%	9%	10%	7%	6%	10%	7%	8%	9%	5%	3%	11%	9%	5%	8%
									j			jm	j		j
AWARE AND STOPPED USING	3	1	*	-	2	1	2	3	2	*	*	-	3	-	3
	*%	*%	*%	-%	1%	*%	1%	*%	*%	*%	1%	-%	*%	-%	*%
AWARE BUT NEVER USED	136	42	37	31	26	79	57	136	122	6	6	2	110	26	136
	18%	21%	15%	21%	15%	18%	18%	18%	19%	10%	18%	11%	17%	23%	18%
									ik		i		i	ik	ik
TOTAL AWARE	203	61	61	42	39	122	81	203	182	10	7	4	170	32	203
	27%	31%	26%	28%	22%	28%	25%	27%	28%	15%	23%	23%	26%	28%	27%
		d							i				i	i	i
TOTAL NOT AWARE	561	136	179	109	137	315	246	561	467	57	24	13	477	84	561
	73%	69%	74%	72%	78%	72%	75%	73%	72%	85%	77%	77%	74%	72%	73%
					a					hlmn					

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 89

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

QP36J/ QP37J/ QP38J SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	77	21	31	25	77	37	40	7	14	15	16	15	9
	10%	13%	11%	8%	10%	10%	10%	9%	16%	11%	12%	9%	6%
		c							i				
AWARE AND STOPPED USING	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	1%	-%
AWARE BUT NEVER USED	110	27	34	49	110	60	50	16	11	19	15	25	24
	14%	16%	12%	15%	14%	16%	13%	22%	12%	14%	11%	15%	15%
								j					
TOTAL AWARE	187	48	65	74	187	98	90	23	25	34	31	41	34
	25%	29%	23%	23%	25%	26%	23%	31%	28%	24%	22%	25%	21%
TOTAL NOT AWARE	576	118	212	247	576	279	297	52	66	106	106	122	125
	75%	71%	77%	77%	75%	74%	77%	69%	72%	76%	78%	75%	79%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 89

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

QP36J/ QP37J/ QP38J SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	77	22	29	13	14	50	26	77	71	3	1	2	62	14	77
	10%	11%	12%	8%	8%	12%	8%	10%	11%	4%	5%	13%	10%	12%	10%
									ij			ij	i	ij	ij
AWARE AND STOPPED USING	1	1	1	-	-	1	-	1	1	-	-	-	1	1	1
	*%	*%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%
AWARE BUT NEVER USED	110	37	30	21	22	67	43	110	95	7	6	2	88	22	110
	14%	19%	12%	14%	13%	15%	13%	14%	15%	10%	19%	12%	14%	19%	14%
		b									i			i	
TOTAL AWARE	187	59	59	33	36	118	69	187	166	9	7	4	151	37	187
	25%	30%	25%	22%	20%	27%	21%	25%	26%	14%	24%	25%	23%	31%	25%
		df				f			i		i	i	i	il	i
TOTAL NOT AWARE	576	138	181	118	140	319	258	576	482	57	24	13	496	80	576
	75%	70%	75%	78%	80%	73%	79%	75%	74%	86%	76%	75%	77%	69%	75%
					a		ae			hijklmn			m		

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 90

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

QP36K/ QP37K/ QP38K SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	72	16	36	20	72	35	37	4	12	19	17	12	9
	9%	10%	13%	6%	9%	9%	10%	6%	13%	14%	12%	7%	5%
			c						l	gkl	l		
AWARE AND STOPPED USING	1	1	*	*	1	1	-	1	-	*	-	*	-
	*%	*%	*%	*%	*%	*%	-%	1%	-%	*%	-%	*%	-%
AWARE BUT NEVER USED	106	26	32	48	106	60	46	17	9	16	16	27	21
	14%	16%	12%	15%	14%	16%	12%	23%	9%	11%	12%	17%	13%
								hijl					
TOTAL AWARE	179	43	68	69	179	96	83	22	20	35	33	39	29
	23%	26%	24%	21%	23%	26%	21%	30%	22%	25%	24%	24%	19%
								l					
TOTAL NOT AWARE	585	123	209	252	585	281	304	52	71	105	104	123	129
	77%	74%	76%	79%	77%	74%	79%	70%	78%	75%	76%	76%	81%
													g

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 90

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

QP36K/ QP37K/ QP38K SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	72	21	26	9	16	47	25	72	65	4	1	2	58	14	72
	9%	11%	11%	6%	9%	11%	8%	9%	10%	5%	4%	10%	9%	12%	9%
						c			j			j	j	j	j
AWARE AND STOPPED USING	1	*	-	*	1	*	1	1	1	-	*	*	1	*	1
	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	1%	1%	*%	*%	*%
AWARE BUT NEVER USED	106	37	26	24	19	63	42	106	91	7	6	2	84	22	106
	14%	19%	11%	16%	11%	14%	13%	14%	14%	11%	18%	10%	13%	19%	14%
		bdfg											kl		
TOTAL AWARE	179	59	52	33	35	111	68	179	157	11	7	3	143	36	179
	23%	30%	22%	22%	20%	25%	21%	23%	24%	17%	22%	20%	22%	31%	23%
		bdfg												ikln	
TOTAL NOT AWARE	585	138	188	118	140	326	259	585	491	56	24	13	504	80	585
	77%	70%	78%	78%	80%	75%	79%	77%	76%	83%	78%	80%	78%	69%	77%
			a		a		a	a		m		m	m		m

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 91

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

QP36L/ QP37L/ QP38L SUMMARY OF AWARENESS AND USE - Parental control software to restrict app installation/ use

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	53	12	21	19	53	25	28	2	10	12	10	12	8
	7%	7%	8%	6%	7%	7%	7%	2%	11%	8%	7%	7%	5%
									gl	g			
AWARE AND STOPPED USING	*	-	-	*	*	-	*	-	-	-	-	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%
AWARE BUT NEVER USED	116	28	39	50	116	57	59	15	13	16	23	26	23
	15%	17%	14%	15%	15%	15%	15%	20%	14%	12%	16%	16%	15%
TOTAL AWARE	170	40	61	69	170	82	87	16	24	28	32	38	31
	22%	24%	22%	22%	22%	22%	23%	22%	26%	20%	24%	23%	20%
TOTAL NOT AWARE	594	126	216	252	594	295	299	58	68	111	105	125	127
	78%	76%	78%	78%	78%	78%	77%	78%	74%	80%	76%	77%	80%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 91

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

QP36L/ QP37L/ QP38L SUMMARY OF AWARENESS AND USE - Parental control software to restrict app installation/ use

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	53 7%	15 8%	18 8%	7 5%	12 7%	34 8%	19 6%	53 7%	48 7% i	1 2%	1 5%	2 13% hijlmn	46 7% i	7 6%	53 7% i
AWARE AND STOPPED USING	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* 1% hln	- -%	- -%	* *%	* *%
AWARE BUT NEVER USED	116 15%	41 21% bdfg	32 13%	25 17% d	18 10%	74 17% d	43 13%	116 15% d	98 15%	9 14%	7 23% hkl	2 11%	92 14%	24 21% kl	116 15%
TOTAL AWARE	170 22% bdfg	56 29%	51 21%	33 22%	30 17%	107 25% df	62 19%	170 22%	146 23%	11 16%	9 29% i	4 23%	138 21%	32 27% i	170 22%
TOTAL NOT AWARE	594 78%	140 71%	189 79% a	118 78%	146 83% ae	329 75%	264 81% ae	594 78% a	503 77%	56 84% jm	22 71%	13 77%	509 79%	85 73%	594 78%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 92

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

QP36M/ QP37M/ QP38M SUMMARY OF AWARENESS AND USE - Software to locate, lock or wipe mobile phones

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	34	5	9	20	34	18	16	1	4	5	4	11	8
	4%	3%	3%	6%	4%	5%	4%	2%	5%	3%	3%	7%	5%
AWARE AND STOPPED USING	*	-	-	*	*	-	*	-	-	-	-	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%
AWARE BUT NEVER USED	97	25	33	38	97	46	51	11	15	16	17	19	19
	13%	15%	12%	12%	13%	12%	13%	14%	16%	11%	13%	12%	12%
TOTAL AWARE	131	31	42	58	131	63	68	12	19	21	21	31	28
	17%	19%	15%	18%	17%	17%	18%	16%	21%	15%	16%	19%	17%
TOTAL NOT AWARE	632	135	235	263	632	314	319	63	72	119	116	132	131
	83%	81%	85%	82%	83%	83%	82%	84%	79%	85%	84%	81%	83%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 92

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

QP36M/ QP37M/ QP38M SUMMARY OF AWARENESS AND USE - Software to locate, lock or wipe mobile phones

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	34	11	9	3	11	20	14	34	32	1	1	1	29	5	34
	4%	5%	4%	2%	6%	5%	4%	4%	5%	1%	2%	4%	5%	4%	4%
		c			c										
AWARE AND STOPPED USING	*	-	-	-	*	-	*	*	-	-	-	*	*	-	*
	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	1%	*%	-%	*%
												hln			
AWARE BUT NEVER USED	97	37	26	22	12	63	34	97	82	9	5	1	80	17	97
	13%	19%	11%	15%	7%	14%	10%	13%	13%	14%	15%	8%	12%	15%	13%
		bdfg		d		d		d							
TOTAL AWARE	131	48	35	25	23	83	48	131	114	10	5	2	109	22	131
	17%	24%	15%	17%	13%	19%	15%	17%	18%	15%	17%	13%	17%	19%	17%
		bcdfg													
TOTAL NOT AWARE	632	149	205	126	153	354	279	632	535	57	26	15	538	95	632
	83%	76%	85%	83%	87%	81%	85%	83%	82%	85%	83%	87%	83%	81%	83%
			a	a	a		a	a							

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 93

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

QP36A/ QP37A/ QP38A 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 of the computers or other devices using your home broadband service (also known as home network filtering)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 g	FEMALE 5-7 h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	164	36	62	66	164	83	80	15	21	36	26	32	34
	21%	22%	22%	21%	21%	22%	21%	20%	23%	26%	19%	20%	21%
AWARE AND STOPPED USING	10	2	2	6	10	5	5	1	1	1	1	3	3
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%
AWARE BUT NEVER USED	211	47	79	84	211	93	118	19	28	34	46	40	44
	28%	29%	29%	26%	28%	25%	30% e	26%	31%	24%	33%	25%	28%
TOTAL AWARE	385	85	143	157	385	182	203	35	50	71	72	76	81
	50%	51%	52%	49%	50%	48%	53%	47%	55%	51%	53%	47%	51%
TOTAL NOT AWARE	379	81	133	164	379	195	183	40	41	69	65	87	78
	50%	49%	48%	51%	50%	52%	47%	53%	45%	49%	47%	53%	49%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 93

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

QP36A/ QP37A/ QP38A 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 of the computers or other devices using your home broadband service (also known as home network filtering)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	164	53	61	26	24	114	50	164	142	10	7	4	140	24	164
	21%	27% cdf	25% cdf	17%	14%	26% cdfg	15%	21% df	22%	16%	21%	25% i	22%	21%	21%
AWARE AND STOPPED USING	10	3	3	2	2	6	4	10	8	2	-	-	7	3	10
	1%	2%	1%	1%	1%	1%	1%	1%	1%	3% jk	-%	-%	1%	2%	1%
AWARE BUT NEVER USED	211	65	60	45	42	124	87	211	175	26	7	4	172	39	211
	28%	33% bd	25%	30%	24%	28%	27%	28%	27%	39% hijkln	23%	21%	27%	33% k	28%
TOTAL AWARE	385	121	123	73	68	244	141	385	325	38	14	8	320	65	385
	50%	62% bcdfg	51% df	48%	39%	56% dfg	43%	50% df	50%	57% j	44%	47%	49%	56% j	50%
TOTAL NOT AWARE	379	75	117	78	108	193	186	379	324	29	17	9	327	51	379
	50%	38%	49% a	52% a	61% abeg	44% abeg	57% abeg	50% ae	50%	43%	56% im	53%	51%	44%	50%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 94

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

QP36B/ QP37B/ QP38B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	153	30	65	59	153	78	76	10	19	35	29	32	27
	20%	18%	23%	18%	20%	21%	20%	14%	21%	25%	22%	20%	17%
										gl			
AWARE AND STOPPED USING	18	4	5	9	18	9	9	2	2	4	1	3	5
	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	1%	2%	3%
AWARE BUT NEVER USED	215	55	70	90	215	101	113	26	29	32	37	43	47
	28%	33%	25%	28%	28%	27%	29%	35%	31%	23%	27%	26%	30%
		b						i					
TOTAL AWARE	385	88	139	158	385	188	197	38	50	71	68	79	79
	50%	53%	50%	49%	50%	50%	51%	51%	55%	51%	50%	48%	50%
TOTAL NOT AWARE	378	78	137	163	378	189	189	36	41	68	69	84	79
	50%	47%	50%	51%	50%	50%	49%	49%	45%	49%	50%	52%	50%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 94

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

QP36B/ QP37B/ QP38B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	153	49	51	25	28	101	52	153	138	4	6	5	132	22	153
	20%	25% cdf	21%	16%	16%	23% cdf	16%	20%	21% i	6%	20% i	29% hilmn	20% i	18% i	20% i
AWARE AND STOPPED USING	18	2	4	5	7	6	11	18	15	2	1	*	15	3	18
	2%	1%	2%	3%	4% e	1%	3% e	2%	2%	3%	2%	1%	2%	2%	2%
AWARE BUT NEVER USED	215	64	67	40	43	132	83	215	174	27	9	5	171	44	215
	28%	33% df	28%	27%	24%	30%	25%	28%	27%	40% hkln	30%	29%	26%	38% hln	28%
TOTAL AWARE	385	116	122	69	77	239	147	385	327	32	16	10	317	68	385
	50%	59% cdfg	51%	46%	44%	55% cdf	45%	50%	50%	48%	52%	58% l	49%	58% l	50%
TOTAL NOT AWARE	378	80	118	82	98	198	180	378	321	35	15	7	329	49	378
	50%	41%	49%	54% ae	56% ae	45%	55% ae	50% a	50%	52%	48%	42%	51% km	42%	50%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 95

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

QP36C/ QP37C/ QP38C SUMMARY OF AWARENESS AND USE - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	94	18	35	41	94	47	47	5	12	19	17	23	18
	12%	11%	13%	13%	12%	13%	12%	7%	14%	13%	12%	14%	11%
AWARE AND STOPPED USING	13	3	5	6	13	7	6	2	1	2	3	3	3
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%
AWARE BUT NEVER USED	166	39	61	67	166	81	85	20	18	28	33	33	34
	22%	23%	22%	21%	22%	22%	22%	27%	20%	20%	24%	20%	21%
TOTAL AWARE	274	59	101	114	274	135	139	28	31	48	53	59	55
	36%	35%	36%	36%	36%	36%	36%	37%	34%	34%	38%	37%	35%
TOTAL NOT AWARE	490	107	176	207	490	242	248	47	60	92	84	103	104
	64%	65%	64%	64%	64%	64%	64%	63%	66%	66%	62%	63%	65%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 95

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

QP36C/ QP37C/ QP38C SUMMARY OF AWARENESS AND USE - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	94	33	34	14	14	66	28	94	83	6	2	3	79	15	94
	12%	17%	14%	9%	8%	15%	9%	12%	13%	9%	7%	18%	12%	13%	12%
		cdf	df			cdf		f				ij			
AWARE AND STOPPED USING	13	1	7	3	2	8	5	13	12	*	1	-	12	1	13
	2%	*%	3%	2%	1%	2%	2%	2%	2%	*%	2%	-%	2%	1%	2%
		a													
AWARE BUT NEVER USED	166	54	49	31	33	102	64	166	139	15	9	4	133	34	166
	22%	27%	20%	21%	19%	23%	20%	22%	21%	22%	27%	26%	20%	29%	22%
		bdf											hln		
TOTAL AWARE	274	87	89	48	49	176	97	274	234	21	12	7	223	51	274
	36%	44%	37%	32%	28%	40%	30%	36%	36%	31%	37%	44%	34%	43%	36%
		cdfg	df			cdf		df				il		il	
TOTAL NOT AWARE	490	109	151	103	127	260	230	490	415	46	20	9	424	66	490
	64%	56%	63%	68%	72%	60%	70%	64%	64%	69%	63%	56%	66%	57%	64%
				ae	abeg		abeg	a		km			km		

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 96

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

QP36D/ QP37D/ QP38D SUMMARY OF AWARENESS AND USE - PIN/ Password required to enter websites unless already approved

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	234	51	93	91	234	117	118	21	30	49	44	47	44
	31%	31%	34%	28%	31%	31%	30%	28%	33%	35%	32%	29%	28%
AWARE AND STOPPED USING	11	1	6	4	11	7	4	1	1	4	2	2	2
	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%
AWARE BUT NEVER USED	199	45	70	84	199	98	101	25	21	33	37	40	44
	26%	27%	25%	26%	26%	26%	26%	33%	23%	24%	27%	25%	28%
TOTAL AWARE	444	97	169	178	444	221	223	46	52	87	82	89	89
	58%	59%	61%	56%	58%	59%	58%	61%	56%	62%	60%	55%	56%
TOTAL NOT AWARE	319	69	108	143	319	156	164	29	40	53	55	74	69
	42%	41%	39%	44%	42%	41%	42%	39%	44%	38%	40%	45%	44%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 96

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

QP36D/ QP37D/ QP38D SUMMARY OF AWARENESS AND USE - PIN/ Password required to enter websites unless already approved

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	234	68	73	41	53	141	94	234	206	11	11	7	208	26	234
	31%	34%	30%	27%	30%	32%	29%	31%	32% im	16%	35% im	39% imn	32% im	22%	31% im
AWARE AND STOPPED USING	11	6	1	2	2	7	4	11	11	-	*	-	10	1	11
	1%	3% bf	*%	1%	1%	2%	1%	1%	2%	-%	1%	-%	2%	1%	1%
AWARE BUT NEVER USED	199	58	63	42	36	121	78	199	165	19	10	5	164	35	199
	26%	29% d	26%	28%	21%	28% d	24%	26%	26%	28%	33%	27%	25%	30%	26%
TOTAL AWARE	444	132	138	84	91	269	175	444	382	30	21	11	382	62	444
	58%	67% bcdfg	57%	56%	52%	62% df	54%	58%	59% i	44%	68% hilmn	66% im	59% i	53%	58% i
TOTAL NOT AWARE	319	65	103	67	85	167	152	319	266	37	10	6	265	55	319
	42%	33%	43% a	44% a	48% ae	38%	46% ae	42% a	41% j	56% hjkl	32%	34%	41% j	47% jk	42% j

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 97

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

QP36E/ QP37E/ QP38E SUMMARY OF AWARENESS AND USE - Safe search enabled on search engine websites - e.g. Google

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	96	16	40	40	96	42	55	6	10	16	24	19	21
	13%	10%	14%	12%	13%	11%	14%	8%	11%	12%	17%	12%	13%
AWARE AND STOPPED USING	9	1	4	4	9	6	3	1	-	3	2	3	1
	1%	*%	2%	1%	1%	2%	1%	1%	-%	2%	1%	2%	1%
AWARE BUT NEVER USED	143	43	39	60	143	70	73	21	22	20	19	29	32
	19%	26%	14%	19%	19%	19%	19%	28%	24%	14%	14%	18%	20%
		bcd						ijk	ij				
TOTAL AWARE	247	60	84	104	247	117	130	28	32	39	45	51	53
	32%	36%	30%	32%	32%	31%	34%	37%	35%	28%	33%	31%	34%
TOTAL NOT AWARE	516	106	193	217	516	259	257	47	59	101	92	112	105
	68%	64%	70%	68%	68%	69%	66%	63%	65%	72%	67%	69%	66%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 97

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

QP36E/ QP37E/ QP38E SUMMARY OF AWARENESS AND USE - Safe search enabled on search engine websites - e.g. Google

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	96	30	32	16	19	62	35	96	84	7	3	2	84	12	96
	13%	15%	13%	11%	11%	14%	11%	13%	13%	10%	10%	12%	13%	10%	13%
AWARE AND STOPPED USING	9	3	1	3	2	4	4	9	8	*	*	-	8	1	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
AWARE BUT NEVER USED	143	48	42	27	25	90	52	143	121	10	8	4	118	24	143
	19%	24%	18%	18%	14%	21%	16%	19%	19%	15%	25%	21%	18%	21%	19%
		dfg				d					i				
TOTAL AWARE	247	81	75	46	45	156	91	247	213	17	11	6	211	37	247
	32%	41%	31%	31%	26%	36%	28%	32%	33%	26%	36%	33%	33%	31%	32%
		bcdfg				df									
TOTAL NOT AWARE	516	116	165	105	131	281	235	516	435	50	20	11	436	80	516
	68%	59%	69%	69%	74%	64%	72%	68%	67%	74%	64%	67%	67%	69%	68%
			a	a	ae		ae	a							

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 98

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

QP36F/ QP37F/ QP38F SUMMARY OF AWARENESS AND USE - YouTube safety mode enabled to filter inappropriate content

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	92	15	40	36	92	44	47	5	10	18	22	21	15
	12%	9%	15%	11%	12%	12%	12%	7%	11%	13%	16% g	13%	10%
AWARE AND STOPPED USING	5	1	3	2	5	3	2	1	*	2	1	1	1
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
AWARE BUT NEVER USED	108	34	28	45	108	52	56	19	16	14	15	20	25
	14%	21% bcd	10%	14%	14%	14%	14%	25% ijk	17%	10%	11%	12%	16%
TOTAL AWARE	204	51	71	82	204	99	105	24	26	34	38	41	41
	27%	30%	26%	26%	27%	26%	27%	32%	29%	24%	28%	25%	26%
TOTAL NOT AWARE	559	115	205	239	559	278	281	51	65	106	99	121	117
	73%	70%	74%	74%	73%	74%	73%	68%	71%	76%	72%	75%	74%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 98

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

QP36F/ QP37F/ QP38F SUMMARY OF AWARENESS AND USE - YouTube safety mode enabled to filter inappropriate content

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	92 12%	22 11%	33 14%	17 11%	20 11%	55 13%	37 11%	92 12%	82 13% j	6 8%	2 7%	2 9%	82 13% j	10 8%	92 12%
AWARE AND STOPPED USING	5 1%	2 1%	1 *%	1 1%	1 1%	3 1%	2 1%	5 1%	4 1%	1 1%	* 1%	* 1%	5 1%	- -%	5 1%
AWARE BUT NEVER USED	108 14%	34 17% b	26 11%	22 14%	25 14%	60 14%	47 14%	108 14%	91 14%	9 14%	5 16%	2 10%	88 14%	19 17%	108 14%
TOTAL AWARE	204 27%	58 30%	60 25%	39 26%	47 27%	118 27%	86 26%	204 27%	178 27%	16 24%	7 24%	3 20%	175 27%	29 25%	204 27%
TOTAL NOT AWARE	559 73%	139 70%	180 75%	111 74%	129 73%	319 73%	240 74%	559 73%	471 73%	51 76%	24 76%	13 80%	471 73%	88 75%	559 73%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 99

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

QP36G/ QP37G/ QP38G SUMMARY OF AWARENESS AND USE - Software that can limit the amount of time spent online

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	39	5	18	16	39	20	19	1	4	10	8	9	7
	5%	3%	6%	5%	5%	5%	5%	1%	5%	7%	6%	6%	5%
AWARE AND STOPPED USING	2	-	1	1	2	1	1	-	-	1	-	-	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	-%	-%	1%
AWARE BUT NEVER USED	124	30	50	44	124	61	63	16	14	22	28	22	21
	16%	18%	18%	14%	16%	16%	16%	22%	16%	16%	20%	14%	13%
TOTAL AWARE	165	35	68	62	165	82	84	17	19	33	35	32	30
	22%	21%	25%	19%	22%	22%	22%	23%	20%	24%	26%	19%	19%
TOTAL NOT AWARE	598	130	208	259	598	295	303	58	73	106	102	131	128
	78%	79%	75%	81%	78%	78%	78%	77%	80%	76%	74%	81%	81%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 99

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

QP36G/ QP37G/ QP38G SUMMARY OF AWARENESS AND USE - Software that can limit the amount of time spent online

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	39	14	13	4	8	27	12	39	36	2	1	1	33	6	39
	5%	7%	5%	3%	5%	6%	4%	5%	6%	3%	3%	3%	5%	5%	5%
		cf													
AWARE AND STOPPED USING	2	2	-	*	-	2	*	2	2	*	-	-	2	-	2
	*%	1%	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
AWARE BUT NEVER USED	124	44	38	21	21	81	43	124	108	8	7	2	102	22	124
	16%	22%	16%	14%	12%	19%	13%	16%	17%	11%	21%	10%	16%	19%	16%
		bcdfg				df			k		ik		k	k	k
TOTAL AWARE	165	60	50	26	29	110	55	165	146	10	7	2	138	28	165
	22%	31%	21%	17%	17%	25%	17%	22%	23%	15%	23%	13%	21%	24%	22%
		bcdfg				cdf		f	ik		k		k	k	k
TOTAL NOT AWARE	598	136	190	125	146	327	271	598	502	57	24	15	509	89	598
	78%	69%	79%	83%	83%	75%	83%	78%	77%	85%	77%	87%	79%	76%	78%
			a	ae	ae		aeg	a		h		hjlmn			

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 100

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

QP36H/ QP37H/ QP38H SUMMARY OF AWARENESS AND USE - Software to protect against junk email/ spam or computer viruses

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE AND USE	134	21	54	60	134	66	69	12	9	28	26	27	34
	18%	12%	19%	19%	18%	17%	18%	15%	10%	20%	19%	16%	21%
			a	a						h	h		h
AWARE AND STOPPED USING	4	1	1	2	4	2	2	-	1	1	-	1	1
	*%	1%	*%	1%	*%	1%	*%	-%	1%	1%	-%	1%	*%
AWARE BUT NEVER USED	130	32	44	54	130	70	60	17	15	24	20	29	25
	17%	19%	16%	17%	17%	19%	16%	23%	16%	17%	15%	18%	16%
TOTAL AWARE	268	54	99	116	268	138	130	29	25	53	46	56	60
	35%	32%	36%	36%	35%	37%	34%	39%	27%	38%	34%	35%	38%
TOTAL NOT AWARE	495	112	178	205	495	239	256	46	66	87	91	106	99
	65%	68%	64%	64%	65%	63%	66%	61%	73%	62%	66%	65%	62%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 100

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

QP36H/ QP37H/ QP38H SUMMARY OF AWARENESS AND USE - Software to protect against junk email/ spam or computer viruses

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE AND USE	134	39	54	19	22	94	41	134	123	5	3	3	114	20	134
	18%	20%	23%	12%	12%	21%	12%	18%	19%	7%	10%	20%	18%	18%	18%
		cdf	cdfg			cdf		f	ij			ij	ij	i	ij
AWARE AND STOPPED USING	4	2	1	-	1	3	1	4	3	-	*	*	4	-	4
	*%	1%	1%	-%	*%	1%	*%	*%	1%	-%	1%	1%	1%	-%	*%
AWARE BUT NEVER USED	130	39	36	30	25	75	55	130	113	8	7	2	107	23	130
	17%	20%	15%	20%	14%	17%	17%	17%	17%	13%	21%	11%	17%	20%	17%
									k		k		k	k	
TOTAL AWARE	268	80	92	49	47	172	96	268	240	13	10	5	225	44	268
	35%	41%	38%	32%	27%	39%	29%	35%	37%	20%	32%	31%	35%	37%	35%
		df	df			df		df	i		i	i	i	i	i
TOTAL NOT AWARE	495	116	148	102	129	265	231	495	409	53	21	12	422	73	495
	65%	59%	62%	68%	73%	61%	71%	65%	63%	80%	68%	69%	65%	63%	65%
					abeg		abeg			hijklmn					

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 101

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

QP36-QP37A-B. SUMMARY OF AWARENESS AND USE OF CONTENT FILTERS

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
AWARE OF ANY	494	111	184	198	494	235	260	47	64	90	95	98	101
	65%	67%	67%	62%	65%	62%	67%	63%	71%	64%	69%	60%	64%
AWARE AND USE ANY	243	54	94	95	243	120	124	21	33	49	46	50	45
	32%	33%	34%	30%	32%	32%	32%	28%	36%	35%	33%	31%	28%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 101

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

QP36-QP37A-B. SUMMARY OF AWARENESS AND USE OF CONTENT FILTERS

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
AWARE OF ANY	494	144	160	95	95	304	190	494	419	44	20	11	408	86	494
	65%	73%	67%	63%	54%	70%	58%	65%	65%	66%	63%	67%	63%	74%	65%
		cdfg	df			dfg		df						hjl n	
AWARE AND USE ANY	243	76	85	40	43	161	83	243	216	11	10	6	207	37	243
	32%	39%	35%	27%	24%	37%	25%	32%	33%	16%	33%	38%	32%	32%	32%
		cdfg	cdf			cdf		df	i		i	i	i	i	i

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 102

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

QP36I/ QP37I/ QP38I SUMMARY OF AWARENESS AND USE - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
AWARE AND USE	35	**	10	25	35	18	17	**	**	**	**	16	9
	8%	**	8%	9%	8%	9%	8%	**	**	**	**	11%	6%
AWARE AND STOPPED USING	*	**	-	*	*	*	-	**	**	**	**	*	-
	*%	**	-%	*%	*%	*%	-%	**	**	**	**	*%	-%
AWARE BUT NEVER USED	78	**	19	58	78	41	37	**	**	**	**	28	29
	19%	**	16%	20%	19%	20%	18%	**	**	**	**	19%	21%
TOTAL AWARE	113	**	29	83	113	59	54	**	**	**	**	45	38
	28%	**	25%	29%	28%	29%	26%	**	**	**	**	31%	28%
TOTAL NOT AWARE	297	**	87	200	297	146	151	**	**	**	**	102	98
	72%	**	75%	71%	72%	71%	74%	**	**	**	**	69%	72%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 102

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

QP36I/ QP37I/ QP38I SUMMARY OF AWARENESS AND USE - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents of children with a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
AWARE AND USE	35	8	15	6	5	23	12	35	31	**	**	**	30	4	35
	8%	8%	12%	8%	5%	10%	6%	8%	9%	**	**	**	9%	7%	8%
			df												
AWARE AND STOPPED USING	*	-	-	-	*	-	*	*	-	**	**	**	*	-	*
	*%	-%	-%	-%	*%	-%	*%	*%	-%	**	**	**	*%	-%	*%
AWARE BUT NEVER USED	78	21	22	17	17	43	34	78	69	**	**	**	64	14	78
	19%	22%	18%	21%	16%	20%	18%	19%	20%	**	**	**	18%	24%	19%
TOTAL AWARE	113	29	37	24	23	66	47	113	100	**	**	**	95	18	113
	28%	30%	31%	29%	21%	30%	24%	28%	28%	**	**	**	27%	31%	28%
			d												
TOTAL NOT AWARE	297	66	85	59	86	151	145	297	251	**	**	**	256	41	297
	72%	70%	69%	71%	79%	70%	76%	72%	72%	**	**	**	73%	69%	72%
					e										

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 103

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

QP36J/ QP37J/ QP38J SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
AWARE AND USE	75	22	29	25	75	35	40	6	16	14	15	15	9
	11%	15%	12%	8%	11%	10%	11%	9%	20%	11%	12%	10%	6%
		c							gkl				
AWARE AND STOPPED USING	1	-	1	1	1	1	1	-	-	-	1	1	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	-%
AWARE BUT NEVER USED	102	20	34	47	102	53	49	12	8	18	16	22	25
	15%	14%	14%	16%	15%	16%	14%	18%	10%	15%	13%	15%	16%
TOTAL AWARE	178	42	64	72	178	89	89	18	23	32	31	38	34
	25%	28%	25%	24%	25%	26%	25%	27%	29%	26%	25%	26%	22%
TOTAL NOT AWARE	522	105	188	229	522	251	270	49	56	93	95	110	119
	75%	72%	75%	76%	75%	74%	75%	73%	71%	74%	75%	74%	78%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 103

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

QP36J/ QP37J/ QP38J SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
AWARE AND USE	75	22	27	12	14	49	26	75	69	3	2	2	61	14	75
	11%	12%	13%	9%	8%	13%	8%	11%	12%	4%	6%	14%	10%	12%	11%
									ij			ij	i	i	i
AWARE AND STOPPED USING	1	1	-	-	-	1	-	1	1	-	-	-	1	-	1
	*%	1%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
AWARE BUT NEVER USED	102	34	26	20	21	61	41	102	86	8	6	2	82	20	102
	15%	19%	12%	15%	12%	15%	13%	15%	15%	11%	19%	14%	14%	17%	15%
		bd													
TOTAL AWARE	178	57	54	33	34	111	67	178	156	10	8	4	144	34	178
	25%	32%	25%	24%	20%	28%	22%	25%	27%	15%	25%	28%	25%	30%	25%
		dfg				df			i		i	i	i	i	i
TOTAL NOT AWARE	522	121	162	103	135	283	239	522	429	58	23	12	442	80	522
	75%	68%	75%	76%	80%	72%	78%	75%	73%	85%	75%	72%	75%	70%	75%
					ae		ae	a		hijklmn					

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 104

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

QP36K/ QP37K/ QP38K SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
AWARE AND USE	69	16	34	20	69	32	37	4	12	17	16	11	9
	10%	11%	13%	7%	10%	9%	10%	6%	15%	14%	13%	7%	6%
			c						gkl	gl	l		
AWARE AND STOPPED USING	*	-	*	*	*	*	-	-	-	*	-	*	-
	*%	-%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%
AWARE BUT NEVER USED	100	23	32	45	100	56	44	15	8	15	17	26	19
	14%	16%	13%	15%	14%	16%	12%	23%	10%	12%	14%	17%	13%
								hil					
TOTAL AWARE	170	39	66	65	170	88	82	19	20	32	33	37	28
	24%	26%	26%	22%	24%	26%	23%	28%	25%	26%	26%	25%	19%
TOTAL NOT AWARE	530	108	186	236	530	252	278	48	60	93	93	111	125
	76%	74%	74%	78%	76%	74%	77%	72%	75%	74%	74%	75%	81%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 104

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

QP36K/ QP37K/ QP38K SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
AWARE AND USE	69	20	25	9	15	45	24	69	63	4	2	2	56	13	69
	10%	11%	12%	7%	9%	11%	8%	10%	11%	5%	5%	10%	10%	12%	10%
									j					j	
AWARE AND STOPPED USING	*	*	-	*	-	*	*	*	-	-	*	*	*	*	*
	*%	*%	-%	*%	-%	*%	*%	*%	-%	-%	1%	1%	*%	*%	*%
											hln	h			
AWARE BUT NEVER USED	100	34	23	25	18	57	43	100	85	8	5	2	81	19	100
	14%	19%	11%	18%	10%	15%	14%	14%	15%	12%	16%	12%	14%	17%	14%
		bd		bd											
TOTAL AWARE	170	55	48	34	33	103	67	170	147	12	7	4	138	32	170
	24%	31%	22%	25%	19%	26%	22%	24%	25%	18%	22%	22%	23%	28%	24%
		bdfg											i		
TOTAL NOT AWARE	530	124	168	102	137	292	238	530	437	56	24	13	449	81	530
	76%	69%	78%	75%	81%	74%	78%	76%	75%	82%	78%	78%	77%	72%	76%
			a		a		a	a		m					

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 105

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

QP36L/ QP37L/ QP38L SUMMARY OF AWARENESS AND USE - Parental control software to restrict app installation/ use

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
AWARE AND USE	48	11	18	18	48	22	26	2	9	9	9	11	8
	7%	8%	7%	6%	7%	7%	7%	4%	11%	7%	7%	7%	5%
AWARE AND STOPPED USING	*	-	-	*	*	-	*	-	-	-	-	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%
AWARE BUT NEVER USED	114	25	39	50	114	54	60	13	12	16	23	25	25
	16%	17%	15%	17%	16%	16%	17%	19%	16%	13%	18%	17%	16%
TOTAL AWARE	162	37	57	68	162	76	86	15	21	25	32	35	33
	23%	25%	23%	23%	23%	22%	24%	23%	27%	20%	25%	24%	21%
TOTAL NOT AWARE	538	110	195	233	538	265	273	52	58	100	95	113	120
	77%	75%	77%	77%	77%	78%	76%	77%	73%	80%	75%	76%	79%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 105

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

QP36L/ QP37L/ QP38L SUMMARY OF AWARENESS AND USE - Parental control software to restrict app installation/ use

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
AWARE AND USE	48	15	16	7	9	31	17	48	43	1	1	2	41	7	48
	7%	8%	8%	5%	6%	8%	5%	7%	7%	2%	5%	13%	7%	6%	7%
									i			hijlmn	i		i
AWARE AND STOPPED USING	*	-	*	-	-	*	-	*	-	-	*	-	-	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%	-%	*%	*%
											hln				
AWARE BUT NEVER USED	114	38	29	26	21	67	47	114	97	8	7	2	92	22	114
	16%	21%	13%	19%	12%	17%	15%	16%	17%	12%	22%	12%	16%	19%	16%
		bd									ik				
TOTAL AWARE	162	53	45	33	30	98	63	162	140	10	8	4	133	29	162
	23%	30%	21%	24%	18%	25%	21%	23%	24%	14%	28%	25%	23%	26%	23%
		bdfg				d			i		i	i	i	i	i
TOTAL NOT AWARE	538	125	170	103	139	296	242	538	445	58	22	12	454	84	538
	77%	70%	79%	76%	82%	75%	79%	77%	76%	86%	72%	75%	77%	74%	77%
			a		ae		a	a		hijklmn					

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 106

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

QP36-QP37J-L. SUMMARY OF AWARENESS AND USE OF TOOLS TO MANAGE APP INSTALLATION OR USE

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
AWARE OF ANY	237	52	89	97	237	114	123	23	29	44	45	47	49
	34%	35%	35%	32%	34%	34%	34%	35%	36%	35%	36%	32%	32%
AWARE AND USE ANY	108	26	48	33	108	50	58	7	19	25	23	18	16
	15%	18%	19%	11%	15%	15%	16%	11%	24%	20%	18%	12%	10%
		c	c	c	c				gkl	kl	l		

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 106

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

QP36-QP37J-L. SUMMARY OF AWARENESS AND USE OF TOOLS TO MANAGE APP INSTALLATION OR USE

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
AWARE OF ANY	237	76	68	46	48	143	94	237	205	16	11	6	198	39	237
	34%	42%	31%	34%	28%	36%	31%	34%	35%	24%	37%	34%	34%	35%	34%
		bdfg				d			i		i	i	i	i	i
AWARE AND USE ANY	108	31	36	18	23	67	41	108	97	5	3	3	89	18	108
	15%	18%	17%	13%	13%	17%	13%	15%	17%	7%	11%	18%	15%	16%	15%
									i			i	i	i	i

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 107

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

QP36M/ QP37M/ QP38M SUMMARY OF AWARENESS AND USE - Software to locate, lock or wipe mobile phones

Base : Parents of children with a smartphone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	491	10	103	378	491	243	248	3	7	49	54	191	187
Effective Weighted Sample	379	7	81	292	379	185	194	1	5	36	45	148	144
Total	314	5	74	236	314	151	163	1	4	32	42	119	117
AWARE AND USE	19	**	3	16	19	11	8	**	**	**	**	9	6
	6%	**	5%	7%	6%	7%	5%	**	**	**	**	8%	6%
AWARE AND STOPPED USING	*	**	-	*	*	-	*	**	**	**	**	-	*
	*%	**	-%	*%	*%	-%	*%	**	**	**	**	-%	*%
AWARE BUT NEVER USED	43	**	13	30	43	23	20	**	**	**	**	16	13
	14%	**	17%	13%	14%	15%	12%	**	**	**	**	14%	11%
TOTAL AWARE	63	**	16	46	63	34	29	**	**	**	**	26	20
	20%	**	22%	19%	20%	23%	18%	**	**	**	**	22%	17%
TOTAL NOT AWARE	252	**	57	190	252	117	134	**	**	**	**	93	97
	80%	**	78%	81%	80%	77%	82%	**	**	**	**	78%	83%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 107

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

QP36M/ QP37M/ QP38M SUMMARY OF AWARENESS AND USE - Software to locate, lock or wipe mobile phones

Base : Parents of children with a smartphone

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	491	120	148	103	120	268	223	491	310	55	67	59	405	86	491
Effective Weighted Sample	379	94	113	80	92	207	172	379	297	48	65	56	320	59	379
Total	314	78	92	67	78	170	144	314	269	24	14	6	270	44	314
AWARE AND USE	19	9	5	2	4	13	6	19	19	**	**	**	16	**	19
	6%	11%	5%	3%	5%	8%	4%	6%	7%	**	**	**	6%	**	6%
		cf													
AWARE AND STOPPED USING	*	-	-	-	*	-	*	*	-	**	**	**	*	**	*
	*%	-%	-%	-%	*%	-%	*%	*%	-%	**	**	**	*%	**	*%
AWARE BUT NEVER USED	43	15	12	9	6	28	16	43	35	**	**	**	38	**	43
	14%	20%	13%	14%	8%	16%	11%	14%	13%	**	**	**	14%	**	14%
		df													
TOTAL AWARE	63	24	17	11	11	41	22	63	54	**	**	**	54	**	63
	20%	31%	18%	17%	14%	24%	15%	20%	20%	**	**	**	20%	**	20%
		bcdfg				df									
TOTAL NOT AWARE	252	54	75	55	67	129	123	252	215	**	**	**	216	**	252
	80%	69%	82%	83%	86%	76%	85%	80%	80%	**	**	**	80%	**	80%
			a	a	ae		ae	a							

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 108

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

QP39A/ QP40A/ QP41A FEEDBACK FROM USERS OF - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
DO YOU FIND THIS TOOL USEFUL?													
Yes	152 20%	33 20%	57 21%	62 19%	152 20%	78 21%	74 19%	15 20%	19 20%	32 23%	24 18%	31 19%	31 20%
No	6 1%	3 2%	2 1%	1 *%	6 1%	2 1%	4 1%	- -%	3 3% kl	2 1%	1 *%	* *%	1 *%
Don't know	6 1%	- -%	3 1%	3 1%	6 1%	4 1%	2 1%	- -%	- -%	2 1%	1 *%	1 1%	2 1%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	17 2%	4 3%	7 2%	6 2%	17 2%	9 2%	8 2%	2 2%	3 3%	4 3%	3 2%	4 2%	2 1%
Too little	18 2%	7 4% c	5 2%	5 2%	18 2%	9 2%	9 2%	2 2%	6 6% jkl	5 4% j	* *%	2 1%	3 2%
The right amount	120 16%	24 14%	46 17%	50 16%	120 16%	58 15%	62 16%	11 14%	13 14%	25 18%	21 15%	22 14%	28 18%
Don't know	9 1%	1 *%	4 1%	5 2%	9 1%	7 2%	2 1%	1 1%	- -%	2 1%	2 1%	4 3%	1 *%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	40 5%	6 3%	13 5%	21 6%	40 5%	24 6%	16 4%	2 3%	4 4%	9 7%	4 3%	12 8% j	9 5%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 108

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

QP39A/ QP40A/ QP41A FEEDBACK FROM USERS OF - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 g	FEMALE 5-7 h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
No	110	28	44	38	110	53	57	12	16	25	20	17	21
	14%	17%	16%	12%	14%	14%	15%	16%	18%	18% k	14%	10%	13%
Don't know	14	2	4	7	14	6	8	1	2	2	2	3	4
	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%
NON USERS													
STOPPED USING	10	2	2	6	10	5	5	1	1	1	1	3	3
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%
NEVER USED	211	47	79	84	211	93	118	19	28	34	46	40	44
	28%	29%	29%	26%	28%	25%	30% e	26%	31%	24%	33%	25%	28%
NOT AWARE	379	81	133	164	379	195	183	40	41	69	65	87	78
	50%	49%	48%	51%	50%	52%	47%	53%	45%	49%	47%	53%	49%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 108

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

QP39A/ QP40A/ QP41A FEEDBACK FROM USERS OF - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
DO YOU FIND THIS TOOL USEFUL?															
Yes	152 20%	48 24% cdf	57 24% cdf	24 16%	23 13%	105 24% cdf	47 14%	152 20% df	131 20%	10 16%	6 20%	4 25% i	131 20%	21 18%	152 20%
No	6 1%	3 2% df	2 1%	1 *%	- -%	5 1%	1 *%	6 1%	5 1%	- -%	* 1%	- -%	5 1%	1 1%	6 1%
Don't know	6 1%	1 1%	2 1%	1 1%	1 1%	3 1%	3 1%	6 1%	6 1%	- -%	* 1%	- -%	4 1%	2 2%	6 1%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	17 2%	4 2%	9 4% f	2 1%	2 1%	13 3%	4 1%	17 2%	17 3%	- -%	- -%	* 1%	13 2%	4 3% j	17 2%
Too little	18 2%	7 4% b	3 1%	5 3%	3 2%	10 2%	8 2%	18 2%	16 2%	- -%	1 4% i	1 3% i	16 2%	2 2%	18 2%
The right amount	120 16%	40 20% cdf	46 19% cdf	17 11%	17 10%	85 20% cdf	34 11%	120 16% df	101 16%	9 14%	6 18%	4 21%	103 16%	16 14%	120 16%
Don't know	9 1%	2 1%	3 1%	2 1%	2 1%	5 1%	4 1%	9 1%	8 1%	1 2%	- -%	- -%	8 1%	2 1%	9 1%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	40 5%	12 6%	16 7%	5 3%	7 4%	28 6%	12 4%	40 5%	36 6%	2 3%	1 3%	1 6%	36 5%	4 3%	40 5%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 108

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

QP39A/ QP40A/ QP41A FEEDBACK FROM USERS OF - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
No	110	35	42	17	16	77	33	110	94	8	4	3	92	18	110
	14%	18% df	18% cdf	11%	9%	18% cdf	10%	14% df	15%	13%	13%	19%	14%	15%	14%
Don't know	14	6	2	4	1	9	5	14	12	-	2	*	12	2	14
	2%	3% d	1%	3%	1%	2%	2%	2%	2%	-%	5% hikln	1%	2%	2%	2%
NON USERS															
STOPPED USING	10	3	3	2	2	6	4	10	8	2	-	-	7	3	10
	1%	2%	1%	1%	1%	1%	1%	1%	1%	3% jk	-%	-%	1%	2%	1%
NEVER USED	211	65	60	45	42	124	87	211	175	26	7	4	172	39	211
	28%	33% bd	25%	30%	24%	28%	27%	28%	27%	39% hijkln	23%	21%	27%	33% k	28%
NOT AWARE	379	75	117	78	108	193	186	379	324	29	17	9	327	51	379
	50%	38%	49% a	52% a	61% abeg	44%	57% abeg	50% ae	50%	43%	56% im	53%	51%	44%	50%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 109

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

QP39B/ QP40B/ QP41B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 g	FEMALE 5-7 h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
DO YOU FIND THIS TOOL USEFUL?													
Yes	137 18%	26 15%	58 21%	53 17%	137 18%	71 19%	66 17%	8 11%	18 19%	33 24% gl	25 18%	30 18%	23 15%
No	10 1%	3 2%	3 1%	4 1%	10 1%	4 1%	5 1%	2 2%	2 2%	1 *%	2 2%	2 1%	1 1%
Don't know	6 1%	1 *%	3 1%	3 1%	6 1%	2 1%	4 1%	1 1%	- -%	1 1%	2 1%	* *%	2 2%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	10 1%	4 3%	3 1%	3 1%	10 1%	5 1%	6 1%	2 2%	3 3%	1 1%	1 1%	2 1%	2 1%
Too little	17 2%	4 3%	6 2%	7 2%	17 2%	7 2%	10 3%	1 1%	3 4%	4 3%	3 2%	3 2%	4 2%
The right amount	116 15%	20 12%	50 18% a	46 14%	116 15%	61 16%	54 14%	7 9%	13 14%	27 19% gl	23 17%	27 17%	19 12%
Don't know	10 1%	1 1%	6 2%	3 1%	10 1%	5 1%	5 1%	1 1%	1 1%	3 2%	2 2%	1 *%	2 1%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	36 5%	4 3%	17 6%	15 5%	36 5%	17 4%	20 5%	1 1%	3 4%	8 6%	9 7%	8 5%	7 4%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 109

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

QP39B/ QP40B/ QP41B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
No	107	24	42	41	107	56	51	9	16	25	17	23	17
	14%	15%	15%	13%	14%	15%	13%	12%	17%	18%	13%	14%	11%
Don't know	10	1	5	4	10	5	5	1	-	2	3	2	2
	1%	*%	2%	1%	1%	1%	1%	1%	-%	2%	2%	1%	2%
NON USERS													
STOPPED USING	18	4	5	9	18	9	9	2	2	4	1	3	5
	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	1%	2%	3%
NEVER USED	215	55	70	90	215	101	113	26	29	32	37	43	47
	28%	33%	25%	28%	28%	27%	29%	35%	31%	23%	27%	26%	30%
		b						i					
NOT AWARE	378	78	137	163	378	189	189	36	41	68	69	84	79
	50%	47%	50%	51%	50%	50%	49%	49%	45%	49%	50%	52%	50%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 109

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

QP39B/ QP40B/ QP41B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
DO YOU FIND THIS TOOL USEFUL?															
Yes	137 18%	45 23% cdf	48 20% df	22 15%	22 13%	93 21% cdf	44 14%	137 18% f	123 19% i	4 6%	5 16% i	5 29% hijklmn	119 18% i	18 16% i	137 18% i
No	10 1%	4 2%	1 *%	1 1%	4 2% b	5 1%	5 2%	10 1%	10 1%	- -%	* 1%	- -%	9 1%	1 1%	10 1%
Don't know	6 1%	1 1%	2 1%	1 1%	2 1%	3 1%	3 1%	6 1%	5 1%	- -%	1 3% hiln	* 1%	4 1%	2 2%	6 1%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	10 1%	4 2% df	6 2% df	1 *%	- -%	10 2% df	1 *%	10 1% f	10 2%	- -%	* 1%	* 2%	7 1%	3 3%	10 1%
Too little	17 2%	5 2%	4 1%	4 3%	5 3%	8 2%	9 3%	17 2%	16 2%	- -%	1 2%	* 2%	17 3%	* *%	17 2%
The right amount	116 15%	39 20% cdf	38 16%	18 12%	21 12%	77 18% f	39 12%	116 15%	104 16% i	4 6%	4 14% i	4 24% hijklmn	99 15% i	17 14% i	116 15% i
Don't know	10 1%	2 1%	4 2%	2 1%	2 1%	6 1%	4 1%	10 1%	9 1%	- -%	1 4% hiln	* 1%	9 1%	1 1%	10 1%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 109

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

QP39B/ QP40B/ QP41B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	36 5%	12 6%	11 5%	5 4%	7 4%	24 5%	13 4%	36 5%	34 5% i	1 1%	1 4%	1 5%	34 5% i	3 2%	36 5% i
No	107 14%	33 17% f	37 15%	17 11%	19 11%	70 16% f	37 11%	107 14%	96 15% i	3 5%	4 12% i	4 25% hijklmn	91 14% i	16 14% i	107 14% i
Don't know	10 1%	4 2%	3 1%	2 1%	1 1%	7 2%	3 1%	10 1%	9 1%	- -%	1 3% ikln	- -%	7 1%	2 2%	10 1%
NON USERS															
STOPPED USING	18 2%	2 1%	4 2%	5 3%	7 4% e	6 1%	11 3% e	18 2%	15 2%	2 3%	1 2%	* 1%	15 2%	3 2%	18 2%
NEVER USED	215 28%	64 33% df	67 28%	40 27%	43 24%	132 30%	83 25%	215 28%	174 27%	27 40% hklm	9 30%	5 29%	171 26%	44 38% hln	215 28%
NOT AWARE	378 50%	80 41%	118 49%	82 54% ae	98 56% ae	198 45%	180 55% ae	378 50% a	321 50%	35 52%	15 48%	7 42%	329 51% km	49 42%	378 50%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 110

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

QP39C/ QP40C/ QP41C FEEDBACK FROM USERS OF - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
DO YOU FIND THIS TOOL USEFUL?													
Yes	87 11%	16 10%	32 12%	38 12%	87 11%	43 11%	44 11%	5 6%	12 13%	17 12%	15 11%	21 13%	17 11%
No	6 1%	1 *%	3 1%	3 1%	6 1%	4 1%	3 1%	- -%	1 1%	2 1%	1 1%	2 1%	1 *%
Don't know	1 *%	1 *%	1 *%	* *%	1 *%	1 *%	1 *%	1 1%	- -%	- -%	1 *%	- -%	* *%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	3 *%	1 1%	2 1%	1 *%	3 *%	2 1%	1 *%	- -%	1 1%	1 1%	* *%	1 1%	- -%
Too little	5 1%	1 *%	2 1%	3 1%	5 1%	3 1%	2 1%	1 1%	* *%	1 1%	1 1%	1 1%	1 1%
The right amount	82 11%	16 10%	30 11%	36 11%	82 11%	41 11%	42 11%	5 6%	11 12%	15 11%	15 11%	21 13%	15 10%
Don't know	4 *%	* *%	2 1%	1 *%	4 *%	1 *%	2 1%	- -%	* *%	1 1%	1 *%	- -%	1 1%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	13 2%	1 *%	5 2%	8 2%	13 2%	8 2%	5 1%	* *%	* 1%	3 2%	2 1%	5 3%	3 2%
No	75 10%	17 10%	28 10%	30 9%	75 10%	37 10%	38 10%	5 6%	12 13%	14 10%	14 10%	18 11%	12 8%
Don't know	6 1%	1 *%	2 1%	3 1%	6 1%	2 *%	4 1%	1 1%	- -%	1 1%	1 1%	* *%	3 2%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 110

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

QP39C/ QP40C/ QP41C FEEDBACK FROM USERS OF - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
NON USERS													
STOPPED USING	13	3	5	6	13	7	6	2	1	2	3	3	3
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%
NEVER USED	166	39	61	67	166	81	85	20	18	28	33	33	34
	22%	23%	22%	21%	22%	22%	22%	27%	20%	20%	24%	20%	21%
NOT AWARE	490	107	176	207	490	242	248	47	60	92	84	103	104
	64%	65%	64%	64%	64%	64%	64%	63%	66%	66%	62%	63%	65%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 110

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

QP39C/ QP40C/ QP41C FEEDBACK FROM USERS OF - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
DO YOU FIND THIS TOOL USEFUL?															
Yes	87 11%	31 16% cdf	32 13% df	12 8%	11 7%	63 14% cdf	24 7%	87 11% df	76 12%	6 8%	2 6%	3 17% ijl	72 11%	15 12%	87 11%
No	6 1%	2 1%	1 1%	1 1%	2 1%	3 1%	3 1%	6 1%	6 1%	* *%	- -%	* 1%	5 1%	1 1%	6 1%
Don't know	1 *%	- -%	* *%	1 *%	1 *%	* *%	1 *%	1 *%	1 *%	- -%	* 1%	- -%	1 *%	- -%	1 *%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	3 *%	1 *%	1 *%	1 1%	1 1%	1 *%	2 1%	3 *%	3 *%	- -%	- -%	* 1%	2 *%	1 1%	3 *%
Too little	5 1%	2 1%	* *%	2 1%	2 1%	2 *%	3 1%	5 1%	4 1%	* *%	- -%	* 2%	5 1%	* *%	5 1%
The right amount	82 11%	30 15% cdfg	31 13% cdf	10 6%	12 7%	61 14% cdf	21 7%	82 11% f	72 11% j	6 8%	2 6%	3 15% j	68 11%	14 12%	82 11%
Don't know	4 *%	- -%	2 1%	2 1%	- -%	2 *%	2 *%	4 *%	3 *%	- -%	* 2%	- -%	3 1%	* *%	4 *%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	13 2%	6 3%	3 1%	2 1%	2 1%	9 2%	4 1%	13 2%	12 2%	1 1%	1 2%	1 3%	13 2%	1 1%	13 2%
No	75 10%	24 12% df	29 12% df	12 8%	11 6%	53 12% df	22 7%	75 10%	66 10% j	5 8%	1 4%	2 13% j	61 9% j	14 12% j	75 10% j

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 110

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

QP39C/ QP40C/ QP41C FEEDBACK FROM USERS OF - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
Don't know	6 1%	2 1%	2 1%	* *%	1 1%	4 1%	1 *%	6 1%	5 1%	- -%	* 1%	* 1%	5 1%	1 1%	6 1%
NON USERS															
STOPPED USING	13 2%	1 *%	7 3% a	3 2%	2 1%	8 2%	5 2%	13 2%	12 2%	* *%	1 2%	- -%	12 2%	1 1%	13 2%
NEVER USED	166 22%	54 27% bdf	49 20%	31 21%	33 19%	102 23%	64 20%	166 22%	139 21%	15 22%	9 27%	4 26%	133 20%	34 29% hln	166 22%
NOT AWARE	490 64%	109 56%	151 63%	103 68% ae	127 72% abeg	260 60%	230 70% abeg	490 64% a	415 64%	46 69% km	20 63%	9 56%	424 66% km	66 57%	490 64%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 111

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

QP39D/ QP40D/ QP41D FEEDBACK FROM USERS OF - PIN/ Password required to enter websites unless already approved (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
DO YOU FIND THIS TOOL USEFUL?													
Yes	224 29%	49 29%	90 32%	85 27%	224 29%	109 29%	115 30%	20 27%	29 32%	47 34%	43 31%	42 26%	43 27%
No	7 1%	2 1%	1 *%	4 1%	7 1%	4 1%	3 1%	1 1%	1 1%	* *%	1 1%	3 2%	1 *%
Don't know	4 *%	- -%	2 1%	1 *%	4 *%	4 1%	- -%	- -%	- -%	2 2%	- -%	1 1%	- -%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	42 6%	8 5%	12 4%	23 7%	42 6%	23 6%	20 5%	3 5%	4 5%	7 5%	5 4%	13 8%	11 7%
No	173 23%	43 26%	77 28%	54 17%	173 23%	86 23%	87 23%	17 22%	26 28%	41 29%	37 27%	29 18%	25 16%
Don't know	18 2%	1 *%	4 1%	14 4%	18 2%	8 2%	11 3%	1 1%	- -%	2 2%	2 1%	5 3%	9 5%
NON USERS													
STOPPED USING	11 1%	1 1%	6 2%	4 1%	11 1%	7 2%	4 1%	1 1%	1 1%	4 3%	2 1%	2 1%	2 1%
NEVER USED	199 26%	45 27%	70 25%	84 26%	199 26%	98 26%	101 26%	25 33%	21 23%	33 24%	37 27%	40 25%	44 28%
NOT AWARE	319 42%	69 41%	108 39%	143 44%	319 42%	156 41%	164 42%	29 39%	40 44%	53 38%	55 40%	74 45%	69 44%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 111

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

QP39D/ QP40D/ QP41D FEEDBACK FROM USERS OF - PIN/ Password required to enter websites unless already approved (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
DO YOU FIND THIS TOOL USEFUL?															
Yes	224 29%	64 33%	68 28%	40 26%	52 29%	133 30%	91 28%	224 29%	197 30%	11 16%	10 33%	6 37%	198 31%	26 22%	224 29%
No	7 1%	1 1%	3 1%	1 1%	1 1%	5 1%	2 1%	7 1%	6 1%	* *%	* 1%	* 2%	7 1%	* *%	7 1%
Don't know	4 *%	2 1%	2 1%	- -%	* *%	3 1%	* *%	4 *%	3 *%	- -%	* 1%	- -%	3 1%	* *%	4 *%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	42 6%	11 6%	14 6%	8 5%	10 6%	25 6%	18 5%	42 6%	38 6%	1 1%	3 8%	1 8%	38 6%	4 4%	42 6%
No	173 23%	45 23%	57 24%	31 21%	40 23%	102 23%	71 22%	173 23%	151 23%	9 14%	8 27%	5 30%	155 24%	19 16%	173 23%
Don't know	18 2%	11 6%	3 1%	2 1%	2 1%	14 3%	5 1%	18 2%	17 3%	1 2%	- -%	* 1%	15 2%	3 3%	18 2%
NON USERS															
STOPPED USING	11 1%	6 3%	1 *%	2 1%	2 1%	7 2%	4 1%	11 1%	11 2%	- -%	* 1%	- -%	10 2%	1 1%	11 1%
NEVER USED	199 26%	58 29%	63 26%	42 28%	36 21%	121 28%	78 24%	199 26%	165 26%	19 28%	10 33%	5 27%	164 25%	35 30%	199 26%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 111

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

QP39D/ QP40D/ QP41D FEEDBACK FROM USERS OF - PIN/ Password required to enter websites unless already approved (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
NOT AWARE	319	65	103	67	85	167	152	319	266	37	10	6	265	55	319
	42%	33%	43%	44%	48%	38%	46%	42%	41%	56%	32%	34%	41%	47%	42%
			a	a	ae		ae	a	j	hijkl			j	jk	j

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 112

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

QP39E/ QP40E/ QP41E FEEDBACK FROM USERS OF - Safe search enabled on search engine websites - e.g. Google (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
DO YOU FIND THIS TOOL USEFUL?													
Yes	89 12%	16 10%	36 13%	37 12%	89 12%	38 10%	51 13%	6 8%	10 11%	14 10%	21 16%	18 11%	20 12%
No	4 1%	- -%	2 1%	2 1%	4 1%	3 1%	2 *%	- -%	- -%	2 1%	1 *%	1 1%	1 1%
Don't know	3 *%	- -%	2 1%	1 *%	3 *%	1 *%	2 *%	- -%	- -%	* *%	2 1%	1 *%	- -%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	6 1%	3 2%	2 1%	1 *%	6 1%	2 1%	4 1%	1 1%	2 2% k	1 1%	1 *%	- -%	1 1%
Too little	7 1%	1 1%	3 1%	2 1%	7 1%	3 1%	3 1%	- -%	1 1%	2 1%	2 1%	1 1%	1 1%
The right amount	80 10%	13 8%	32 11%	36 11%	80 10%	35 9%	45 12%	5 7%	7 8%	12 9%	20 14%	17 11%	18 11%
Don't know	4 1%	- -%	3 1%	1 *%	4 1%	1 *%	3 1%	- -%	- -%	1 1%	2 2%	* *%	1 *%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	23 3%	* *%	9 3% a	14 4% a	23 3% a	9 2%	14 4%	- -%	* *%	4 3%	5 4% gh	5 3%	9 5% gh
No	66 9%	16 10%	28 10%	22 7%	66 9%	28 8%	37 10%	6 8%	10 11%	11 8%	17 12%	11 7%	11 7%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 112

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

QP39E/ QP40E/ QP41E FEEDBACK FROM USERS OF - Safe search enabled on search engine websites - e.g. Google (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Don't know	7	-	3	4	7	4	3	-	-	1	2	3	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	2%	1%
NON USERS													
STOPPED USING	9	1	4	4	9	6	3	1	-	3	2	3	1
	1%	*%	2%	1%	1%	2%	1%	1%	-%	2%	1%	2%	1%
NEVER USED	143	43	39	60	143	70	73	21	22	20	19	29	32
	19%	26%	14%	19%	19%	19%	19%	28%	24%	14%	14%	18%	20%
		bcd						ijk	ij				
NOT AWARE	516	106	193	217	516	259	257	47	59	101	92	112	105
	68%	64%	70%	68%	68%	69%	66%	63%	65%	72%	67%	69%	66%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 112

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

QP39E/ QP40E/ QP41E FEEDBACK FROM USERS OF - Safe search enabled on search engine websites - e.g. Google (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
DO YOU FIND THIS TOOL USEFUL?															
Yes	89 12%	28 14% cf	31 13%	12 8%	18 10%	60 14% cf	30 9%	89 12%	79 12%	6 9%	3 9%	2 9%	79 12%	10 9%	89 12%
No	4 1%	1 *% cf	* *% cf	3 2% bdeg	* *% cf	1 *% cf	3 1%	4 1%	4 1%	* *% cf	- -% cf	* 2% cf	4 1%	* *% cf	4 1%
Don't know	3 *% cf	1 1% cf	* *% cf	1 1% cf	1 *% cf	1 *% cf	1 *% cf	3 *% cf	2 *% cf	- -% cf	* 1% cf	* 1% cf	1 *% cf	1 1% cf	3 *% cf
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	6 1%	1 *% cf	2 1% cf	2 1% cf	2 1% cf	2 *% cf	4 1% cf	6 1% cf	6 1% cf	- -% cf	- -% cf	- -% cf	4 1% cf	1 1% cf	6 1% cf
Too little	7 1%	2 1% cf	1 *% cf	3 2% cf	1 *% cf	3 1% cf	4 1% cf	7 1% cf	6 1% cf	* *% cf	- -% cf	* 1% cf	7 1% cf	* *% cf	7 1% cf
The right amount	80 10%	26 13% cf	28 12% cf	9 6% cf	16 9% cf	55 13% cf	25 8% cf	80 10% cf	70 11% cf	5 7% cf	3 10% cf	2 10% cf	71 11% cf	9 8% cf	80 10% cf
Don't know	4 1%	2 1% cf	1 *% cf	2 1% cf	- -% cf	2 1% cf	2 1% cf	4 1% cf	2 *% cf	1 2% cf	* 1% cf	- -% cf	3 *% cf	1 1% cf	4 1% cf
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	23 3%	7 4% cf	7 3% cf	5 3% cf	5 3% cf	14 3% cf	9 3% cf	23 3% cf	22 3% cf	1 1% cf	* *% cf	* 3% cf	22 3% cf	1 1% cf	23 3% cf

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 112

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

QP39E/ QP40E/ QP41E FEEDBACK FROM USERS OF - Safe search enabled on search engine websites - e.g. Google (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
No	66	19	22	11	14	41	25	66	57	5	3	1	56	10	66
	9%	10%	9%	7%	8%	9%	8%	9%	9%	8%	8%	8%	9%	8%	9%
Don't know	7	4	3	1	-	7	1	7	6	1	*	*	7	1	7
	1%	2%	1%	1%	0%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		df				f									
NON USERS															
STOPPED USING	9	3	1	3	2	4	4	9	8	*	*	-	8	1	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
NEVER USED	143	48	42	27	25	90	52	143	121	10	8	4	118	24	143
	19%	24%	18%	18%	14%	21%	16%	19%	19%	15%	25%	21%	18%	21%	19%
		dfg				d					i				
NOT AWARE	516	116	165	105	131	281	235	516	435	50	20	11	436	80	516
	68%	59%	69%	69%	74%	64%	72%	68%	67%	74%	64%	67%	67%	69%	68%
			a	a	ae		ae	a							

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 113

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

QP39F/ QP40F/ QP41F FEEDBACK FROM USERS OF - YouTube safety mode enabled to filter inappropriate content (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
DO YOU FIND THIS TOOL USEFUL?													
Yes	83 11%	13 8%	37 13% a	33 10%	83 11%	39 10%	44 11%	5 7%	8 9%	15 11%	21 16% g	19 12%	14 9%
No	5 1%	2 1%	1 *% a	2 1%	5 1%	2 1%	3 1%	- -%	2 3% jl	1 1%	- -%	1 1%	* *%
Don't know	4 *%	- -%	3 1%	1 *%	4 *%	3 1%	1 *%	- -%	- -%	2 1%	1 *%	1 *%	* *%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	4 *%	- -%	3 1%	1 *%	4 *%	3 1%	1 *%	- -%	- -%	2 1%	1 *%	1 1%	* *%
Too little	12 2%	3 2%	5 2%	4 1%	12 2%	8 2%	4 1%	1 1%	2 2%	3 2%	2 1%	3 2%	1 1%
The right amount	71 9%	12 7%	31 11%	28 9%	71 9%	31 8%	40 10%	4 5%	8 9%	12 9%	19 14% g	15 9%	13 8%
Don't know	5 1%	1 1%	2 1%	2 1%	5 1%	3 1%	2 1%	- -%	1 1%	1 1%	1 *%	2 1%	1 1%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	17 2%	1 1%	8 3%	8 2%	17 2%	7 2%	11 3%	- -%	1 1%	3 2%	5 4%	3 2%	4 3%
No	64 8%	13 8%	28 10%	22 7%	64 8%	32 8%	32 8%	5 7%	9 9%	14 10%	14 10%	13 8%	9 6%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 113

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

QP39F/ QP40F/ QP41F FEEDBACK FROM USERS OF - YouTube safety mode enabled to filter inappropriate content (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Don't know	10	1	4	6	10	5	5	-	1	1	3	5	1
	1%	1%	1%	2%	1%	1%	1%	-%	1%	1%	2%	3%	1%
NON USERS													
STOPPED USING	5	1	3	2	5	3	2	1	*	2	1	1	1
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
NEVER USED	108	34	28	45	108	52	56	19	16	14	15	20	25
	14%	21%	10%	14%	14%	14%	14%	25%	17%	10%	11%	12%	16%
		bcd						ijk					
NOT AWARE	559	115	205	239	559	278	281	51	65	106	99	121	117
	73%	70%	74%	74%	73%	74%	73%	68%	71%	76%	72%	75%	74%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 113

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

QP39F/ QP40F/ QP41F FEEDBACK FROM USERS OF - YouTube safety mode enabled to filter inappropriate content (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
DO YOU FIND THIS TOOL USEFUL?															
Yes	83 11%	20 10%	29 12%	14 9%	20 11%	49 11%	34 10%	83 11%	76 12% jm	4 7%	2 5%	1 8%	76 12% jm	7 6%	83 11% jm
No	5 1%	1 *%	1 1%	3 2% d	- -%	2 1%	3 1%	5 1%	4 1%	1 2%	- -%	- -%	3 *%	2 1%	5 1%
Don't know	4 *%	1 *%	3 1% f	- -%	- -%	4 1%	- -%	4 *%	3 *%	- -%	* 1%	* 1%	3 *%	1 1%	4 *%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	4 *%	1 1%	2 1%	- -%	1 1%	3 1%	1 *%	4 *%	3 1%	- -%	* 1%	* 1%	4 1%	* *%	4 *%
Too little	12 2%	3 2%	3 1%	5 3% d	1 *%	6 1%	6 2%	12 2%	11 2%	* *%	* 1%	* 1%	10 2%	2 1%	12 2%
The right amount	71 9%	16 8%	27 11%	10 7%	18 10%	43 10%	28 9%	71 9%	63 10% j	5 7%	1 5%	1 7%	64 10% j	7 6%	71 9%
Don't know	5 1%	1 1%	2 1%	1 1%	1 *%	3 1%	2 1%	5 1%	4 1%	* *%	* 1%	- -%	4 1%	1 1%	5 1%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	17 2%	5 2%	8 3%	3 2%	2 1%	12 3%	5 1%	17 2%	16 2%	1 2%	* 1%	* 3%	14 2%	3 3%	17 2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 113

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

QP39F/ QP40F/ QP41F FEEDBACK FROM USERS OF - YouTube safety mode enabled to filter inappropriate content (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
No	64 8%	14 7%	22 9%	13 8%	15 9%	36 8%	28 8%	64 8%	57 9%	4 6%	2 5%	1 6%	58 9%	6 5%	64 8%
Don't know	10 1%	3 1%	3 1%	1 1%	3 2%	6 1%	4 1%	10 1%	10 2%	* *%	* 1%	- -%	10 1%	1 1%	10 1%
NON USERS															
STOPPED USING	5 1%	2 1%	1 *%	1 1%	1 1%	3 1%	2 1%	5 1%	4 1%	1 1%	* 1%	* 1%	5 1%	- -%	5 1%
NEVER USED	108 14%	34 17% b	26 11%	22 14%	25 14%	60 14%	47 14%	108 14%	91 14%	9 14%	5 16%	2 10%	88 14%	19 17%	108 14%
NOT AWARE	559 73%	139 70%	180 75%	111 74%	129 73%	319 73%	240 74%	559 73%	471 73%	51 76%	24 76%	13 80%	471 73%	88 75%	559 73%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 114

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

QP39G/ QP40G/ QP41G FEEDBACK FROM USERS OF - Software that can limit the amount of time spent online (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
DO YOU FIND THIS TOOL USEFUL?													
Yes	35	4	16	15	35	18	17	1	3	10	6	8	7
	5%	2%	6%	5%	5%	5%	4%	1%	3%	7%	5%	5%	5%
No	4	1	1	2	4	2	2	-	1	-	1	2	*
	*%	*%	*%	1%	*%	*%	1%	-%	1%	-%	1%	1%	*%
Don't know	1	1	-	-	1	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	1%	-%	-%	-%	-%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	6	1	2	3	6	4	2	-	1	2	*	2	1
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	*%	1%	1%
No	32	3	15	13	32	15	17	1	3	7	7	7	6
	4%	2%	5%	4%	4%	4%	4%	1%	3%	5%	5%	4%	4%
Don't know	1	1	1	-	1	1	1	-	1	1	-	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	1%	1%	-%	-%	-%
NON USERS													
STOPPED USING	2	-	1	1	2	1	1	-	-	1	-	-	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	-%	-%	1%
NEVER USED	124	30	50	44	124	61	63	16	14	22	28	22	21
	16%	18%	18%	14%	16%	16%	16%	22%	16%	16%	20%	14%	13%
NOT AWARE	598	130	208	259	598	295	303	58	73	106	102	131	128
	78%	79%	75%	81%	78%	78%	78%	77%	80%	76%	74%	81%	81%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 114

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

QP39G/ QP40G/ QP41G FEEDBACK FROM USERS OF - Software that can limit the amount of time spent online (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
DO YOU FIND THIS TOOL USEFUL?															
Yes	35 5%	13 7% f	11 4%	4 3%	7 4%	24 5%	11 3%	35 5%	32 5%	2 3%	1 3%	* 3%	31 5%	4 4%	35 5%
No	4 *%	1 *%	2 1%	- -%	1 1%	2 1%	1 *%	4 *%	3 1%	- -%	- -%	* 1%	3 *%	1 1%	4 *%
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1% l	1 *%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	6 1%	2 1%	2 1%	1 *%	1 1%	4 1%	2 *%	6 1%	6 1%	- -%	* 1%	* 1%	5 1%	1 1%	6 1%
No	32 4%	12 6% c	10 4%	3 2%	7 4%	22 5%	10 3%	32 4%	29 4%	2 3%	1 2%	* 2%	28 4%	4 3%	32 4%
Don't know	1 *%	1 *%	- -%	1 1%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 1%	1 *%
NON USERS															
STOPPED USING	2 *%	2 1%	- -%	* *%	- -%	2 *%	* *%	2 *%	2 *%	* *%	- -%	- -%	2 *%	- -%	2 *%
NEVER USED	124 16%	44 22% bcdfg	38 16%	21 14%	21 12%	81 19% df	43 13%	124 16%	108 17% k	8 11%	7 21% ik	2 10%	102 16% k	22 19% k	124 16% k
NOT AWARE	598 78%	136 69%	190 79% a	125 83% ae	146 83% ae	327 75%	271 83% aeg	598 78% a	502 77%	57 85% h	24 77%	15 87% hjlmn	509 79%	89 76%	598 78%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 115

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

QP39H/ QP40H/ QP41H FEEDBACK FROM USERS OF - Software to protect against junk email/ spam or computer viruses (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
DO YOU FIND THIS TOOL USEFUL?													
Yes	124 16%	20 12%	50 18%	54 17%	124 16%	60 16%	64 17%	12 15%	8 9%	26 19% h	23 17%	22 13%	32 20% h
No	9 1%	1 *%	2 1%	6 2%	9 1%	6 1%	3 1%	- -%	1 1%	1 1%	1 1%	5 3%	1 1%
Don't know	2 *%	- -%	2 1%	- -%	2 *%	* *%	1 *%	- -%	- -%	* *%	1 1%	- -%	- -%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	3 *%	- -%	3 1%	- -%	3 *%	1 *%	2 *%	- -%	- -%	1 1%	2 1%	- -%	- -%
Too little	23 3%	3 2%	7 3%	13 4%	23 3%	14 4%	9 2%	1 1%	2 2%	5 4%	2 1%	7 5%	5 3%
The right amount	101 13%	17 10%	40 15%	44 14%	101 13%	48 13%	53 14%	11 14%	6 7%	20 14%	21 15% h	18 11%	26 16% h
Don't know	8 1%	1 *%	4 1%	4 1%	8 1%	3 1%	5 1%	- -%	1 1%	2 1%	2 1%	1 1%	3 2%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	23 3%	3 2%	11 4%	9 3%	23 3%	14 4%	9 2%	3 4% h	* *%	7 5% h	4 3%	4 3%	5 3%
No	100 13%	17 10%	40 14%	43 13%	100 13%	47 12%	53 14%	8 11%	9 10%	21 15%	19 14%	18 11%	25 16%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 115

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

QP39H/ QP40H/ QP41H FEEDBACK FROM USERS OF - Software to protect against junk email/ spam or computer viruses (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1272	269	468	535	1272	632	640	126	143	236	232	270	265
Effective Weighted Sample	985	218	354	413	985	493	492	102	116	181	173	210	203
Total	763	166	277	321	763	377	387	75	91	140	137	163	158
Don't know	11	1	3	8	11	5	6	1	-	-	3	4	3
	1%	*%	1%	2%	1%	1%	2%	1%	-%	-%	2%	3%	2%
NON USERS													
STOPPED USING	4	1	1	2	4	2	2	-	1	1	-	1	1
	*%	1%	*%	1%	*%	1%	*%	-%	1%	1%	-%	1%	*%
NEVER USED	130	32	44	54	130	70	60	17	15	24	20	29	25
	17%	19%	16%	17%	17%	19%	16%	23%	16%	17%	15%	18%	16%
NOT AWARE	495	112	178	205	495	239	256	46	66	87	91	106	99
	65%	68%	64%	64%	65%	63%	66%	61%	73%	62%	66%	65%	62%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 115

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

QP39H/ QP40H/ QP41H FEEDBACK FROM USERS OF - Software to protect against junk email/ spam or computer viruses (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
DO YOU FIND THIS TOOL USEFUL?															
Yes	124 16%	37 19% cdf	50 21% cdf	18 12%	20 11%	87 20% cdf	37 11%	124 16% f	114 18% ij	4 6%	3 10%	3 19% ij	106 16% i	18 16% i	124 16% i
No	9 1%	2 1%	5 2%	1 1%	1 1%	7 2%	2 1%	9 1%	8 1%	1 1%	- -%	* 1%	7 1%	2 1%	9 1%
Don't know	2 *%	- -%	- -%	* *%	1 1%	- -%	2 *%	2 *%	2 *%	- -%	- -%	- -%	1 *%	* *%	2 *%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	3 *%	1 1%	1 *%	- -%	1 1%	2 *%	1 *%	3 *%	2 *%	- -%	- -%	* 1%	3 *%	- -%	3 *%
Too little	23 3%	8 4%	9 4%	1 1%	5 3%	16 4%	6 2%	23 3%	22 3% i	- -%	1 2%	1 3% i	19 3% i	4 3% i	23 3% i
The right amount	101 13%	30 15% df	40 17% df	16 11%	15 8%	70 16% df	31 9%	101 13% df	92 14% ij	4 6%	3 8%	3 16% ij	86 13% i	15 13%	101 13% i
Don't know	8 1%	1 *%	5 2% a	1 1%	1 1%	6 1%	2 1%	8 1%	7 1%	1 1%	- -%	- -%	7 1%	1 1%	8 1%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	23 3%	4 2%	14 6% acfg	1 1%	4 2%	18 4% cf	6 2%	23 3%	21 3%	1 2%	* 1%	1 4%	21 3%	2 2%	23 3%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 115

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

QP39H/ QP40H/ QP41H FEEDBACK FROM USERS OF - Software to protect against junk email/ spam or computer viruses (SINGLE CODE)

Base : Parents with a fixed broadband connection at home

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1272	314	403	259	296	717	555	1272	813	151	147	161	1028	244	1272
Effective Weighted Sample	985	252	311	197	225	563	422	985	766	129	142	152	820	167	985
Total	763	197	240	151	176	437	327	763	648	67	31	17	647	117	763
No	100	32	35	17	15	67	33	100	93	2	2	2	82	18	100
	13%	16%	15%	12%	9%	15%	10%	13%	14%	3%	7%	15%	13%	15%	13%
		df	d			df			ij			ij	i	ij	ij
Don't know	11	4	6	-	2	9	2	11	9	1	1	*	10	1	11
	1%	2%	2%	-%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%
			cf			c									
NON USERS															
STOPPED USING	4	2	1	-	1	3	1	4	3	-	*	*	4	-	4
	*%	1%	1%	-%	*%	1%	*%	*%	1%	-%	1%	1%	1%	-%	*%
NEVER USED	130	39	36	30	25	75	55	130	113	8	7	2	107	23	130
	17%	20%	15%	20%	14%	17%	17%	17%	17%	13%	21%	11%	17%	20%	17%
									k		k			k	
NOT AWARE	495	116	148	102	129	265	231	495	409	53	21	12	422	73	495
	65%	59%	62%	68%	73%	61%	71%	65%	63%	80%	68%	69%	65%	63%	65%
					abeg		abeg			hijklmn					

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 116

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

QP39/ QP40/ QP41 FEEDBACK FROM USERS OF - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
DO YOU FIND THIS TOOL USEFUL?													
Yes	30	**	8	22	30	15	15	**	**	**	**	13	9
	7%	**	7%	8%	7%	7%	7%	**	**	**	**	9%	6%
No	3	**	1	2	3	2	1	**	**	**	**	2	-
	1%	**	1%	1%	1%	1%	1%	**	**	**	**	1%	-%
Don't know	1	**	-	1	1	1	-	**	**	**	**	1	-
	*%	**	-%	1%	*%	1%	-%	**	**	**	**	1%	-%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	2	**	-	2	2	1	1	**	**	**	**	1	1
	1%	**	-%	1%	1%	1%	*%	**	**	**	**	1%	1%
Too little	4	**	2	2	4	1	3	**	**	**	**	1	1
	1%	**	2%	1%	1%	*%	2%	**	**	**	**	1%	1%
The right amount	26	**	7	19	26	14	12	**	**	**	**	12	7
	6%	**	6%	7%	6%	7%	6%	**	**	**	**	8%	5%
Don't know	2	**	1	1	2	1	1	**	**	**	**	1	-
	1%	**	1%	1%	1%	1%	*%	**	**	**	**	1%	-%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	5	**	1	5	5	2	3	**	**	**	**	2	3
	1%	**	*%	2%	1%	1%	2%	**	**	**	**	1%	2%
No	26	**	9	16	26	13	13	**	**	**	**	11	6
	6%	**	8%	6%	6%	6%	6%	**	**	**	**	7%	4%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 116

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

QP39I/ QP40I/ QP41I FEEDBACK FROM USERS OF - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Don't know	3	**	-	3	3	3	*	**	**	**	**	3	*
	1%	**	-%	1%	1%	1%	*%	**	**	**	**	2%	*%
NON USERS													
STOPPED USING	*	**	-	*	*	*	-	**	**	**	**	*	-
	*%	**	-%	*%	*%	*%	-%	**	**	**	**	*%	-%
NEVER USED	78	**	19	58	78	41	37	**	**	**	**	28	29
	19%	**	16%	20%	19%	20%	18%	**	**	**	**	19%	21%
NOT AWARE	297	**	87	200	297	146	151	**	**	**	**	102	98
	72%	**	75%	71%	72%	71%	74%	**	**	**	**	69%	72%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 116

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

QP39/ QP40/ QP41 FEEDBACK FROM USERS OF - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE (SINGLE CODE)

Base : Parents of children with a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
DO YOU FIND THIS TOOL USEFUL?															
Yes	30 7%	6 6%	13 10%	6 7%	5 5%	19 9%	11 6%	30 7%	27 8%	** **	** **	** **	27 8%	3 6%	30 7%
No	3 1%	1 1%	2 2%	1 1%	- -%	3 1%	1 *%	3 1%	2 1%	** **	** **	** **	3 1%	- -%	3 1%
Don't know	1 *%	1 1%	1 *%	- -%	- -%	1 1%	- -%	1 *%	1 *%	** **	** **	** **	1 *%	1 2%	1 *%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	2 1%	1 1%	1 1%	1 1%	* *%	2 1%	1 *%	2 1%	2 1%	** **	** **	** **	2 1%	- -%	2 1%
Too little	4 1%	- -%	2 1%	1 1%	2 2%	2 1%	3 1%	4 1%	4 1%	** **	** **	** **	4 1%	- -%	4 1%
The right amount	26 6%	6 6%	11 9% d	5 6%	3 3%	17 8%	8 4%	26 6%	23 7%	** **	** **	** **	22 6%	3 6%	26 6%
Don't know	2 1%	1 1%	1 1%	- -%	- -%	2 1%	- -%	2 1%	1 *%	** **	** **	** **	1 *%	1 2%	2 1%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	5 1%	1 1%	2 1%	2 2%	2 1%	2 1%	3 2%	5 1%	5 1%	** **	** **	** **	5 2%	- -%	5 1%
No	26 6%	6 6%	12 10% df	4 5%	4 3%	18 8%	8 4%	26 6%	22 6%	** **	** **	** **	21 6%	4 7%	26 6%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 116

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

QP39/ QP40/ QP41 FEEDBACK FROM USERS OF - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE (SINGLE CODE)

Base : Parents of children with a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Don't know	3	1	2	1	*	3	1	3	3	**	**	**	3	-	3
	1%	1%	1%	1%	*%	1%	1%	1%	1%	**	**	**	1%	-%	1%
NON USERS															
STOPPED USING	*	-	-	-	*	-	*	*	-	**	**	**	*	-	*
	*%	-%	-%	-%	*%	-%	*%	*%	-%	**	**	**	*%	-%	*%
NEVER USED	78	21	22	17	17	43	34	78	69	**	**	**	64	14	78
	19%	22%	18%	21%	16%	20%	18%	19%	20%	**	**	**	18%	24%	19%
NOT AWARE	297	66	85	59	86	151	145	297	251	**	**	**	256	41	297
	72%	70%	69%	71%	79%	70%	76%	72%	72%	**	**	**	73%	69%	72%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 117

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

QP39J/ QP40J/ QP41J FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any apps being downloaded (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
DO YOU FIND THIS TOOL USEFUL?													
Yes	72 10%	20 14% c	29 12%	23 7%	72 10%	34 10%	38 11%	6 9%	14 18% kl	14 11%	15 12% l	14 9%	9 6%
No	2 *% c	1 1%	* *%	1 *%	2 *%	- -%	2 1%	- -%	1 2%	- -%	* *%	- -%	1 *%
Don't know	2 *% c	- -%	- -%	2 1%	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	1 *% c	- -%	1 *%	- -%	1 *%	1 *%	* *%	- -%	- -%	1 1%	* *%	- -%	- -%
Too little	2 *% c	* *%	1 *%	1 *%	2 *%	1 *%	1 *%	- -%	* *%	* *%	1 1%	1 1%	- -%
The right amount	71 10% c	21 14% c	26 10%	23 8%	71 10%	33 10%	38 11%	6 9%	15 19% gikl	13 10%	14 11%	14 9%	9 6%
Don't know	1 *% c	- -%	1 *%	1 *%	1 *%	1 *%	* *%	- -%	- -%	* *%	* *%	1 *%	- -%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	11 2% cd	1 1%	5 2%	5 2%	11 2%	7 2%	4 1%	- -%	1 2%	2 2%	2 2%	5 3%	1 *%
No	62 9% cd	20 14% cd	24 10%	18 6%	62 9%	27 8%	36 10%	6 9%	14 18% ikl	12 9%	12 10%	9 6%	9 6%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 117

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

QP39J/ QP40J/ QP41J FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any apps being downloaded (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
Don't know	2	-	*	2	2	2	-	-	-	*	-	2	-
	*%	-%	*%	1%	*%	1%	-%	-%	-%	*%	-%	1%	-%
NON USERS													
STOPPED USING	1	-	1	1	1	1	1	-	-	-	1	1	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	-%
NEVER USED	102	20	34	47	102	53	49	12	8	18	16	22	25
	15%	14%	14%	16%	15%	16%	14%	18%	10%	15%	13%	15%	16%
NOT AWARE	522	105	188	229	522	251	270	49	56	93	95	110	119
	75%	72%	75%	76%	75%	74%	75%	73%	71%	74%	75%	74%	78%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 117

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QP39J/ QP40J/ QP41J FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any apps being downloaded (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
DO YOU FIND THIS TOOL USEFUL?															
Yes	72 10%	21 12%	25 12%	11 8%	14 8%	46 12%	25 8%	72 10%	66 11% i	2 3%	2 6%	2 13% ij	59 10% i	13 12% i	72 10% i
No	2 *%	1 *%	1 *%	1 1%	- -%	1 *%	1 *%	2 *%	1 *%	1 1%	- -%	* 1%	1 *%	1 1%	2 *%
Don't know	2 *%	- -%	2 1%	- -%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	1 *%	- -%	1 *%	- -%	* *%	1 *%	* *%	1 *%	1 *%	- -%	- -%	* 1%	1 *%	- -%	1 *%
Too little	2 *%	2 1%	* *%	* *%	- -%	2 *%	* *%	2 *%	2 *%	- -%	* 1%	* 2% hln	* *%	2 2% ln	2 *%
The right amount	71 10%	19 11%	26 12%	12 9%	14 8%	45 12%	25 8%	71 10%	66 11% ij	2 3%	1 4%	2 11% ij	59 10% ij	12 11% i	71 10% ij
Don't know	1 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	* 1%	* 1%	- -%	1 *%	* *%	1 *%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	11 2%	3 2%	3 1%	3 2%	2 1%	6 1%	5 2%	11 2%	10 2%	- -%	* 1%	1 4% i	9 2%	2 2%	11 2%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 117

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

QP39J/ QP40J/ QP41J FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any apps being downloaded (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
No	62	19	23	9	12	42	21	62	57	3	1	2	51	12	62
	9%	11%	11%	7%	7%	11%	7%	9%	10%	4%	4%	10%	9%	11%	9%
						f			ij			i		i	i
Don't know	2	*	2	-	-	2	-	2	2	-	*	-	2	*	2
	*%	*%	1%	-%	-%	*%	-%	*%	*%	-%	1%	-%	*%	*%	*%
NON USERS															
STOPPED USING	1	1	-	-	-	1	-	1	1	-	-	-	1	-	1
	*%	1%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
NEVER USED	102	34	26	20	21	61	41	102	86	8	6	2	82	20	102
	15%	19%	12%	15%	12%	15%	13%	15%	15%	11%	19%	14%	14%	17%	15%
		bd													
NOT AWARE	522	121	162	103	135	283	239	522	429	58	23	12	442	80	522
	75%	68%	75%	76%	80%	72%	78%	75%	73%	85%	75%	72%	75%	70%	75%
					ae		ae	a		hijklmn					

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 118

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

QP39K/ QP40K/ QP41K FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any in-app purchases (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
DO YOU FIND THIS TOOL USEFUL?													
Yes	66 9%	14 10%	33 13% c	19 6%	66 9%	31 9%	35 10%	4 6%	10 13% l	16 13% l	16 13% l	10 7%	9 6%
No	3 *%	1 1%	1 *%	1 *%	3 *%	1 *%	2 1%	- -%	1 2%	1 1%	- -%	- -%	1 *%
Don't know	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	1 *%	- -%	1 *%	* *%	1 *%	1 *%	* *%	- -%	- -%	1 1%	- -%	- -%	* *%
Too little	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 1%	- -%	- -%
The right amount	63 9%	15 10%	28 11% c	20 7%	63 9%	29 8%	34 9%	4 6%	11 14% l	15 12%	14 11%	10 7%	9 6%
Don't know	5 1%	1 1%	3 1%	1 *%	5 1%	2 1%	2 1%	- -%	1 1%	2 1%	2 1%	1 *%	- -%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	8 1%	* *%	3 1%	4 1%	8 1%	4 1%	3 1%	* *%	- -%	2 1%	2 2%	3 2%	2 1%
No	59 8%	15 10% c	29 11% c	16 5%	59 8% c	26 8%	33 9%	4 6%	12 14% gkl	15 12% kl	14 11% l	8 5%	8 5%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 118

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

QP39K/ QP40K/ QP41K FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any in-app purchases (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
Don't know	2	*	2	1	2	2	1	-	*	1	1	1	-
	*%	*%	1%	*%	*%	*%	*%	-%	*%	1%	*%	*%	-%
NON USERS													
STOPPED USING	*	-	*	*	*	*	-	-	-	*	-	*	-
	*%	-%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%
NEVER USED	100	23	32	45	100	56	44	15	8	15	17	26	19
	14%	16%	13%	15%	14%	16%	12%	23% hil	10%	12%	14%	17%	13%
NOT AWARE	530	108	186	236	530	252	278	48	60	93	93	111	125
	76%	74%	74%	78%	76%	74%	77%	72%	75%	74%	74%	75%	81%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 118

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

QP39K/ QP40K/ QP41K FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any in-app purchases (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
DO YOU FIND THIS TOOL USEFUL?															
Yes	66 9%	20 11%	23 10%	8 6%	15 9%	43 11% c	23 8%	66 9%	60 10% i	3 4%	2 5%	2 10%	53 9%	13 11% i	66 9%
No	3 *%	- -%	2 1%	1 1%	- -%	2 *%	1 *%	3 *%	2 *%	1 1%	- -%	- -%	2 *%	1 1%	3 *%
Don't know	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	1 *%	* *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	* 1%	1 *%	- -%	1 *%
Too little	1 *%	1 *%	- -%	* *%	- -%	1 *%	* *%	1 *%	1 *%	- -%	* 1% l	- -%	* *%	1 1%	1 *%
The right amount	63 9%	19 11%	21 10%	8 6%	15 9%	39 10%	23 8%	63 9%	58 10% ij	2 3%	1 4%	1 9% i	51 9% i	12 10% i	63 9% i
Don't know	5 1%	1 *%	3 2%	1 1%	- -%	4 1%	1 *%	5 1%	3 1%	1 2%	- -%	- -%	4 1%	1 1%	5 1%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	8 1%	1 1%	3 1%	1 1%	2 1%	4 1%	4 1%	8 1%	7 1%	* *%	- -%	* 2%	7 1%	1 1%	8 1%
No	59 8%	19 10%	20 9%	8 6%	13 8%	39 10%	21 7%	59 8%	54 9% i	3 4%	1 4%	1 7%	47 8%	12 11% ij	59 8%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 118

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QP39K/ QP40K/ QP41K FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any in-app purchases (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
Don't know	2 *%	1 *%	2 1%	* *%	- -%	2 1%	* *%	2 *%	2 *%	1 1%	* 1%	- -%	2 *%	* *%	2 *%
NON USERS															
STOPPED USING	* *%	* *%	- -%	* *%	- -%	* *%	* *%	* *%	- -%	- -%	* 1% hln	* 1% h	* *%	* *%	* *%
NEVER USED	100 14%	34 19% bd	23 11%	25 18% bd	18 10%	57 15%	43 14%	100 14%	85 15%	8 12%	5 16%	2 12%	81 14%	19 17%	100 14%
NOT AWARE	530 76%	124 69%	168 78% a	102 75%	137 81% a	292 74%	238 78% a	530 76% a	437 75%	56 82% m	24 78%	13 78%	449 77%	81 72%	530 76%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 119

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

QP39L/ QP40L/ QP41L FEEDBACK FROM USERS OF - Parental control software to restrict app installation/ use (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
DO YOU FIND THIS TOOL USEFUL?													
Yes	44 6%	10 7%	16 6%	18 6%	44 6%	21 6%	23 6%	2 4%	7 9%	8 7%	8 6%	10 7%	8 5%
No	4 1%	2 1%	2 1%	1 *%	4 1%	1 *%	3 1%	- -%	2 2%	1 1%	1 1%	1 *%	- -%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	4 1%	2 1%	1 *%	1 *%	4 1%	2 1%	2 *%	- -%	2 2%	1 1%	- -%	1 1%	- -%
Too little	2 *%	2 1% bc	- -%	- -%	2 *%	* *%	2 *%	* *%	2 2%	- -%	- -%	- -%	- -%
The right amount	42 6%	8 5%	17 7%	17 6%	42 6%	20 6%	22 6%	2 3%	6 7%	8 7%	9 7%	10 6%	7 5%
Don't know	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	6 1%	1 1%	2 1%	4 1%	6 1%	3 1%	4 1%	- -%	1 1%	1 *%	1 1%	2 1%	2 1%
No	41 6%	11 7%	16 7%	14 5%	41 6%	20 6%	22 6%	2 4%	8 10%	9 7%	8 6%	8 6%	6 4%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 119

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

QP39L/ QP40L/ QP41L FEEDBACK FROM USERS OF - Parental control software to restrict app installation/ use (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1175	259	419	497	1175	575	600	121	138	213	206	241	256
Effective Weighted Sample	896	200	313	384	896	444	452	96	104	160	153	188	196
Total	700	147	251	301	700	340	359	67	80	125	126	148	153
NON USERS													
STOPPED USING	*	-	-	*	*	-	*	-	-	-	-	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%
NEVER USED	114	25	39	50	114	54	60	13	12	16	23	25	25
	16%	17%	15%	17%	16%	16%	17%	19%	16%	13%	18%	17%	16%
NOT AWARE	538	110	195	233	538	265	273	52	58	100	95	113	120
	77%	75%	77%	77%	77%	78%	76%	77%	73%	80%	75%	76%	79%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 119

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

QP39L/ QP40L/ QP41L FEEDBACK FROM USERS OF - Parental control software to restrict app installation/ use (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
DO YOU FIND THIS TOOL USEFUL?															
Yes	44 6%	13 7%	16 7%	6 5%	8 5%	29 7%	15 5%	44 6%	39 7% i	1 1%	1 5%	2 12% hijln	37 6% i	7 6% i	44 6% i
No	4 1%	2 1%	1 *%	1 *%	1 1%	2 1%	2 1%	4 1%	3 1%	1 1%	- -%	* 1%	4 1%	* *%	4 1%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	4 1%	1 *%	1 *%	1 1%	1 1%	2 *%	2 1%	4 1%	4 1%	- -%	- -%	- -%	3 *%	1 1%	4 1%
Too little	2 *%	1 1%	- -%	- -%	1 *%	1 *%	1 *%	2 *%	2 *%	- -%	* 1%	- -%	2 *%	- -%	2 *%
The right amount	42 6%	13 7%	15 7%	6 4%	8 5%	28 7%	14 5%	42 6%	37 6%	1 2%	1 4%	2 13% hijlmn	36 6%	6 5%	42 6%
Don't know	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	6 1%	1 1%	2 1%	1 1%	3 2%	3 1%	4 1%	6 1%	6 1%	- -%	- -%	* 1%	6 1%	- -%	6 1%
No	41 6%	14 8%	15 7%	6 4%	7 4%	29 7%	13 4%	41 6%	37 6%	1 2%	1 5%	2 12% hijln	35 6%	7 6%	41 6%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 119

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

QP39L/ QP40L/ QP41L FEEDBACK FROM USERS OF - Parental control software to restrict app installation/ use (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1175	281	363	240	291	644	531	1175	717	157	146	155	938	237	1175
Effective Weighted Sample	896	225	274	179	218	499	397	896	678	136	141	146	736	162	896
Total	700	179	216	136	170	394	306	700	585	68	31	16	586	113	700
NON USERS															
STOPPED USING	*	-	*	-	-	*	-	*	-	-	*	-	-	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1% hln	-%	-%	*%	*%
NEVER USED	114 16%	38 21% bd	29 13%	26 19%	21 12%	67 17%	47 15%	114 16%	97 17%	8 12%	7 22% ik	2 12%	92 16%	22 19%	114 16%
NOT AWARE	538 77%	125 70%	170 79% a	103 76%	139 82% ae	296 75%	242 79% a	538 77% a	445 76%	58 86% hijklmn	22 72%	12 75%	454 77%	84 74%	538 77%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 120

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

QP39A/ QP40A/ QP41A FEEDBACK FROM USERS OF - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	279	60	106	113	279	139	140	24	36	58	48	57	56
Effective Weighted Sample	216	49	80	87	216	108	107	20	29	45	35	43	44
Total	164	36	62	66	164	83	80	15	21	36	26	32	34
DO YOU FIND THIS TOOL USEFUL?													
Yes	152	**	57	62	152	78	74	**	**	**	**	**	**
	93%	**	92%	94%	93%	93%	92%	**	**	**	**	**	**
No	6	**	2	1	6	2	4	**	**	**	**	**	**
	3%	**	4%	1%	3%	2%	5%	**	**	**	**	**	**
Don't know	6	**	3	3	6	4	2	**	**	**	**	**	**
	4%	**	4%	5%	4%	4%	3%	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	17	**	7	6	17	9	8	**	**	**	**	**	**
	10%	**	11%	9%	10%	11%	10%	**	**	**	**	**	**
Too little	18	**	5	5	18	9	9	**	**	**	**	**	**
	11%	**	8%	8%	11%	11%	11%	**	**	**	**	**	**
The right amount	120	**	46	50	120	58	62	**	**	**	**	**	**
	73%	**	75%	76%	73%	70%	77%	**	**	**	**	**	**
Don't know	9	**	4	5	9	7	2	**	**	**	**	**	**
	6%	**	6%	7%	6%	8%	3%	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	40	**	13	21	40	24	16	**	**	**	**	**	**
	24%	**	21%	32%	24%	28%	20%	**	**	**	**	**	**
No	110	**	44	38	110	53	57	**	**	**	**	**	**
	67%	**	72%	57%	67%	64%	71%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 120

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

QP39A/ QP40A/ QP41A FEEDBACK FROM USERS OF - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	279	60	106	113	279	139	140	24	36	58	48	57	56
Effective Weighted Sample	216	49	80	87	216	108	107	20	29	45	35	43	44
Total	164	36	62	66	164	83	80	15	21	36	26	32	34
Don't know	14	**	4	7	14	6	8	**	**	**	**	**	**
	8%	**	7%	11%	8%	7%	10%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 120

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

QP39A/ QP40A/ QP41A FEEDBACK FROM USERS OF - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	279	83	98	49	49	181	98	279	184	23	32	40	224	55	279
Effective Weighted Sample	216	69	79	34	33	148	68	216	173	20	31	37	180	36	216
Total	164	53	61	26	24	114	50	164	142	10	7	4	140	24	164
DO YOU FIND THIS TOOL USEFUL?															
Yes	152	**	**	**	**	105	**	152	131	**	**	**	131	**	152
	93%	**	**	**	**	93%	**	93%	92%	**	**	**	94%	**	93%
No	6	**	**	**	**	5	**	6	5	**	**	**	5	**	6
	3%	**	**	**	**	4%	**	3%	4%	**	**	**	3%	**	3%
Don't know	6	**	**	**	**	3	**	6	6	**	**	**	4	**	6
	4%	**	**	**	**	3%	**	4%	4%	**	**	**	3%	**	4%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	17	**	**	**	**	13	**	17	17	**	**	**	13	**	17
	10%	**	**	**	**	11%	**	10%	12%	**	**	**	9%	**	10%
Too little	18	**	**	**	**	10	**	18	16	**	**	**	16	**	18
	11%	**	**	**	**	9%	**	11%	11%	**	**	**	11%	**	11%
The right amount	120	**	**	**	**	85	**	120	101	**	**	**	103	**	120
	73%	**	**	**	**	75%	**	73%	71%	**	**	**	74%	**	73%
Don't know	9	**	**	**	**	5	**	9	8	**	**	**	8	**	9
	6%	**	**	**	**	5%	**	6%	6%	**	**	**	5%	**	6%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	40	**	**	**	**	28	**	40	36	**	**	**	36	**	40
	24%	**	**	**	**	24%	**	24%	25%	**	**	**	25%	**	24%
No	110	**	**	**	**	77	**	110	94	**	**	**	92	**	110
	67%	**	**	**	**	68%	**	67%	66%	**	**	**	66%	**	67%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 120

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

QP39A/ QP40A/ QP41A FEEDBACK FROM USERS OF - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	279	83	98	49	49	181	98	279	184	23	32	40	224	55	279
Effective Weighted Sample	216	69	79	34	33	148	68	216	173	20	31	37	180	36	216
Total	164	53	61	26	24	114	50	164	142	10	7	4	140	24	164
Don't know	14	**	**	**	**	9	**	14	12	**	**	**	12	**	14
	8%	**	**	**	**	8%	**	8%	9%	**	**	**	9%	**	8%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 121

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

QP39B/ QP40B/ QP41B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	258	53	108	97	258	130	128	20	33	58	50	52	45
Effective Weighted Sample	193	39	81	73	193	98	95	15	24	44	37	39	34
Total	153	30	65	59	153	78	76	10	19	35	29	32	27
DO YOU FIND THIS TOOL USEFUL?													
Yes	137	**	58	**	137	71	66	**	**	**	**	**	**
	89%	**	91%	**	89%	91%	87%	**	**	**	**	**	**
No	10	**	3	**	10	4	5	**	**	**	**	**	**
	6%	**	5%	**	6%	6%	7%	**	**	**	**	**	**
Don't know	6	**	3	**	6	2	4	**	**	**	**	**	**
	4%	**	5%	**	4%	3%	6%	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	10	**	3	**	10	5	6	**	**	**	**	**	**
	7%	**	4%	**	7%	6%	8%	**	**	**	**	**	**
Too little	17	**	6	**	17	7	10	**	**	**	**	**	**
	11%	**	10%	**	11%	9%	13%	**	**	**	**	**	**
The right amount	116	**	50	**	116	61	54	**	**	**	**	**	**
	76%	**	77%	**	76%	79%	72%	**	**	**	**	**	**
Don't know	10	**	6	**	10	5	5	**	**	**	**	**	**
	6%	**	9%	**	6%	6%	7%	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	36	**	17	**	36	17	20	**	**	**	**	**	**
	24%	**	27%	**	24%	21%	26%	**	**	**	**	**	**
No	107	**	42	**	107	56	51	**	**	**	**	**	**
	70%	**	65%	**	70%	73%	67%	**	**	**	**	**	**

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 121

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

QP39B/ QP40B/ QP41B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	258	53	108	97	258	130	128	20	33	58	50	52	45
Effective Weighted Sample	193	39	81	73	193	98	95	15	24	44	37	39	34
Total	153	30	65	59	153	78	76	10	19	35	29	32	27
Don't know	10	**	5	**	10	5	5	**	**	**	**	**	**
	6%	**	8%	**	6%	6%	7%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 121

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

QP39B/ QP40B/ QP41B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	h	~i	~j	~k	l	~m	n
Unweighted total	258	74	85	49	50	159	99	258	174	7	30	47	208	50	258
Effective Weighted Sample	193	61	63	33	36	124	70	193	163	6	29	44	162	32	193
Total	153	49	51	25	28	101	52	153	138	4	6	5	132	22	153
DO YOU FIND THIS TOOL USEFUL?															
Yes	137	**	**	**	**	93	**	137	123	**	**	**	119	**	137
	89%	**	**	**	**	92%	**	89%	89%	**	**	**	90%	**	89%
No	10	**	**	**	**	5	**	10	10	**	**	**	9	**	10
	6%	**	**	**	**	5%	**	6%	7%	**	**	**	7%	**	6%
Don't know	6	**	**	**	**	3	**	6	5	**	**	**	4	**	6
	4%	**	**	**	**	3%	**	4%	4%	**	**	**	3%	**	4%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	10	**	**	**	**	10	**	10	10	**	**	**	7	**	10
	7%	**	**	**	**	10%	**	7%	7%	**	**	**	5%	**	7%
Too little	17	**	**	**	**	8	**	17	16	**	**	**	17	**	17
	11%	**	**	**	**	8%	**	11%	12%	**	**	**	13%	**	11%
The right amount	116	**	**	**	**	77	**	116	104	**	**	**	99	**	116
	76%	**	**	**	**	76%	**	76%	75%	**	**	**	75%	**	76%
Don't know	10	**	**	**	**	6	**	10	9	**	**	**	9	**	10
	6%	**	**	**	**	6%	**	6%	6%	**	**	**	7%	**	6%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	36	**	**	**	**	24	**	36	34	**	**	**	34	**	36
	24%	**	**	**	**	24%	**	24%	24%	**	**	**	26%	**	24%
No	107	**	**	**	**	70	**	107	96	**	**	**	91	**	107
	70%	**	**	**	**	70%	**	70%	69%	**	**	**	69%	**	70%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 121

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

QP39B/ QP40B/ QP41B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	258	74	85	49	50	159	99	258	174	7	30	47	208	50	258
Effective Weighted Sample	193	61	63	33	36	124	70	193	163	6	29	44	162	32	193
Total	153	49	51	25	28	101	52	153	138	4	6	5	132	22	153
Don't know	10	**	**	**	**	7	**	10	9	**	**	**	7	**	10
	6%	**	**	**	**	7%	**	6%	6%	**	**	**	6%	**	6%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 122

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

QP39C/ QP40C/ QP41C FEEDBACK FROM USERS OF - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	157	31	63	63	157	83	74	11	20	36	27	36	27
Effective Weighted Sample	120	23	45	51	120	62	58	8	15	25	20	29	22
Total	94	18	35	41	94	47	47	5	12	19	17	23	18
DO YOU FIND THIS TOOL USEFUL?													
Yes	87	**	**	**	87	**	**	**	**	**	**	**	**
	92%	**	**	**	92%	**	**	**	**	**	**	**	**
No	6	**	**	**	6	**	**	**	**	**	**	**	**
	6%	**	**	**	6%	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	1	**	**	**	**	**	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	3	**	**	**	3	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**
Too little	5	**	**	**	5	**	**	**	**	**	**	**	**
	5%	**	**	**	5%	**	**	**	**	**	**	**	**
The right amount	82	**	**	**	82	**	**	**	**	**	**	**	**
	87%	**	**	**	87%	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	4	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	13	**	**	**	13	**	**	**	**	**	**	**	**
	14%	**	**	**	14%	**	**	**	**	**	**	**	**
No	75	**	**	**	75	**	**	**	**	**	**	**	**
	80%	**	**	**	80%	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 122

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

QP39C/ QP40C/ QP41C FEEDBACK FROM USERS OF - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	157	31	63	63	157	83	74	11	20	36	27	36	27	
Effective Weighted Sample	120	23	45	51	120	62	58	8	15	25	20	29	22	
Total	94	18	35	41	94	47	47	5	12	19	17	23	18	
Don't know	6	**	**	**	6	**	**	**	**	**	**	**	**	
	6%	**	**	**	6%	**	**	**	**	**	**	**	**	

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 122

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

QP39C/ QP40C/ QP41C FEEDBACK FROM USERS OF - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	157	47	52	28	30	99	58	157	106	11	11	29	122	35	157
Effective Weighted Sample	120	39	42	19	20	81	39	120	99	9	10	28	99	21	120
Total	94	33	34	14	14	66	28	94	83	6	2	3	79	15	94
DO YOU FIND THIS TOOL USEFUL?															
Yes	87 92%	** **	** **	** **	** **	** **	** **	87 92%	76 92%	** **	** **	** **	72 91%	** **	87 92%
No	6 6%	** **	** **	** **	** **	** **	** **	6 6%	6 7%	** **	** **	** **	5 7%	** **	6 6%
Don't know	1 2%	** **	** **	** **	** **	** **	** **	1 2%	1 1%	** **	** **	** **	1 2%	** **	1 2%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	3 4%	** **	** **	** **	** **	** **	** **	3 4%	3 4%	** **	** **	** **	2 3%	** **	3 4%
Too little	5 5%	** **	** **	** **	** **	** **	** **	5 5%	4 5%	** **	** **	** **	5 6%	** **	5 5%
The right amount	82 87%	** **	** **	** **	** **	** **	** **	82 87%	72 87%	** **	** **	** **	68 87%	** **	82 87%
Don't know	4 4%	** **	** **	** **	** **	** **	** **	4 4%	3 4%	** **	** **	** **	3 4%	** **	4 4%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	13 14%	** **	** **	** **	** **	** **	** **	13 14%	12 14%	** **	** **	** **	13 16%	** **	13 14%
No	75 80%	** **	** **	** **	** **	** **	** **	75 80%	66 80%	** **	** **	** **	61 78%	** **	75 80%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 122

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

QP39C/ QP40C/ QP41C FEEDBACK FROM USERS OF - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~k	l	~m	n
Unweighted total	157	47	52	28	30	99	58	157	106	11	11	29	122	35	157
Effective Weighted Sample	120	39	42	19	20	81	39	120	99	9	10	28	99	21	120
Total	94	33	34	14	14	66	28	94	83	6	2	3	79	15	94
Don't know	6	**	**	**	**	**	**	6	5	**	**	**	5	**	6
	6%	**	**	**	**	**	**	6%	6%	**	**	**	6%	**	6%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 123

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

QP39D/ QP40D/ QP41D FEEDBACK FROM USERS OF - PIN/ Password required to enter websites unless already approved (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool PIN/ Password required to enter websites unless already approved

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total		394	86	161	147	394	198	196	39	47	82	79	77	70
Effective Weighted Sample		297	66	117	114	297	150	147	30	37	62	55	59	54
Total		234	51	93	91	234	117	118	21	30	49	44	47	44
DO YOU FIND THIS TOOL USEFUL?														
Yes		224	**	90	85	224	109	115	**	**	**	**	**	**
		96%	**	97%	94%	96%	93%	98%	**	**	**	**	**	**
No		7	**	1	4	7	4	3	**	**	**	**	**	**
		3%	**	1%	4%	3%	3%	2%	**	**	**	**	**	**
Don't know		4	**	2	1	4	4	-	**	**	**	**	**	**
		2%	**	2%	2%	2%	3%	-%	**	**	**	**	**	**
							f							
CAN YOUR CHILD GET AROUND THIS TOOL?														
Yes		42	**	12	23	42	23	20	**	**	**	**	**	**
		18%	**	13%	26%	18%	19%	17%	**	**	**	**	**	**
					b									
No		173	**	77	54	173	86	87	**	**	**	**	**	**
		74%	**	83%	59%	74%	74%	74%	**	**	**	**	**	**
				cd		c								
Don't know		18	**	4	14	18	8	11	**	**	**	**	**	**
		8%	**	4%	15%	8%	7%	9%	**	**	**	**	**	**
					bd									

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 123

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

QP39D/ QP40D/ QP41D FEEDBACK FROM USERS OF - PIN/ Password required to enter websites unless already approved (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool PIN/ Password required to enter websites unless already approved

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	394	107	121	70	96	228	166	394	257	22	54	61	322	72	394
Effective Weighted Sample	297	84	92	53	68	176	121	297	241	19	52	57	257	42	297
Total	234	68	73	41	53	141	94	234	206	11	11	7	208	26	234
DO YOU FIND THIS TOOL USEFUL?															
Yes	224	64	68	**	**	133	91	224	197	**	**	**	198	**	224
	96%	95%	93%	**	**	94%	97%	96%	96%	**	**	**	95%	**	96%
No	7	1	3	**	**	5	2	7	6	**	**	**	7	**	7
	3%	2%	5%	**	**	3%	2%	3%	3%	**	**	**	3%	**	3%
Don't know	4	2	2	**	**	3	*	4	3	**	**	**	3	**	4
	2%	3%	2%	**	**	2%	*%	2%	2%	**	**	**	2%	**	2%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	42	11	14	**	**	25	18	42	38	**	**	**	38	**	42
	18%	16%	19%	**	**	18%	19%	18%	18%	**	**	**	18%	**	18%
No	173	45	57	**	**	102	71	173	151	**	**	**	155	**	173
	74%	67%	77%	**	**	72%	76%	74%	73%	**	**	**	74%	**	74%
Don't know	18	11	3	**	**	14	5	18	17	**	**	**	15	**	18
	8%	17%	4%	**	**	10%	5%	8%	8%	**	**	**	7%	**	8%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 124

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

QP39E/ QP40E/ QP41E FEEDBACK FROM USERS OF - Safe search enabled on search engine websites - e.g. Google (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Safe search enabled on search engine websites - e.g. Google

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	157	25	65	67	157	68	89	10	15	26	39	32	35
Effective Weighted Sample	124	21	50	53	124	55	69	9	12	20	30	26	27
Total	96	16	40	40	96	42	55	6	10	16	24	19	21
DO YOU FIND THIS TOOL USEFUL?													
Yes	89	**	**	**	89	**	**	**	**	**	**	**	**
	93%	**	**	**	93%	**	**	**	**	**	**	**	**
No	4	**	**	**	4	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	3	**	**	**	**	**	**	**	**
	3%	**	**	**	3%	**	**	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	6	**	**	**	6	**	**	**	**	**	**	**	**
	6%	**	**	**	6%	**	**	**	**	**	**	**	**
Too little	7	**	**	**	7	**	**	**	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	**	**	**
The right amount	80	**	**	**	80	**	**	**	**	**	**	**	**
	83%	**	**	**	83%	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	4	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	23	**	**	**	23	**	**	**	**	**	**	**	**
	24%	**	**	**	24%	**	**	**	**	**	**	**	**
No	66	**	**	**	66	**	**	**	**	**	**	**	**
	68%	**	**	**	68%	**	**	**	**	**	**	**	**
Don't know	7	**	**	**	7	**	**	**	**	**	**	**	**
	8%	**	**	**	8%	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 124

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

QP39E/ QP40E/ QP41E FEEDBACK FROM USERS OF - Safe search enabled on search engine websites - e.g. Google (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Safe search enabled on search engine websites - e.g. Google

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	157	49	48	28	32	97	60	157	109	13	16	19	131	26	157
Effective Weighted Sample	124	39	39	22	24	78	46	124	102	12	16	18	108	17	124
Total	96	30	32	16	19	62	35	96	84	7	3	2	84	12	96
DO YOU FIND THIS TOOL USEFUL?															
Yes	89	**	**	**	**	**	**	89	79	**	**	**	79	**	89
	93%	**	**	**	**	**	**	93%	93%	**	**	**	94%	**	93%
No	4	**	**	**	**	**	**	4	4	**	**	**	4	**	4
	4%	**	**	**	**	**	**	4%	4%	**	**	**	5%	**	4%
Don't know	3	**	**	**	**	**	**	3	2	**	**	**	1	**	3
	3%	**	**	**	**	**	**	3%	3%	**	**	**	2%	**	3%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	6	**	**	**	**	**	**	6	6	**	**	**	4	**	6
	6%	**	**	**	**	**	**	6%	7%	**	**	**	5%	**	6%
Too little	7	**	**	**	**	**	**	7	6	**	**	**	7	**	7
	7%	**	**	**	**	**	**	7%	7%	**	**	**	8%	**	7%
The right amount	80	**	**	**	**	**	**	80	70	**	**	**	71	**	80
	83%	**	**	**	**	**	**	83%	83%	**	**	**	84%	**	83%
Don't know	4	**	**	**	**	**	**	4	2	**	**	**	3	**	4
	4%	**	**	**	**	**	**	4%	3%	**	**	**	3%	**	4%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	23	**	**	**	**	**	**	23	22	**	**	**	22	**	23
	24%	**	**	**	**	**	**	24%	26%	**	**	**	26%	**	24%
No	66	**	**	**	**	**	**	66	57	**	**	**	56	**	66
	68%	**	**	**	**	**	**	68%	67%	**	**	**	66%	**	68%
Don't know	7	**	**	**	**	**	**	7	6	**	**	**	7	**	7
	8%	**	**	**	**	**	**	8%	7%	**	**	**	8%	**	8%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 125

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

QP39F/ QP40F/ QP41F FEEDBACK FROM USERS OF - YouTube safety mode enabled to filter inappropriate content (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool YouTube safety mode enabled to filter inappropriate content

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	142	24	61	57	142	67	75	9	15	27	34	31	26
Effective Weighted Sample	116	20	50	47	116	57	59	8	12	23	27	26	20
Total	92	15	40	36	92	44	47	5	10	18	22	21	15
DO YOU FIND THIS TOOL USEFUL?													
Yes	83	**	**	**	83	**	**	**	**	**	**	**	**
	91%	**	**	**	91%	**	**	**	**	**	**	**	**
No	5	**	**	**	5	**	**	**	**	**	**	**	**
	5%	**	**	**	5%	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	4	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	4	**	**	**	4	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**
Too little	12	**	**	**	12	**	**	**	**	**	**	**	**
	13%	**	**	**	13%	**	**	**	**	**	**	**	**
The right amount	71	**	**	**	71	**	**	**	**	**	**	**	**
	77%	**	**	**	77%	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	5	**	**	**	**	**	**	**	**
	5%	**	**	**	5%	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	17	**	**	**	17	**	**	**	**	**	**	**	**
	19%	**	**	**	19%	**	**	**	**	**	**	**	**
No	64	**	**	**	64	**	**	**	**	**	**	**	**
	70%	**	**	**	70%	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	10	**	**	**	**	**	**	**	**
	11%	**	**	**	11%	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 125

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

QP39F/ QP40F/ QP41F FEEDBACK FROM USERS OF - YouTube safety mode enabled to filter inappropriate content (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool YouTube safety mode enabled to filter inappropriate content

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	142	35	50	26	31	85	57	142	106	11	10	15	124	18	142
Effective Weighted Sample	116	29	42	21	24	71	45	116	99	10	10	14	103	13	116
Total	92	22	33	17	20	55	37	92	82	6	2	2	82	10	92
DO YOU FIND THIS TOOL USEFUL?															
Yes	83 91%	** **	** **	** **	** **	** **	** **	83 91%	76 92%	** **	** **	** **	76 93%	** **	83 91%
No	5 5%	** **	** **	** **	** **	** **	** **	5 5%	4 4%	** **	** **	** **	3 4%	** **	5 5%
Don't know	4 4%	** **	** **	** **	** **	** **	** **	4 4%	3 4%	** **	** **	** **	3 3%	** **	4 4%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	4 4%	** **	** **	** **	** **	** **	** **	4 4%	3 4%	** **	** **	** **	4 4%	** **	4 4%
Too little	12 13%	** **	** **	** **	** **	** **	** **	12 13%	11 14%	** **	** **	** **	10 13%	** **	12 13%
The right amount	71 77%	** **	** **	** **	** **	** **	** **	71 77%	63 77%	** **	** **	** **	64 78%	** **	71 77%
Don't know	5 5%	** **	** **	** **	** **	** **	** **	5 5%	4 5%	** **	** **	** **	4 5%	** **	5 5%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	17 19%	** **	** **	** **	** **	** **	** **	17 19%	16 19%	** **	** **	** **	14 17%	** **	17 19%
No	64 70%	** **	** **	** **	** **	** **	** **	64 70%	57 69%	** **	** **	** **	58 71%	** **	64 70%
Don't know	10 11%	** **	** **	** **	** **	** **	** **	10 11%	10 12%	** **	** **	** **	10 12%	** **	10 11%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 126

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

QP39G/ QP40G/ QP41G FEEDBACK FROM USERS OF - Software that can limit the amount of time spent online (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Software that can limit the amount of time spent online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	56	9	25	22	56	28	28	2	7	14	11	12	10
Effective Weighted Sample	47	7	21	20	47	24	23	1	6	12	9	11	9
Total	39	5	18	16	39	20	19	1	4	10	8	9	7
DO YOU FIND THIS TOOL USEFUL?													
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 126

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

QP39G/ QP40G/ QP41G FEEDBACK FROM USERS OF - Software that can limit the amount of time spent online (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Software that can limit the amount of time spent online

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	56	19	19	5	13	38	18	56	45	2	4	5	47	9	56
Effective Weighted Sample	47	17	15	5	10	32	15	47	42	2	4	5	40	7	47
Total	39	14	13	4	8	27	12	39	36	2	1	1	33	6	39
DO YOU FIND THIS TOOL USEFUL?															
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 127

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

QP39H/ QP40H/ QP41H FEEDBACK FROM USERS OF - Software to protect against junk email/ spam or computer viruses (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Software to protect against junk email/ spam or computer viruses

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total		221	34	89	98	221	107	114	18	16	44	45	45	53
Effective Weighted Sample		173	27	68	78	173	86	87	16	11	35	33	35	43
Total		134	21	54	60	134	66	69	12	9	28	26	27	34
DO YOU FIND THIS TOOL USEFUL?														
Yes		124	**	**	**	124	60	64	**	**	**	**	**	**
		92%	**	**	**	92%	91%	94%	**	**	**	**	**	**
No		9	**	**	**	9	6	3	**	**	**	**	**	**
		7%	**	**	**	7%	8%	5%	**	**	**	**	**	**
Don't know		2	**	**	**	2	*	1	**	**	**	**	**	**
		1%	**	**	**	1%	1%	2%	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?														
Too much		3	**	**	**	3	1	2	**	**	**	**	**	**
		2%	**	**	**	2%	1%	2%	**	**	**	**	**	**
Too little		23	**	**	**	23	14	9	**	**	**	**	**	**
		17%	**	**	**	17%	21%	13%	**	**	**	**	**	**
The right amount		101	**	**	**	101	48	53	**	**	**	**	**	**
		75%	**	**	**	75%	73%	77%	**	**	**	**	**	**
Don't know		8	**	**	**	8	3	5	**	**	**	**	**	**
		6%	**	**	**	6%	4%	7%	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?														
Yes		23	**	**	**	23	14	9	**	**	**	**	**	**
		17%	**	**	**	17%	21%	14%	**	**	**	**	**	**
No		100	**	**	**	100	47	53	**	**	**	**	**	**
		74%	**	**	**	74%	71%	77%	**	**	**	**	**	**
Don't know		11	**	**	**	11	5	6	**	**	**	**	**	**
		8%	**	**	**	8%	8%	9%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 127

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

QP39H/ QP40H/ QP41H FEEDBACK FROM USERS OF - Software to protect against junk email/ spam or computer viruses (SINGLE CODE)

Base : Parents with a fixed broadband connection at home using the tool Software to protect against junk email/ spam or computer viruses

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	221	62	82	37	40	144	77	221	162	10	16	33	179	42	221
Effective Weighted Sample	173	50	68	26	30	118	56	173	151	8	15	32	145	29	173
Total	134	39	54	19	22	94	41	134	123	5	3	3	114	20	134
DO YOU FIND THIS TOOL USEFUL?															
Yes	124	**	**	**	**	87	**	124	114	**	**	**	106	**	124
	92%	**	**	**	**	92%	**	92%	92%	**	**	**	93%	**	92%
No	9	**	**	**	**	7	**	9	8	**	**	**	7	**	9
	7%	**	**	**	**	8%	**	7%	6%	**	**	**	6%	**	7%
Don't know	2	**	**	**	**	-	**	2	2	**	**	**	1	**	2
	1%	**	**	**	**	-%	**	1%	1%	**	**	**	1%	**	1%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	3	**	**	**	**	2	**	3	2	**	**	**	3	**	3
	2%	**	**	**	**	2%	**	2%	2%	**	**	**	2%	**	2%
Too little	23	**	**	**	**	16	**	23	22	**	**	**	19	**	23
	17%	**	**	**	**	17%	**	17%	18%	**	**	**	16%	**	17%
The right amount	101	**	**	**	**	70	**	101	92	**	**	**	86	**	101
	75%	**	**	**	**	75%	**	75%	75%	**	**	**	75%	**	75%
Don't know	8	**	**	**	**	6	**	8	7	**	**	**	7	**	8
	6%	**	**	**	**	6%	**	6%	6%	**	**	**	6%	**	6%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	23	**	**	**	**	18	**	23	21	**	**	**	21	**	23
	17%	**	**	**	**	19%	**	17%	17%	**	**	**	19%	**	17%
No	100	**	**	**	**	67	**	100	93	**	**	**	82	**	100
	74%	**	**	**	**	71%	**	74%	75%	**	**	**	72%	**	74%
Don't know	11	**	**	**	**	9	**	11	9	**	**	**	10	**	11
	8%	**	**	**	**	10%	**	8%	7%	**	**	**	9%	**	8%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 128

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

QP39/ QP40/ QP41 FEEDBACK FROM USERS OF - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE (SINGLE CODE)

Base : Parents whose child uses a mobile phone using the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	52	-	13	39	52	26	26	-	-	3	10	23	16
Effective Weighted Sample	42	-	11	31	42	21	20	-	-	2	9	19	12
Total	35	-	10	25	35	18	17	-	-	2	8	16	9
DO YOU FIND THIS TOOL USEFUL?													
Yes	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**
No	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**
Don't know	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**
Too little	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**
The right amount	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**
Don't know	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**
No	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 128

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

QP39/ QP40/ QP41 FEEDBACK FROM USERS OF - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE (SINGLE CODE)

Base : Parents whose child uses a mobile phone using the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	52	-	13	39	52	26	26	-	-	3	10	23	16
Effective Weighted Sample	42	-	11	31	42	21	20	-	-	2	9	19	12
Total	35	-	10	25	35	18	17	-	-	2	8	16	9
Don't know	**	-	**	**	**	**	**	-	-	**	**	**	**
	**	-%	**	**	**	**	**	-%	-%	**	**	**	**

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 128

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

QP39/ QP40/ QP41 FEEDBACK FROM USERS OF - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE (SINGLE CODE)

Base : Parents whose child uses a mobile phone using the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	52	11	20	10	11	31	21	52	38	4	2	8	47	5	52
Effective Weighted Sample	42	10	18	8	7	27	14	42	35	4	2	7	37	5	42
Total	35	8	15	6	5	23	12	35	31	3	*	1	30	4	35
DO YOU FIND THIS TOOL USEFUL?															
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too little	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The right amount	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 128

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

QP39/ QP40/ QP41 FEEDBACK FROM USERS OF - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE (SINGLE CODE)

Base : Parents whose child uses a mobile phone using the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	52	11	20	10	11	31	21	52	38	4	2	8	47	5	52
Effective Weighted Sample	42	10	18	8	7	27	14	42	35	4	2	7	37	5	42
Total	35	8	15	6	5	23	12	35	31	3	*	1	30	4	35
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 129

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

QP39J/ QP40J/ QP41J FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any apps being downloaded (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Change the settings on your child's phone or tablet to stop any apps being downloaded

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	121	36	51	34	121	57	64	12	24	26	25	19	15
Effective Weighted Sample	94	27	37	30	94	45	49	8	19	19	18	18	12
Total	75	22	29	25	75	35	40	6	16	14	15	15	9
DO YOU FIND THIS TOOL USEFUL?													
Yes	72	**	**	**	72	**	**	**	**	**	**	**	**
	95%	**	**	**	95%	**	**	**	**	**	**	**	**
No	2	**	**	**	2	**	**	**	**	**	**	**	**
	3%	**	**	**	3%	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	2	**	**	**	**	**	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	1	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**
Too little	2	**	**	**	2	**	**	**	**	**	**	**	**
	3%	**	**	**	3%	**	**	**	**	**	**	**	**
The right amount	71	**	**	**	71	**	**	**	**	**	**	**	**
	94%	**	**	**	94%	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	1	**	**	**	**	**	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	11	**	**	**	11	**	**	**	**	**	**	**	**
	15%	**	**	**	15%	**	**	**	**	**	**	**	**
No	62	**	**	**	62	**	**	**	**	**	**	**	**
	83%	**	**	**	83%	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 129

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

QP39J/ QP40J/ QP41J FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any apps being downloaded (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Change the settings on your child's phone or tablet to stop any apps being downloaded

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	121	36	51	34	121	57	64	12	24	26	25	19	15
Effective Weighted Sample	94	27	37	30	94	45	49	8	19	19	18	18	12
Total	75	22	29	25	75	35	40	6	16	14	15	15	9
Don't know	2	**	**	**	2	**	**	**	**	**	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 129

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

QP39J/ QP40J/ QP41J FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any apps being downloaded (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Change the settings on your child's phone or tablet to stop any apps being downloaded

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	121	33	41	22	25	74	47	121	86	4	9	22	94	27	121
Effective Weighted Sample	94	27	33	16	18	60	34	94	81	4	9	20	76	18	94
Total	75	22	27	12	14	49	26	75	69	3	2	2	61	14	75
DO YOU FIND THIS TOOL USEFUL?															
Yes	72	**	**	**	**	**	**	72	**	**	**	**	**	**	72
	95%	**	**	**	**	**	**	95%	**	**	**	**	**	**	95%
No	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	3%
Don't know	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	2%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	1	**	**	**	**	**	**	1	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	1%
Too little	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	3%
The right amount	71	**	**	**	**	**	**	71	**	**	**	**	**	**	71
	94%	**	**	**	**	**	**	94%	**	**	**	**	**	**	94%
Don't know	1	**	**	**	**	**	**	1	**	**	**	**	**	**	1
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	2%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	11	**	**	**	**	**	**	11	**	**	**	**	**	**	11
	15%	**	**	**	**	**	**	15%	**	**	**	**	**	**	15%
No	62	**	**	**	**	**	**	62	**	**	**	**	**	**	62
	83%	**	**	**	**	**	**	83%	**	**	**	**	**	**	83%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 129

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

QP39J/ QP40J/ QP41J FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any apps being downloaded (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Change the settings on your child's phone or tablet to stop any apps being downloaded

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	n
Unweighted total	121	33	41	22	25	74	47	121	86	4	9	22	94	27	121
Effective Weighted Sample	94	27	33	16	18	60	34	94	81	4	9	20	76	18	94
Total	75	22	27	12	14	49	26	75	69	3	2	2	61	14	75
Don't know	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 130

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

QP39K/ QP40K/ QP41K FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any in-app purchases (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Change the settings on your child's phone or tablet to stop any in-app purchases

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	111	29	51	31	111	51	60	9	20	27	24	15	16
Effective Weighted Sample	88	22	41	26	88	40	48	6	15	21	19	13	13
Total	69	16	34	20	69	32	37	4	12	17	16	11	9
DO YOU FIND THIS TOOL USEFUL?													
Yes	66	**	**	**	66	**	**	**	**	**	**	**	**
	95%	**	**	**	95%	**	**	**	**	**	**	**	**
No	3	**	**	**	3	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	1	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**
Too little	1	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**
The right amount	63	**	**	**	63	**	**	**	**	**	**	**	**
	90%	**	**	**	90%	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	5	**	**	**	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	8	**	**	**	8	**	**	**	**	**	**	**	**
	11%	**	**	**	11%	**	**	**	**	**	**	**	**
No	59	**	**	**	59	**	**	**	**	**	**	**	**
	86%	**	**	**	86%	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 130

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

QP39K/ QP40K/ QP41K FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any in-app purchases (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Change the settings on your child's phone or tablet to stop any in-app purchases

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	111	29	51	31	111	51	60	9	20	27	24	15	16
Effective Weighted Sample	88	22	41	26	88	40	48	6	15	21	19	13	13
Total	69	16	34	20	69	32	37	4	12	17	16	11	9
Don't know	2	**	**	**	2	**	**	**	**	**	**	**	**
	3%	**	**	**	3%	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 130

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

QP39K/ QP40K/ QP41K FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any in-app purchases (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Change the settings on your child's phone or tablet to stop any in-app purchases

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN ~l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	111	31	38	16	26	69	42	111	81	6	8	16	86	25	111
Effective Weighted Sample	88	26	31	12	21	56	32	88	76	5	8	15	70	18	88
Total	69	20	25	9	15	45	24	69	63	4	2	2	56	13	69
DO YOU FIND THIS TOOL USEFUL?															
Yes	66	**	**	**	**	**	**	66	**	**	**	**	**	**	66
	95%	**	**	**	**	**	**	95%	**	**	**	**	**	**	95%
No	3	**	**	**	**	**	**	3	**	**	**	**	**	**	3
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	4%
Don't know	1	**	**	**	**	**	**	1	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	1%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	1	**	**	**	**	**	**	1	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	1%
Too little	1	**	**	**	**	**	**	1	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	1%
The right amount	63	**	**	**	**	**	**	63	**	**	**	**	**	**	63
	90%	**	**	**	**	**	**	90%	**	**	**	**	**	**	90%
Don't know	5	**	**	**	**	**	**	5	**	**	**	**	**	**	5
	7%	**	**	**	**	**	**	7%	**	**	**	**	**	**	7%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	8	**	**	**	**	**	**	8	**	**	**	**	**	**	8
	11%	**	**	**	**	**	**	11%	**	**	**	**	**	**	11%
No	59	**	**	**	**	**	**	59	**	**	**	**	**	**	59
	86%	**	**	**	**	**	**	86%	**	**	**	**	**	**	86%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 130

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

QP39K/ QP40K/ QP41K FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any in-app purchases (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Change the settings on your child's phone or tablet to stop any in-app purchases

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	n
Unweighted total	111	31	38	16	26	69	42	111	81	6	8	16	86	25	111
Effective Weighted Sample	88	26	31	12	21	56	32	88	76	5	8	15	70	18	88
Total	69	20	25	9	15	45	24	69	63	4	2	2	56	13	69
Don't know	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	3%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 131

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

QP39L/ QP40L/ QP41L FEEDBACK FROM USERS OF - Parental control software to restrict app installation/ use (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Parental control software to restrict app installation/ use

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	83	21	33	29	83	38	45	7	14	16	17	15	14
Effective Weighted Sample	61	15	23	22	61	28	32	5	11	12	11	12	10
Total	48	11	18	18	48	22	26	2	9	9	9	11	8
DO YOU FIND THIS TOOL USEFUL?													
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Too little	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
The right amount	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 131

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

QP39L/ QP40L/ QP41L FEEDBACK FROM USERS OF - Parental control software to restrict app installation/ use (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool Parental control software to restrict app installation/ use

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	83	22	27	16	18	49	34	83	54	2	7	20	65	18	83
Effective Weighted Sample	61	18	20	9	13	38	22	61	51	2	7	19	51	10	61
Total	48	15	16	7	9	31	17	48	43	1	1	2	41	7	48
DO YOU FIND THIS TOOL USEFUL?															
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too little	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The right amount	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 132

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

QP42 Where did you find information about technical tools/ controls that you can use to manage your child's online access and use? (MULTI CODE)

Base : Parents who use any of the tools or controls

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	855	210	338	307	855	436	419	103	107	176	162	157	150
Effective Weighted Sample	664	168	257	239	664	342	322	85	84	136	121	122	117
Total	517	127	204	186	517	263	254	62	65	106	98	95	91
Information from internet service provider/ ISP	233	50	91	91	233	117	116	21	29	48	43	47	44
	45%	40%	45%	49%	45%	44%	46%	35%	44%	45%	44%	50%	48%
Heard about it from a friend/ relative	217	52	85	80	217	111	106	24	28	46	39	42	38
	42%	41%	42%	43%	42%	42%	42%	38%	44%	43%	40%	44%	42%
Heard about it from child's school	140	35	49	55	140	72	67	20	15	26	23	26	29
	27%	28%	24%	30%	27%	28%	26%	32%	23%	25%	24%	28%	32%
Read or heard about it from TV/ newspaper/ radio/ magazine	94	21	42	31	94	45	50	11	10	17	25	16	15
	18%	17%	21%	17%	18%	17%	20%	18%	15%	16%	26%	17%	16%
Information from an online safety website (e.g. Safer Internet Centre)	65	11	32	21	65	37	27	5	6	17	16	15	6
	12%	9%	16%	11%	12%	14%	11%	8%	9%	16%	16%	16%	7%
Saw in store	41	7	17	18	41	20	22	5	2	8	8	7	11
	8%	5%	8%	10%	8%	7%	9%	8%	3%	8%	9%	7%	12%
Heard about it from child	33	9	10	14	33	16	16	4	4	6	5	6	7
	6%	7%	5%	7%	6%	6%	6%	7%	7%	5%	5%	7%	8%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 132

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

QP42 Where did you find information about technical tools/ controls that you can use to manage your child's online access and use? (MULTI CODE)

Base : Parents who use any of the tools or controls

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	855	210	338	307	855	436	419	103	107	176	162	157	150
Effective Weighted Sample	664	168	257	239	664	342	322	85	84	136	121	122	117
Total	517	127	204	186	517	263	254	62	65	106	98	95	91
Information from government/ local authority	29 6%	10 8%	12 6%	8 4%	29 6%	20 8% f	9 4%	8 12% hl	2 3%	6 6%	5 5%	6 6%	2 2%
Information from child welfare organisation/ charity	16 3%	1 1%	7 3%	8 4% a	16 3%	11 4%	5 2%	- -%	1 1%	6 6% gj	1 1%	5 5% g	3 4%
Thorough my job/ work/ learned about it at work	14 3%	6 5%	5 2%	3 2%	14 3%	6 2%	8 3%	2 4%	3 5%	2 2%	3 3%	2 2%	1 1%
From the manufacturers/ information came with the device	8 2%	3 2%	2 1%	3 2%	8 2%	3 1%	5 2%	1 2%	2 3%	1 *% %	2 2%	1 1%	2 2%
Information from another online source/ Google/ looked it up online	4 1%	2 2% b	* *% %	2 1%	4 1%	2 1%	2 1%	2 3%	1 1%	- -% %	* *% %	1 1%	1 1%
Other	8 1%	1 1%	5 2%	2 1%	8 1%	4 1%	4 2%	* 1%	* 1%	2 2%	3 3%	1 1%	1 1%
Can't remember	24 5%	6 4%	8 4%	10 6%	24 5%	12 5%	12 5%	2 3%	4 5%	4 4%	4 4%	6 6%	5 5%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 132

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

QP42 Where did you find information about technical tools/ controls that you can use to manage your child's online access and use? (MULTI CODE)

Base : Parents who use any of the tools or controls

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	855	213	268	169	205	481	374	855	582	58	108	107	690	165	855
Effective Weighted Sample	664	170	209	128	157	379	285	664	547	49	105	101	557	109	664
Total	517	134	163	95	125	297	220	517	458	25	22	11	444	74	517
Information from internet service provider/ ISP	233 45%	68 50%	70 43%	42 44%	53 42%	138 46%	95 43%	233 45%	216 47% k	** **	10 44% k	3 28%	205 46% k	28 38%	233 45% k
Heard about it from a friend/ relative	217 42%	49 36%	74 46%	40 42%	54 43%	123 41%	94 43%	217 42%	190 41% m	** **	8 36%	6 50% jm	194 44% m	23 31%	217 42% m
Heard about it from child's school	140 27%	40 30%	43 27%	29 31%	27 22%	83 28%	56 26%	140 27%	128 28% m	** **	4 19%	2 20%	126 28% jm	13 18%	140 27% m
Read or heard about it from TV/ newspaper/ radio/ magazine	94 18%	28 21%	32 20%	13 14%	21 17%	60 20%	34 16%	94 18%	85 19%	** **	2 11%	1 12%	86 19% j	9 12%	94 18%
Information from an online safety website (e.g. Safer Internet Centre)	65 12%	21 16% cf	24 15% cf	7 8%	12 10%	45 15% cf	19 9%	65 12%	60 13%	** **	4 16%	1 7%	55 12%	10 13%	65 12%
Saw in store	41 8%	11 8%	15 9%	6 6%	10 8%	26 9%	15 7%	41 8%	37 8%	** **	2 7%	2 14% hln	33 7%	8 11%	41 8%
Heard about it from child	33 6%	8 6%	8 5%	4 4%	13 10% be	16 5%	17 8%	33 6%	30 7%	** **	1 3%	* 4%	31 7% m	1 2%	33 6%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 132

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

QP42 Where did you find information about technical tools/ controls that you can use to manage your child's online access and use? (MULTI CODE)

Base : Parents who use any of the tools or controls

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	j	k	l	m	n
Unweighted total	855	213	268	169	205	481	374	855	582	58	108	107	690	165	855
Effective Weighted Sample	664	170	209	128	157	379	285	664	547	49	105	101	557	109	664
Total	517	134	163	95	125	297	220	517	458	25	22	11	444	74	517
Information from government/ local authority	29 6%	7 5%	11 6%	3 3%	9 7%	18 6%	11 5%	29 6%	28 6% j	** **	* 1%	* 3%	27 6% j	2 2%	29 6%
Information from child welfare organisation/ charity	16 3%	2 1%	9 5% a	3 3%	3 2%	11 4%	5 2%	16 3%	16 3%	** **	- -%	* 3%	15 3%	1 1%	16 3%
Thorough my job/ work/ learned about it at work	14 3%	8 6% dfg	5 3% d	2 2%	- -%	12 4% df	2 1%	14 3% d	13 3%	** **	- -%	1 6% jl	10 2% jl	4 6% jl	14 3%
From the manufacturers/ information came with the device	8 2%	2 1%	3 2%	1 1%	3 2%	5 2%	4 2%	8 2%	7 2%	** **	1 3%	- -%	8 2%	* 1%	8 2%
Information from another online source/ Google/ looked it up online	4 1%	2 2%	1 1%	- -%	1 1%	3 1%	1 *%	4 1%	3 1%	** **	* 1%	* 4% hln	3 1%	2 2%	4 1%
Other	8 1%	3 2%	2 1%	1 1%	1 1%	5 2%	3 1%	8 1%	5 1%	** **	2 7% hkln	- -%	5 1%	3 4% hl	8 1%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 132

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

QP42 Where did you find information about technical tools/ controls that you can use to manage your child's online access and use? (MULTI CODE)

Base : Parents who use any of the tools or controls

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	855	213	268	169	205	481	374	855	582	58	108	107	690	165	855
Effective Weighted Sample	664	170	209	128	157	379	285	664	547	49	105	101	557	109	664
Total	517	134	163	95	125	297	220	517	458	25	22	11	444	74	517
Can't remember	24	4	8	5	6	13	11	24	19	**	1	2	20	4	24
	5%	3%	5%	6%	5%	4%	5%	5%	4%	**	5%	15%	5%	5%	5%
													hjlmn		

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 133

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

QP43 (SHOWCARD) Please look at the reasons shown on this card. Which one of these describes why the technical tools/ controls were put in place? (SINGLE CODE)

Base : Parents who use any of the tools or controls

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	855	210	338	307	855	436	419	103	107	176	162	157	150
Effective Weighted Sample	664	168	257	239	664	342	322	85	84	136	121	122	117
Total	517	127	204	186	517	263	254	62	65	106	98	95	91
Any were installed or loaded as a result of a negative experience	36	6	15	15	36	23	14	3	3	9	6	10	5
	7%	5%	7%	8%	7%	9%	5%	6%	4%	9%	6%	10%	6%
Any were installed or loaded as a precaution/ just in case	354	85	136	132	354	176	177	40	45	70	66	67	66
	68%	67%	67%	71%	68%	67%	70%	65%	69%	66%	68%	70%	72%
The tools/ controls came already installed/ loaded	109	30	45	34	109	53	56	14	16	22	24	17	17
	21%	24%	22%	18%	21%	20%	22%	23%	24%	20%	24%	18%	19%
Don't know	18	6	8	5	18	11	7	4	2	6	2	2	3
	4%	5%	4%	2%	4%	4%	3%	7%	3%	5%	2%	2%	3%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 133

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

QP43 (SHOWCARD) Please look at the reasons shown on this card. Which one of these describes why the technical tools/ controls were put in place? (SINGLE CODE)

Base : Parents who use any of the tools or controls

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	855	213	268	169	205	481	374	855	582	58	108	107	690	165	855
Effective Weighted Sample	664	170	209	128	157	379	285	664	547	49	105	101	557	109	664
Total	517	134	163	95	125	297	220	517	458	25	22	11	444	74	517
Any were installed or loaded as a result of a negative experience	36 7%	6 4%	12 8%	10 10%	8 6%	18 6%	18 8%	36 7%	35 8%	** **	1 4%	* 2%	34 8%	3 4%	36 7%
Any were installed or loaded as a precaution/ just in case	354 68%	105 78% cdfg	114 70% f	60 63%	76 60%	218 74% cdf	135 61%	354 68% f	314 68%	** **	16 70%	8 72%	297 67%	56 76%	354 68%
The tools/ controls came already installed/ loaded	109 21%	20 15%	34 21%	18 19%	37 29% aceg	55 18%	55 25% ae	109 21%	94 20%	** **	5 22%	3 22%	96 22%	13 18%	109 21%
Don't know	18 4%	4 3%	2 1%	8 8% abeg	5 4%	6 2%	12 6% be	18 4%	16 4%	** **	1 4%	* 3%	17 4%	1 2%	18 4%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 134

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

QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	435	112	164	159	435	210	225	54	58	85	79	71	88
Effective Weighted Sample	345	91	130	125	345	165	180	45	46	64	66	57	68
Total	272	69	104	99	272	127	145	32	37	49	55	46	53
PROMPTED RESPONSES													
I prefer to talk to my child and use supervision and rules	111 41%	21 31%	48 46% a	42 42%	111 41%	45 35%	66 46%	** **	** **	** **	** **	** **	** **
Trust my child to be sensible/ responsible	100 37%	12 18%	33 31% a	55 56% abd	100 37% a	44 34%	57 39%	** **	** **	** **	** **	** **	** **
Child is always supervised/ always an adult present	55 20%	22 32% cd	27 26% c	6 6%	55 20% c	26 21%	29 20%	** **	** **	** **	** **	** **	** **
Child learns how to be safe on the internet at school	28 10%	3 4%	11 10%	14 14% a	28 10%	14 11%	14 9%	** **	** **	** **	** **	** **	** **
Don't know how to do this/ didn't know this was possible	16 6%	4 6%	6 5%	6 6%	16 6%	7 5%	9 6%	** **	** **	** **	** **	** **	** **
Filters block too much/ get in the way	15 5%	1 1%	4 4%	10 10% ab	15 5%	7 5%	8 5%	** **	** **	** **	** **	** **	** **

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 134

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QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	435	112	164	159	435	210	225	54	58	85	79	71	88
Effective Weighted Sample	345	91	130	125	345	165	180	45	46	64	66	57	68
Total	272	69	104	99	272	127	145	32	37	49	55	46	53
Too complicated/ time consuming to install/ administer	10 4%	1 2%	2 2%	6 6%	10 4%	7 6%	3 2%	** **	** **	** **	** **	** **	** **
Wouldn't work/ they'd find a way around any controls	6 2%	* *%	1 1%	4 4%	6 2%	4 3%	2 1%	** **	** **	** **	** **	** **	** **
Filters don't block enough	5 2%	- -%	2 2%	3 3%	5 2%	4 3%	2 1%	** **	** **	** **	** **	** **	** **
SPONTANEOUS RESPONSES													
Child does not go online (at home)/ does not use this particular device/ site	10 4%	6 9%	3 3%	1 1%	10 4%	7 5%	3 2%	** **	** **	** **	** **	** **	** **
		bcd											
Child is not old enough/ is too young	5 2%	5 7%	- -%	- -%	5 2%	2 1%	3 2%	** **	** **	** **	** **	** **	** **
		bcd											
We have / use other means/ tool/ controls	4 2%	1 1%	1 1%	3 3%	4 2%	4 3%	1 1%	** **	** **	** **	** **	** **	** **
Other reasons	4 1%	2 3%	1 1%	1 1%	4 1%	2 2%	1 1%	** **	** **	** **	** **	** **	** **

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 134

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QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	435	112	164	159	435	210	225	54	58	85	79	71	88
Effective Weighted Sample	345	91	130	125	345	165	180	45	46	64	66	57	68
Total	272	69	104	99	272	127	145	32	37	49	55	46	53
Don't know	16	3	9	3	16	7	9	**	**	**	**	**	**
	6%	5%	9%	3%	6%	6%	6%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 134

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QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	435	114	131	91	99	245	190	435	273	79	41	42	351	84	435
Effective Weighted Sample	345	95	101	72	76	197	148	345	258	68	40	40	283	62	345
Total	272	75	80	56	60	156	116	272	224	35	9	4	226	46	272
PROMPTED RESPONSES															
I prefer to talk to my child and use supervision and rules	111 41%	27 36%	31 39%	** **	** **	58 38%	52 45%	111 41%	87 39%	** **	** **	** **	93 41%	** **	111 41%
Trust my child to be sensible/ responsible	100 37%	31 41%	25 31%	** **	** **	56 36%	44 38%	100 37%	85 38%	** **	** **	** **	84 37%	** **	100 37%
Child is always supervised/ always an adult present	55 20%	18 23%	15 18%	** **	** **	32 21%	23 20%	55 20%	45 20%	** **	** **	** **	46 21%	** **	55 20%
Child learns how to be safe on the internet at school	28 10%	8 11%	10 13%	** **	** **	19 12%	9 8%	28 10%	26 12%	** **	** **	** **	23 10%	** **	28 10%
Don't know how to do this/ didn't know this was possible	16 6%	3 4%	5 6%	** **	** **	8 5%	8 7%	16 6%	13 6%	** **	** **	** **	14 6%	** **	16 6%
Filters block too much/ get in the way	15 5%	4 6%	4 4%	** **	** **	8 5%	7 6%	15 5%	13 6%	** **	** **	** **	12 5%	** **	15 5%
Too complicated/ time consuming to install/ administer	10 4%	1 1%	5 6%	** **	** **	6 4%	4 3%	10 4%	8 4%	** **	** **	** **	8 4%	** **	10 4%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	435	114	131	91	99	245	190	435	273	79	41	42	351	84	435
Effective Weighted Sample	345	95	101	72	76	197	148	345	258	68	40	40	283	62	345
Total	272	75	80	56	60	156	116	272	224	35	9	4	226	46	272
Wouldn't work/ they'd find a way around any controls	6 2%	2 3%	1 1%	** **	** **	3 2%	3 3%	6 2%	5 2%	** **	** **	** **	5 2%	** **	6 2%
Filters don't block enough	5 2%	4 5% b	- -%	** **	** **	4 3%	1 1%	5 2%	5 2%	** **	** **	** **	4 2%	** **	5 2%
SPONTANEOUS RESPONSES															
Child does not go online (at home)/ does not use this particular device/ site	10 4%	1 1%	3 4%	** **	** **	4 2%	6 6%	10 4%	7 3%	** **	** **	** **	9 4%	** **	10 4%
Child is not old enough/ is too young	5 2%	2 3%	2 2%	** **	** **	4 3%	1 1%	5 2%	5 2%	** **	** **	** **	3 2%	** **	5 2%
We have / use other means/ tool/ controls	4 2%	1 1%	1 1%	** **	** **	2 1%	3 2%	4 2%	4 2%	** **	** **	** **	4 2%	** **	4 2%
Other reasons	4 1%	* *% f	3 4%	** **	** **	4 2%	- -%	4 1%	3 1%	** **	** **	** **	2 1%	** **	4 1%
Don't know	16 6%	4 5%	6 7%	** **	** **	10 6%	6 5%	16 6%	13 6%	** **	** **	** **	15 7%	** **	16 6%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 135

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

QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	353	76	130	147	353	163	190	34	42	61	69	68	79
Effective Weighted Sample	280	63	103	115	280	128	153	28	35	46	57	54	61
Total	221	49	81	90	221	98	123	20	29	35	47	43	47
PROMPTED RESPONSES													
I prefer to talk to my child and use supervision and rules	93	**	39	36	93	37	57	**	**	**	**	**	**
	42%	**	48%	40%	42%	37%	46%	**	**	**	**	**	**
Trust my child to be sensible/ responsible	84	**	24	50	84	36	48	**	**	**	**	**	**
	38%	**	29%	55% bd	38%	37%	39%	**	**	**	**	**	**
Child is always supervised/ always an adult present	41	**	20	5	41	18	24	**	**	**	**	**	**
	19%	**	25% c	6% c	19% c	18%	19%	**	**	**	**	**	**
Child learns how to be safe on the internet at school	24	**	8	14	24	12	13	**	**	**	**	**	**
	11%	**	10%	16%	11%	12%	10%	**	**	**	**	**	**
Filters block too much/ get in the way	15	**	4	10	15	7	8	**	**	**	**	**	**
	7%	**	5%	11%	7%	7%	6%	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	13	**	5	5	13	6	7	**	**	**	**	**	**
	6%	**	6%	5%	6%	6%	6%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 135

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QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	353	76	130	147	353	163	190	34	42	61	69	68	79
Effective Weighted Sample	280	63	103	115	280	128	153	28	35	46	57	54	61
Total	221	49	81	90	221	98	123	20	29	35	47	43	47
Too complicated/ time consuming to install/ administer	7	**	1	5	7	5	2	**	**	**	**	**	**
	3%	**	2%	5%	3%	5%	2%	**	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	6	**	1	4	6	4	2	**	**	**	**	**	**
	3%	**	2%	5%	3%	4%	1%	**	**	**	**	**	**
Filters don't block enough	5	**	2	3	5	4	1	**	**	**	**	**	**
	2%	**	2%	3%	2%	4%	1%	**	**	**	**	**	**
SPONTANEOUS RESPONSES													
Child is not old enough/ is too young	4	**	-	-	4	2	2	**	**	**	**	**	**
	2%	**	-%	-%	2%	2%	2%	**	**	**	**	**	**
We have / use other means/ tool/ controls	4	**	1	3	4	3	1	**	**	**	**	**	**
	2%	**	1%	3%	2%	3%	1%	**	**	**	**	**	**
Child does not go online (at home)/ does not use this particular device/ site	1	**	-	-	1	-	1	**	**	**	**	**	**
	*%	**	-%	-%	*%	-%	1%	**	**	**	**	**	**
Other reasons	4	**	1	1	4	2	1	**	**	**	**	**	**
	2%	**	1%	1%	2%	3%	1%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 135

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QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	353	76	130	147	353	163	190	34	42	61	69	68	79
Effective Weighted Sample	280	63	103	115	280	128	153	28	35	46	57	54	61
Total	221	49	81	90	221	98	123	20	29	35	47	43	47
Don't know	11	**	5	3	11	4	6	**	**	**	**	**	**
	5%	**	7%	3%	5%	4%	5%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 135

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

QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	353	104	103	74	72	207	146	353	224	61	33	35	279	74	353
Effective Weighted Sample	280	86	79	59	55	166	115	280	211	52	32	33	225	56	280
Total	221	68	62	47	44	131	91	221	183	28	7	4	180	41	221
PROMPTED RESPONSES															
I prefer to talk to my child and use supervision and rules	93	26	25	**	**	50	43	93	72	**	**	**	77	**	93
	42%	38%	39%	**	**	39%	48%	42%	39%	**	**	**	43%	**	42%
Trust my child to be sensible/ responsible	84	29	20	**	**	49	35	84	69	**	**	**	68	**	84
	38%	43%	32%	**	**	38%	38%	38%	38%	**	**	**	38%	**	38%
Child is always supervised/ always an adult present	41	14	11	**	**	25	16	41	35	**	**	**	34	**	41
	19%	21%	18%	**	**	19%	17%	19%	19%	**	**	**	19%	**	19%
Child learns how to be safe on the internet at school	24	8	8	**	**	15	9	24	22	**	**	**	20	**	24
	11%	11%	12%	**	**	12%	10%	11%	12%	**	**	**	11%	**	11%
Filters block too much/ get in the way	15	4	4	**	**	8	7	15	13	**	**	**	12	**	15
	7%	7%	6%	**	**	6%	7%	7%	7%	**	**	**	7%	**	7%
Don't know how to do this/ didn't know this was possible	13	3	4	**	**	7	7	13	11	**	**	**	11	**	13
	6%	4%	6%	**	**	5%	7%	6%	6%	**	**	**	6%	**	6%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	353	104	103	74	72	207	146	353	224	61	33	35	279	74	353
Effective Weighted Sample	280	86	79	59	55	166	115	280	211	52	32	33	225	56	280
Total	221	68	62	47	44	131	91	221	183	28	7	4	180	41	221
Too complicated/ time consuming to install/ administer	7 3%	1 2%	2 4%	** **	** **	4 3%	3 4%	7 3%	5 3%	** **	** **	** **	5 3%	** **	7 3%
Wouldn't work/ they'd find a way around any controls	6 3%	2 4%	1 1%	** **	** **	3 2%	3 3%	6 3%	5 3%	** **	** **	** **	5 3%	** **	6 3%
Filters don't block enough	5 2%	4 6% bf	- -%	** **	** **	4 3%	1 1%	5 2%	5 3%	** **	** **	** **	4 2%	** **	5 2%
SPONTANEOUS RESPONSES															
Child is not old enough/ is too young	4 2%	1 2%	2 3%	** **	** **	3 2%	1 1%	4 2%	4 2%	** **	** **	** **	3 2%	** **	4 2%
We have / use other means/ tool/ controls	4 2%	1 1%	1 2%	** **	** **	2 1%	2 2%	4 2%	4 2%	** **	** **	** **	3 2%	** **	4 2%
Child does not go online (at home)/ does not use this particular device/ site	1 *% *%	- -% -%	- -% -%	** ** **	** ** **	- -% -%	1 1% 1%	1 *% *%	1 *% *%	** ** **	** ** **	** ** **	1 *% *%	** ** **	1 *% *%
Other reasons	4 2%	* *% f	3 5%	** **	** **	4 3%	- -%	4 2%	3 2%	** **	** **	** **	2 1%	** **	4 2%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP44A (SHOWCARD) REASONS FOR NOT USING - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	353	104	103	74	72	207	146	353	224	61	33	35	279	74	353
Effective Weighted Sample	280	86	79	59	55	166	115	280	211	52	32	33	225	56	280
Total	221	68	62	47	44	131	91	221	183	28	7	4	180	41	221
Don't know	11	4	2	**	**	6	4	11	8	**	**	**	10	**	11
	5%	6%	4%	**	**	5%	5%	5%	5%	**	**	**	6%	**	5%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 136

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

QP44B (SHOWCARD) REASONS FOR NOT USING - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.

Base : Parents who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	485	133	167	185	485	240	245	65	68	86	81	89	96
Effective Weighted Sample	382	110	129	143	382	187	195	53	57	65	64	68	75
Total	294	82	102	110	294	139	155	39	43	49	53	51	58
PROMPTED RESPONSES													
I prefer to talk to my child and use supervision and rules	124 42%	27 34%	46 46%	50 46%	124 42%	53 38%	70 46%	** **	** **	** **	** **	** **	** **
Trust my child to be sensible/ responsible	106 36%	15 19%	31 30%	60 55% abd	106 36% a	46 33%	60 39%	** **	** **	** **	** **	** **	** **
Child is always supervised/ always an adult present	67 23%	34 41% cd	30 29% c	4 4%	67 23% c	34 25%	33 21%	** **	** **	** **	** **	** **	** **
Child learns how to be safe on the internet at school	19 6%	3 4%	8 8%	8 7%	19 6%	12 9%	6 4%	** **	** **	** **	** **	** **	** **
Too complicated/ time consuming to install/ administer	18 6%	2 2%	5 5%	11 10% a	18 6%	9 7%	8 5%	** **	** **	** **	** **	** **	** **
Don't know how to do this/ didn't know this was possible	17 6%	8 9%	6 6%	4 3%	17 6%	7 5%	10 7%	** **	** **	** **	** **	** **	** **
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 136

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QP44B (SHOWCARD) REASONS FOR NOT USING - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.

Base : Parents who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	485	133	167	185	485	240	245	65	68	86	81	89	96
Effective Weighted Sample	382	110	129	143	382	187	195	53	57	65	64	68	75
Total	294	82	102	110	294	139	155	39	43	49	53	51	58
Filters block too much/ get in the way	9 3%	1 1%	2 2%	6 5%	9 3%	6 5%	3 2%	** **	** **	** **	** **	** **	** **
Wouldn't work/ they'd find a way around any controls	5 2%	1 1%	- -%	4 3% b	5 2%	3 2%	2 1%	** **	** **	** **	** **	** **	** **
Filters don't block enough	3 1%	- -%	2 2%	1 1%	3 1%	2 2%	1 1%	** **	** **	** **	** **	** **	** **
SPONTANEOUS RESPONSES													
Child does not go online (at home)/ does not use this particular device/ site	8 3%	4 5% c	3 3% c	- -%	8 3% c	5 4%	3 2%	** **	** **	** **	** **	** **	** **
We have / use other means/ tool/ controls	3 1%	1 1%	1 1%	1 1%	3 1%	2 1%	1 1%	** **	** **	** **	** **	** **	** **
Child is not old enough/ is too young	3 1%	3 3% bc	- -%	- -%	3 1%	1 1%	2 1%	** **	** **	** **	** **	** **	** **
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

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Table 136

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QP44B (SHOWCARD) REASONS FOR NOT USING - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.

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	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	485	133	167	185	485	240	245	65	68	86	81	89	96
Effective Weighted Sample	382	110	129	143	382	187	195	53	57	65	64	68	75
Total	294	82	102	110	294	139	155	39	43	49	53	51	58
Other reasons	9	2	2	5	9	2	8	**	**	**	**	**	**
	3%	3%	2%	5%	3%	1%	5%	**	**	**	**	**	**
							e						
Don't know	21	6	9	5	21	11	10	**	**	**	**	**	**
	7%	8%	9%	5%	7%	8%	6%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 136

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Base : Parents who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 ~c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	485	121	142	98	124	263	222	485	298	81	49	57	393	92	485
Effective Weighted Sample	382	98	114	75	96	211	170	382	282	72	48	54	313	69	382
Total	294	74	89	58	73	163	131	294	239	38	11	6	243	51	294
PROMPTED RESPONSES															
I prefer to talk to my child and use supervision and rules	124 42%	30 40%	36 40%	** **	33 45%	66 40%	58 45%	124 42%	100 42%	** **	** **	** **	101 42%	** **	124 42%
Trust my child to be sensible/ responsible	106 36%	32 42%	31 35%	** **	22 30%	62 38%	44 33%	106 36%	90 37%	** **	** **	** **	82 34%	** **	106 36%
Child is always supervised/ always an adult present	67 23%	17 23%	23 25%	** **	17 24%	39 24%	28 21%	67 23%	54 23%	** **	** **	** **	56 23%	** **	67 23%
Child learns how to be safe on the internet at school	19 6%	3 4%	7 8%	** **	6 8%	10 6%	8 6%	19 6%	16 7%	** **	** **	** **	16 7%	** **	19 6%
Too complicated/ time consuming to install/ administer	18 6%	6 8%	7 8%	** **	3 5%	13 8%	5 4%	18 6%	14 6%	** **	** **	** **	15 6%	** **	18 6%
Don't know how to do this/ didn't know this was possible	17 6%	5 7%	5 6%	** **	5 7%	10 6%	7 6%	17 6%	15 6%	** **	** **	** **	15 6%	** **	17 6%
Filters block too much/ get in the way	9 3%	3 4%	2 3%	** **	2 2%	5 3%	4 3%	9 3%	9 4%	** **	** **	** **	8 3%	** **	9 3%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 136

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QP44B (SHOWCARD) REASONS FOR NOT USING - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.

Base : Parents who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	485	121	142	98	124	263	222	485	298	81	49	57	393	92	485
Effective Weighted Sample	382	98	114	75	96	211	170	382	282	72	48	54	313	69	382
Total	294	74	89	58	73	163	131	294	239	38	11	6	243	51	294
Wouldn't work/ they'd find a way around any controls	5 2%	1 2%	- -%	** **	1 1%	1 1%	3 3%	5 2%	3 1%	** **	** **	** **	4 2%	** **	5 2%
Filters don't block enough	3 1%	2 3%	1 1%	** **	1 1%	2 1%	1 1%	3 1%	3 1%	** **	** **	** **	3 1%	** **	3 1%
SPONTANEOUS RESPONSES															
Child does not go online (at home)/ does not use this particular device/ site	8 3%	1 1%	2 2%	** **	4 5%	3 2%	5 4%	8 3%	4 2%	** **	** **	** **	7 3%	** **	8 3%
We have / use other means/ tool/ controls	3 1%	- -%	2 2%	** **	* *0%	2 1%	1 1%	3 1%	3 1%	** **	** **	** **	3 1%	** **	3 1%
Child is not old enough/ is too young	3 1%	- -%	- -%	** **	1 1%	- -%	3 2%	3 1%	2 1%	** **	** **	** **	3 1%	** **	3 1%
Other reasons	9 3%	1 2%	4 5%	** **	4 5%	6 3%	4 3%	9 3%	6 3%	** **	** **	** **	8 3%	** **	9 3%
Don't know	21 7%	4 5%	6 6%	** **	6 8%	10 6%	11 9%	21 7%	19 8%	** **	** **	** **	20 8%	** **	21 7%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 137

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QP44B (SHOWCARD) REASONS FOR NOT USING - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	388	91	127	170	388	191	197	45	46	64	63	82	88
Effective Weighted Sample	303	77	96	130	303	148	155	37	40	48	48	62	68
Total	232	59	75	99	232	110	122	28	30	36	39	46	53
PROMPTED RESPONSES													
I prefer to talk to my child and use supervision and rules	101	**	35	43	101	46	55	**	**	**	**	**	**
	43%	**	47%	43%	43%	41%	45%	**	**	**	**	**	**
Trust my child to be sensible/ responsible	93	**	25	55	93	42	51	**	**	**	**	**	**
	40%	**	33%	56% bd	40%	38%	42%	**	**	**	**	**	**
Child is always supervised/ always an adult present	49	**	22	3	49	25	24	**	**	**	**	**	**
	21%	**	29% c	3% c	21% c	22%	20%	**	**	**	**	**	**
Too complicated/ time consuming to install/ administer	15	**	3	9	15	9	6	**	**	**	**	**	**
	6%	**	5%	9%	6%	8%	5%	**	**	**	**	**	**
Child learns how to be safe on the internet at school	14	**	5	6	14	10	4	**	**	**	**	**	**
	6%	**	7%	6%	6%	9%	3%	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	11	**	5	2	11	5	6	**	**	**	**	**	**
	5%	**	6%	2%	5%	5%	5%	**	**	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 137

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QP44B (SHOWCARD) REASONS FOR NOT USING - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	388	91	127	170	388	191	197	45	46	64	63	82	88
Effective Weighted Sample	303	77	96	130	303	148	155	37	40	48	48	62	68
Total	232	59	75	99	232	110	122	28	30	36	39	46	53
Filters block too much/ get in the way	9	**	2	6	9	6	3	**	**	**	**	**	**
	4%	**	2%	6%	4%	5%	2%	**	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	5	**	-	4	5	3	2	**	**	**	**	**	**
	2%	**	-%	4%	2%	2%	2%	**	**	**	**	**	**
Filters don't block enough	2	**	1	1	2	1	1	**	**	**	**	**	**
	1%	**	2%	1%	1%	1%	1%	**	**	**	**	**	**
SPONTANEOUS RESPONSES													
We have / use other means/ tool/ controls	3	**	1	1	3	2	1	**	**	**	**	**	**
	1%	**	1%	1%	1%	2%	1%	**	**	**	**	**	**
Child is not old enough/ is too young	2	**	-	-	2	1	1	**	**	**	**	**	**
	1%	**	-%	-%	1%	1%	1%	**	**	**	**	**	**
Child does not go online (at home)/ does not use this particular device/ site	1	**	-	-	1	-	1	**	**	**	**	**	**
	*%	**	-%	-%	*%	-%	1%	**	**	**	**	**	**
Other reasons	9	**	2	5	9	2	7	**	**	**	**	**	**
	4%	**	3%	5%	4%	2%	6%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP44B (SHOWCARD) REASONS FOR NOT USING - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	388	91	127	170	388	191	197	45	46	64	63	82	88
Effective Weighted Sample	303	77	96	130	303	148	155	37	40	48	48	62	68
Total	232	59	75	99	232	110	122	28	30	36	39	46	53
Don't know	15	**	6	5	15	8	7	**	**	**	**	**	**
	7%	**	8%	5%	7%	7%	6%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 137

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Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	388	111	117	75	85	228	160	388	235	61	45	47	308	80	388
Effective Weighted Sample	303	89	92	57	65	181	122	303	223	54	44	45	242	61	303
Total	232	67	71	45	50	138	94	232	189	28	10	5	186	47	232
PROMPTED RESPONSES															
I prefer to talk to my child and use supervision and rules	101 43%	28 42%	31 43%	** **	** **	59 43%	42 45%	101 43%	79 42%	** **	** **	** **	80 43%	** **	101 43%
Trust my child to be sensible/ responsible	93 40%	30 45%	28 40%	** **	** **	59 43%	34 36%	93 40%	77 41%	** **	** **	** **	70 37%	** **	93 40%
Child is always supervised/ always an adult present	49 21%	13 20%	17 24%	** **	** **	30 22%	18 20%	49 21%	40 21%	** **	** **	** **	40 21%	** **	49 21%
Too complicated/ time consuming to install/ administer	15 6%	5 7%	5 8%	** **	** **	11 8%	4 4%	15 6%	10 6%	** **	** **	** **	12 6%	** **	15 6%
Child learns how to be safe on the internet at school	14 6%	3 5%	6 9%	** **	** **	9 7%	5 5%	14 6%	12 6%	** **	** **	** **	13 7%	** **	14 6%
Don't know how to do this/ didn't know this was possible	11 5%	5 7%	3 4%	** **	** **	8 6%	3 4%	11 5%	9 5%	** **	** **	** **	9 5%	** **	11 5%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	388	111	117	75	85	228	160	388	235	61	45	47	308	80	388
Effective Weighted Sample	303	89	92	57	65	181	122	303	223	54	44	45	242	61	303
Total	232	67	71	45	50	138	94	232	189	28	10	5	186	47	232
Filters block too much/ get in the way	9 4%	3 4%	2 3%	** **	** **	5 4%	3 3%	9 4%	8 4%	** **	** **	** **	7 4%	** **	9 4%
Wouldn't work/ they'd find a way around any controls	5 2%	1 2%	- -%	** **	** **	1 1%	3 4%	5 2%	3 2%	** **	** **	** **	4 2%	** **	5 2%
Filters don't block enough	2 1%	2 3%	1 1%	** **	** **	2 2%	- -%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
SPONTANEOUS RESPONSES															
We have / use other means/ tool/ controls	3 1%	- -%	2 3%	** **	** **	2 1%	1 1%	3 1%	3 2%	** **	** **	** **	3 2%	** **	3 1%
Child is not old enough/ is too young	2 1%	- -%	- -%	** **	** **	- -%	2 2%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
Child does not go online (at home)/ does not use this particular device/ site	1 *%	- -%	- -%	** **	** **	- -%	1 1%	1 *%	1 *%	** **	** **	** **	1 *%	** **	1 *%
Other reasons	9 4%	1 2%	4 6%	** **	** **	6 4%	3 3%	9 4%	6 3%	** **	** **	** **	8 4%	** **	9 4%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	388	111	117	75	85	228	160	388	235	61	45	47	308	80	388
Effective Weighted Sample	303	89	92	57	65	181	122	303	223	54	44	45	242	61	303
Total	232	67	71	45	50	138	94	232	189	28	10	5	186	47	232
Don't know	15	3	2	**	**	5	10	15	14	**	**	**	14	**	15
	7%	4%	3%	**	**	4%	11%	7%	7%	**	**	**	8%	**	7%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 138

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

QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	385	99	153	133	385	190	195	50	49	74	79	66	67
Effective Weighted Sample	291	76	113	102	291	144	147	39	37	55	58	50	52
Total	221	56	86	79	221	108	113	28	28	41	45	39	40
PROMPTED RESPONSES													
I prefer to talk to my child and use supervision and rules	85	**	32	30	85	41	44	**	**	**	**	**	**
	38%	**	37%	38%	38%	38%	39%	**	**	**	**	**	**
Trust my child to be sensible/ responsible	78	**	26	41	78	39	39	**	**	**	**	**	**
	35%	**	30%	52% bd	35%	36%	34%	**	**	**	**	**	**
Child is always supervised/ always an adult present	49	**	27	5	49	24	25	**	**	**	**	**	**
	22%	**	31% cd	6%	22% c	22%	22%	**	**	**	**	**	**
Too complicated/ time consuming to install/ administer	14	**	7	3	14	10	5	**	**	**	**	**	**
	6%	**	8%	4%	6%	9%	4%	**	**	**	**	**	**
Child learns how to be safe on the internet at school	14	**	6	5	14	7	7	**	**	**	**	**	**
	6%	**	7%	7%	6%	6%	6%	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	13	**	4	4	13	7	6	**	**	**	**	**	**
	6%	**	5%	4%	6%	6%	6%	**	**	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	385	99	153	133	385	190	195	50	49	74	79	66	67
Effective Weighted Sample	291	76	113	102	291	144	147	39	37	55	58	50	52
Total	221	56	86	79	221	108	113	28	28	41	45	39	40
Filters block too much/ get in the way	4	**	3	2	4	2	2	**	**	**	**	**	**
	2%	**	3%	2%	2%	2%	2%	**	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	4	**	1	2	4	3	1	**	**	**	**	**	**
	2%	**	2%	3%	2%	2%	1%	**	**	**	**	**	**
Filters don't block enough	3	**	1	-	3	1	2	**	**	**	**	**	**
	1%	**	1%	-%	1%	1%	2%	**	**	**	**	**	**
SPONTANEOUS RESPONSES													
Child does not go online (at home)/ does not use this particular device/ site	3	**	2	*	3	2	1	**	**	**	**	**	**
	2%	**	2%	*%	2%	2%	1%	**	**	**	**	**	**
Child is not old enough/ is too young	3	**	-	-	3	1	2	**	**	**	**	**	**
	1%	**	-%	-%	1%	1%	2%	**	**	**	**	**	**
We have / use other means/ tool/ controls	2	**	2	-	2	*	2	**	**	**	**	**	**
	1%	**	2%	-%	1%	*%	2%	**	**	**	**	**	**
Other reasons	5	**	1	*	5	-	5	**	**	**	**	**	**
	2%	**	1%	*%	2%	-%	4%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 138

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

QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	385	99	153	133	385	190	195	50	49	74	79	66	67
Effective Weighted Sample	291	76	113	102	291	144	147	39	37	55	58	50	52
Total	221	56	86	79	221	108	113	28	28	41	45	39	40
Don't know	19	**	7	9	19	11	8	**	**	**	**	**	**
	9%	**	9%	12%	9%	11%	7%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 138

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

QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	385	96	115	77	97	211	174	385	231	51	52	51	303	82	385
Effective Weighted Sample	291	78	87	55	71	165	126	291	218	45	50	48	236	55	291
Total	221	59	68	41	53	127	94	221	184	21	11	5	182	39	221
PROMPTED RESPONSES															
I prefer to talk to my child and use supervision and rules	85	**	24	**	**	51	34	85	69	**	**	**	72	**	85
	38%	**	35%	**	**	40%	36%	38%	38%	**	**	**	40%	**	38%
Trust my child to be sensible/ responsible	78	**	31	**	**	51	27	78	65	**	**	**	65	**	78
	35%	**	46%	**	**	40%	29%	35%	35%	**	**	**	36%	**	35%
			f			f									
Child is always supervised/ always an adult present	49	**	15	**	**	25	23	49	41	**	**	**	42	**	49
	22%	**	21%	**	**	20%	25%	22%	22%	**	**	**	23%	**	22%
Too complicated/ time consuming to install/ administer	14	**	5	**	**	7	7	14	14	**	**	**	13	**	14
	6%	**	8%	**	**	6%	8%	6%	8%	**	**	**	7%	**	6%
Child learns how to be safe on the internet at school	14	**	3	**	**	8	6	14	12	**	**	**	12	**	14
	6%	**	5%	**	**	6%	7%	6%	7%	**	**	**	7%	**	6%
Don't know how to do this/ didn't know this was possible	13	**	3	**	**	8	5	13	13	**	**	**	12	**	13
	6%	**	4%	**	**	6%	6%	6%	7%	**	**	**	6%	**	6%
Filters block too much/ get in the way	4	**	1	**	**	2	2	4	4	**	**	**	4	**	4
	2%	**	2%	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 138

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

QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	385	96	115	77	97	211	174	385	231	51	52	51	303	82	385
Effective Weighted Sample	291	78	87	55	71	165	126	291	218	45	50	48	236	55	291
Total	221	59	68	41	53	127	94	221	184	21	11	5	182	39	221
Wouldn't work/ they'd find a way around any controls	4 2%	** **	1 1%	** **	** **	1 1%	3 3%	4 2%	3 2%	** **	** **	** **	3 2%	** **	4 2%
Filters don't block enough	3 1%	** **	1 1%	** **	** **	2 2%	1 1%	3 1%	3 2%	** **	** **	** **	3 2%	** **	3 1%
SPONTANEOUS RESPONSES															
Child does not go online (at home)/ does not use this particular device/ site	3 2%	** **	* 1%	** **	** **	* *%	3 3%	3 2%	1 1%	** **	** **	** **	2 1%	** **	3 2%
Child is not old enough/ is too young	3 1%	** **	1 2%	** **	** **	2 1%	1 1%	3 1%	3 1%	** **	** **	** **	2 1%	** **	3 1%
We have / use other means/ tool/ controls	2 1%	** **	1 1%	** **	** **	2 1%	1 1%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
Other reasons	5 2%	** **	2 3%	** **	** **	2 1%	3 3%	5 2%	3 1%	** **	** **	** **	4 2%	** **	5 2%
Don't know	19 9%	** **	4 7%	** **	** **	8 7%	11 11%	19 9%	16 9%	** **	** **	** **	15 8%	** **	19 9%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 139

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

QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	312	69	118	125	312	153	159	37	32	53	65	63	62
Effective Weighted Sample	237	54	87	95	237	117	120	30	25	40	48	47	48
Total	179	41	65	73	179	88	92	22	19	29	36	36	37
PROMPTED RESPONSES													
I prefer to talk to my child and use supervision and rules	69	**	24	29	69	32	37	**	**	**	**	**	**
	38%	**	37%	40%	38%	36%	40%	**	**	**	**	**	**
Trust my child to be sensible/ responsible	67	**	21	38	67	33	35	**	**	**	**	**	**
	38%	**	32%	52% bd	38%	37%	38%	**	**	**	**	**	**
Child is always supervised/ always an adult present	32	**	16	3	32	17	15	**	**	**	**	**	**
	18%	**	25% c	4% c	18% c	19%	17%	**	**	**	**	**	**
Child learns how to be safe on the internet at school	13	**	5	5	13	6	6	**	**	**	**	**	**
	7%	**	7%	7%	7%	7%	7%	**	**	**	**	**	**
Too complicated/ time consuming to install/ administer	11	**	6	2	11	8	4	**	**	**	**	**	**
	6%	**	9%	3%	6%	9%	4%	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	10	**	3	4	10	5	5	**	**	**	**	**	**
	6%	**	5%	5%	6%	6%	5%	**	**	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 139

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

QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total		312	69	118	125	312	153	159	37	32	53	65	63	62
Effective Weighted Sample		237	54	87	95	237	117	120	30	25	40	48	47	48
Total		179	41	65	73	179	88	92	22	19	29	36	36	37
Filters block too much/ get in the way	4	**	3	2	4	2	2	**	**	**	**	**	**	**
	2%	**	4%	2%	2%	2%	2%	**	**	**	**	**	**	**
Filters don't block enough	3	**	1	-	3	1	2	**	**	**	**	**	**	**
	2%	**	2%	-%	2%	1%	2%	**	**	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	2	**	1	1	2	2	1	**	**	**	**	**	**	**
	1%	**	1%	2%	1%	2%	1%	**	**	**	**	**	**	**
SPONTANEOUS RESPONSES														
We have / use other means/ tool/ controls	2	**	2	-	2	*	2	**	**	**	**	**	**	**
	1%	**	2%	-%	1%	*%	2%	**	**	**	**	**	**	**
Child is not old enough/ is too young	2	**	-	-	2	1	1	**	**	**	**	**	**	**
	1%	**	-%	-%	1%	1%	1%	**	**	**	**	**	**	**
Child does not go online (at home)/ does not use this particular device/ site	*	**	*	*	*	*	-	**	**	**	**	**	**	**
	*%	**	*%	*%	*%	*%	-%	**	**	**	**	**	**	**
Other reasons	3	**	1	*	3	-	3	**	**	**	**	**	**	**
	2%	**	2%	*%	2%	-%	4%	**	**	**	**	**	**	**
e														

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 139

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

QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	312	69	118	125	312	153	159	37	32	53	65	63	62
Effective Weighted Sample	237	54	87	95	237	117	120	30	25	40	48	47	48
Total	179	41	65	73	179	88	92	22	19	29	36	36	37
Don't know	17	**	6	8	17	10	6	**	**	**	**	**	**
	9%	**	10%	11%	9%	12%	7%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 139

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

QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	312	90	98	61	63	188	124	312	191	37	44	40	242	70	312
Effective Weighted Sample	237	72	74	45	45	147	90	237	180	33	43	38	188	49	237
Total	179	55	56	35	35	110	69	179	151	15	9	4	144	35	179
PROMPTED RESPONSES															
I prefer to talk to my child and use supervision and rules	69	**	**	**	**	45	23	69	55	**	**	**	57	**	69
	38%	**	**	**	**	41%	34%	38%	37%	**	**	**	39%	**	38%
Trust my child to be sensible/ responsible	67	**	**	**	**	48	19	67	55	**	**	**	55	**	67
	38%	**	**	**	**	44%	28%	38%	37%	**	**	**	38%	**	38%
						f									
Child is always supervised/ always an adult present	32	**	**	**	**	18	14	32	27	**	**	**	26	**	32
	18%	**	**	**	**	16%	21%	18%	18%	**	**	**	18%	**	18%
Child learns how to be safe on the internet at school	13	**	**	**	**	8	5	13	11	**	**	**	11	**	13
	7%	**	**	**	**	7%	7%	7%	7%	**	**	**	8%	**	7%
Too complicated/ time consuming to install/ administer	11	**	**	**	**	7	4	11	11	**	**	**	10	**	11
	6%	**	**	**	**	6%	6%	6%	8%	**	**	**	7%	**	6%
Don't know how to do this/ didn't know this was possible	10	**	**	**	**	7	3	10	10	**	**	**	9	**	10
	6%	**	**	**	**	6%	5%	6%	6%	**	**	**	6%	**	6%
Filters block too much/ get in the way	4	**	**	**	**	2	2	4	4	**	**	**	4	**	4
	2%	**	**	**	**	2%	3%	2%	3%	**	**	**	3%	**	2%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 139

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

QP44C (SHOWCARD) REASONS FOR NOT USING - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	312	90	98	61	63	188	124	312	191	37	44	40	242	70	312
Effective Weighted Sample	237	72	74	45	45	147	90	237	180	33	43	38	188	49	237
Total	179	55	56	35	35	110	69	179	151	15	9	4	144	35	179
Filters don't block enough	3	**	**	**	**	2	1	3	3	**	**	**	3	**	3
	2%	**	**	**	**	2%	1%	2%	2%	**	**	**	2%	**	2%
Wouldn't work/ they'd find a way around any controls	2	**	**	**	**	1	2	2	2	**	**	**	2	**	2
	1%	**	**	**	**	1%	2%	1%	1%	**	**	**	1%	**	1%
SPONTANEOUS RESPONSES															
We have / use other means/ tool/ controls	2	**	**	**	**	2	1	2	2	**	**	**	2	**	2
	1%	**	**	**	**	2%	1%	1%	1%	**	**	**	1%	**	1%
Child is not old enough/ is too young	2	**	**	**	**	1	1	2	2	**	**	**	2	**	2
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Child does not go online (at home)/ does not use this particular device/ site	*	**	**	**	**	-	*	*	-	**	**	**	*	**	*
	*%	**	**	**	**	-%	*%	*%	-%	**	**	**	*%	**	*%
Other reasons	3	**	**	**	**	2	2	3	3	**	**	**	3	**	3
	2%	**	**	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%
Don't know	17	**	**	**	**	6	10	17	14	**	**	**	13	**	17
	9%	**	**	**	**	6%	15%	9%	9%	**	**	**	9%	**	9%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 140

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

QP44D (SHOWCARD) REASONS FOR NOT USING - Safe search enabled on search engine websites - e.g. Google

Base : Parents who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	313	91	106	116	313	164	149	46	45	59	47	59	57
Effective Weighted Sample	240	74	77	89	240	126	115	39	35	42	36	45	44
Total	186	56	60	70	186	94	92	29	27	30	30	35	35
PROMPTED RESPONSES													
Trust my child to be sensible/ responsible	71	**	22	36	71	37	34	**	**	**	**	**	**
	38%	**	36%	51%	38%	39%	37%	**	**	**	**	**	**
				d									
I prefer to talk to my child and use supervision and rules	68	**	21	27	68	34	34	**	**	**	**	**	**
	37%	**	35%	38%	37%	36%	37%	**	**	**	**	**	**
Child is always supervised/ always an adult present	40	**	16	4	40	16	25	**	**	**	**	**	**
	22%	**	27%	5%	22%	17%	27%	**	**	**	**	**	**
			c		c								
Child learns how to be safe on the internet at school	16	**	4	6	16	10	6	**	**	**	**	**	**
	8%	**	6%	9%	8%	10%	7%	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	15	**	7	4	15	8	7	**	**	**	**	**	**
	8%	**	12%	6%	8%	8%	7%	**	**	**	**	**	**
Too complicated/ time consuming to install/ administer	8	**	2	3	8	5	3	**	**	**	**	**	**
	4%	**	4%	4%	4%	6%	3%	**	**	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 140

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

QP44D (SHOWCARD) REASONS FOR NOT USING - Safe search enabled on search engine websites - e.g. Google

Base : Parents who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	313	91	106	116	313	164	149	46	45	59	47	59	57
Effective Weighted Sample	240	74	77	89	240	126	115	39	35	42	36	45	44
Total	186	56	60	70	186	94	92	29	27	30	30	35	35
Wouldn't work/ they'd find a way around any controls	8	**	1	6	8	5	2	**	**	**	**	**	**
	4%	**	2%	9% b	4%	5%	3%	**	**	**	**	**	**
Filters don't block enough	5	**	2	2	5	4	1	**	**	**	**	**	**
	3%	**	3%	3%	3%	4%	1%	**	**	**	**	**	**
Filters block too much/ get in the way	5	**	1	3	5	3	2	**	**	**	**	**	**
	3%	**	2%	4%	3%	3%	2%	**	**	**	**	**	**
SPONTANEOUS RESPONSES													
Child does not go online (at home)/ does not use this particular device/ site	5	**	2	-	5	3	1	**	**	**	**	**	**
	3%	**	3%	-%	3%	4%	1%	**	**	**	**	**	**
Child is not old enough/ is too young	2	**	-	-	2	1	1	**	**	**	**	**	**
	1%	**	-%	-%	1%	1%	1%	**	**	**	**	**	**
Other reasons	3	**	1	1	3	2	1	**	**	**	**	**	**
	2%	**	1%	1%	2%	2%	2%	**	**	**	**	**	**
Don't know	15	**	5	6	15	8	7	**	**	**	**	**	**
	8%	**	8%	9%	8%	8%	8%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 140

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

QP44D (SHOWCARD) REASONS FOR NOT USING - Safe search enabled on search engine websites - e.g. Google

Base : Parents who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	313	90	84	61	78	174	139	313	193	38	43	39	261	52	313
Effective Weighted Sample	240	73	64	45	58	137	103	240	183	33	42	36	203	37	240
Total	186	55	53	35	43	108	78	186	156	17	9	4	159	27	186
PROMPTED RESPONSES															
Trust my child to be sensible/ responsible	71	**	**	**	**	45	26	71	62	**	**	**	63	**	71
	38%	**	**	**	**	42%	33%	38%	39%	**	**	**	40%	**	38%
I prefer to talk to my child and use supervision and rules	68	**	**	**	**	36	32	68	53	**	**	**	59	**	68
	37%	**	**	**	**	34%	41%	37%	34%	**	**	**	37%	**	37%
Child is always supervised/ always an adult present	40	**	**	**	**	25	16	40	32	**	**	**	35	**	40
	22%	**	**	**	**	23%	20%	22%	21%	**	**	**	22%	**	22%
Child learns how to be safe on the internet at school	16	**	**	**	**	9	6	16	14	**	**	**	13	**	16
	8%	**	**	**	**	9%	8%	8%	9%	**	**	**	8%	**	8%
Don't know how to do this/ didn't know this was possible	15	**	**	**	**	7	8	15	15	**	**	**	12	**	15
	8%	**	**	**	**	6%	10%	8%	9%	**	**	**	8%	**	8%
Too complicated/ time consuming to install/ administer	8	**	**	**	**	3	5	8	7	**	**	**	8	**	8
	4%	**	**	**	**	3%	6%	4%	5%	**	**	**	5%	**	4%
Wouldn't work/ they'd find a way around any controls	8	**	**	**	**	1	7	8	7	**	**	**	7	**	8
	4%	**	**	**	**	1%	8%	4%	4%	**	**	**	4%	**	4%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 140

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QP44D (SHOWCARD) REASONS FOR NOT USING - Safe search enabled on search engine websites - e.g. Google

Base : Parents who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	313	90	84	61	78	174	139	313	193	38	43	39	261	52	313
Effective Weighted Sample	240	73	64	45	58	137	103	240	183	33	42	36	203	37	240
Total	186	55	53	35	43	108	78	186	156	17	9	4	159	27	186
Filters don't block enough	5 3%	** **	** **	** **	** **	2 2%	3 4%	5 3%	5 3%	** **	** **	** **	4 3%	** **	5 3%
Filters block too much/ get in the way	5 3%	** **	** **	** **	** **	2 2%	3 4%	5 3%	4 3%	** **	** **	** **	4 2%	** **	5 3%
SPONTANEOUS RESPONSES															
Child does not go online (at home)/ does not use this particular device/ site	5 3%	** **	** **	** **	** **	2 2%	3 4%	5 3%	2 1%	** **	** **	** **	4 3%	** **	5 3%
Child is not old enough/ is too young	2 1%	** **	** **	** **	** **	2 2%	- -%	2 1%	2 1%	** **	** **	** **	1 1%	** **	2 1%
Other reasons	3 2%	** **	** **	** **	** **	2 2%	1 1%	3 2%	2 1%	** **	** **	** **	3 2%	** **	3 2%
Don't know	15 8%	** **	** **	** **	** **	9 8%	6 8%	15 8%	14 9%	** **	** **	** **	13 8%	** **	15 8%

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 141

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

QP44D (SHOWCARD) REASONS FOR NOT USING - Safe search enabled on search engine websites - e.g. Google

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	254	67	79	108	254	132	122	33	34	44	35	55	53
Effective Weighted Sample	195	55	58	82	195	100	95	28	27	31	26	41	41
Total	151	43	44	64	151	76	75	22	22	23	21	31	33
PROMPTED RESPONSES													
Trust my child to be sensible/ responsible	62	**	**	32	62	33	30	**	**	**	**	**	**
	41%	**	**	50%	41%	43%	39%	**	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	60	**	**	26	60	27	32	**	**	**	**	**	**
	40%	**	**	40%	40%	36%	43%	**	**	**	**	**	**
Child is always supervised/ always an adult present	30	**	**	3	30	11	19	**	**	**	**	**	**
	20%	**	**	5%	20%	14%	26%	**	**	**	**	**	**
				c		e							
Child learns how to be safe on the internet at school	13	**	**	5	13	8	4	**	**	**	**	**	**
	8%	**	**	8%	8%	11%	6%	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	11	**	**	3	11	6	5	**	**	**	**	**	**
	7%	**	**	5%	7%	7%	7%	**	**	**	**	**	**
Filters don't block enough	5	**	**	2	5	4	1	**	**	**	**	**	**
	4%	**	**	3%	4%	5%	2%	**	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	5	**	**	4	5	4	1	**	**	**	**	**	**
	3%	**	**	6%	3%	5%	1%	**	**	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 141

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

QP44D (SHOWCARD) REASONS FOR NOT USING - Safe search enabled on search engine websites - e.g. Google

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total		254	67	79	108	254	132	122	33	34	44	35	55	53
Effective Weighted Sample		195	55	58	82	195	100	95	28	27	31	26	41	41
Total		151	43	44	64	151	76	75	22	22	23	21	31	33
Too complicated/ time consuming to install/ administer		5	**	**	1	5	5	*	**	**	**	**	**	**
	3%		**	**	2%	3%	6% f	*%	**	**	**	**	**	**
Filters block too much/ get in the way		5	**	**	3	5	3	2	**	**	**	**	**	**
	3%		**	**	4%	3%	3%	3%	**	**	**	**	**	**
SPONTANEOUS RESPONSES														
Child is not old enough/ is too young		1	**	**	-	1	1	-	**	**	**	**	**	**
	1%		**	**	-%	1%	1%	-%	**	**	**	**	**	**
Other reasons		2	**	**	1	2	2	1	**	**	**	**	**	**
	1%		**	**	1%	1%	2%	1%	**	**	**	**	**	**
Don't know		12	**	**	6	12	7	5	**	**	**	**	**	**
	8%		**	**	10%	8%	9%	7%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 141

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QP44D (SHOWCARD) REASONS FOR NOT USING - Safe search enabled on search engine websites - e.g. Google

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	254	83	72	50	49	155	99	254	160	24	37	33	207	47	254
Effective Weighted Sample	195	67	55	38	36	122	73	195	152	21	36	31	161	34	195
Total	151	51	44	30	27	94	57	151	129	10	8	4	126	25	151
PROMPTED RESPONSES															
Trust my child to be sensible/ responsible	62	**	**	**	**	44	**	62	53	**	**	**	54	**	62
	41%	**	**	**	**	46%	**	41%	41%	**	**	**	43%	**	41%
I prefer to talk to my child and use supervision and rules	60	**	**	**	**	34	**	60	46	**	**	**	51	**	60
	40%	**	**	**	**	36%	**	40%	36%	**	**	**	41%	**	40%
Child is always supervised/ always an adult present	30	**	**	**	**	21	**	30	25	**	**	**	25	**	30
	20%	**	**	**	**	22%	**	20%	19%	**	**	**	20%	**	20%
Child learns how to be safe on the internet at school	13	**	**	**	**	9	**	13	11	**	**	**	10	**	13
	8%	**	**	**	**	10%	**	8%	8%	**	**	**	8%	**	8%
Don't know how to do this/ didn't know this was possible	11	**	**	**	**	6	**	11	11	**	**	**	9	**	11
	7%	**	**	**	**	7%	**	7%	8%	**	**	**	7%	**	7%
Filters don't block enough	5	**	**	**	**	2	**	5	5	**	**	**	4	**	5
	4%	**	**	**	**	2%	**	4%	4%	**	**	**	3%	**	4%
Wouldn't work/ they'd find a way around any controls	5	**	**	**	**	1	**	5	4	**	**	**	4	**	5
	3%	**	**	**	**	1%	**	3%	3%	**	**	**	3%	**	3%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 141

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

QP44D (SHOWCARD) REASONS FOR NOT USING - Safe search enabled on search engine websites - e.g. Google

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool Safe search enabled on search engine websites - e.g. Google

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	h	~i	~j	~k	l	~m	n
Unweighted total	254	83	72	50	49	155	99	254	160	24	37	33	207	47	254
Effective Weighted Sample	195	67	55	38	36	122	73	195	152	21	36	31	161	34	195
Total	151	51	44	30	27	94	57	151	129	10	8	4	126	25	151
Too complicated/ time consuming to install/ administer	5	**	**	**	**	3	**	5	4	**	**	**	5	**	5
	3%	**	**	**	**	4%	**	3%	3%	**	**	**	4%	**	3%
Filters block too much/ get in the way	5	**	**	**	**	2	**	5	4	**	**	**	4	**	5
	3%	**	**	**	**	2%	**	3%	3%	**	**	**	3%	**	3%
SPONTANEOUS RESPONSES															
Child is not old enough/ is too young	1	**	**	**	**	1	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	**	1%	1%	**	**	**	1%	**	1%
Other reasons	2	**	**	**	**	2	**	2	2	**	**	**	2	**	2
	1%	**	**	**	**	2%	**	1%	1%	**	**	**	2%	**	1%
Don't know	12	**	**	**	**	6	**	12	10	**	**	**	10	**	12
	8%	**	**	**	**	6%	**	8%	8%	**	**	**	8%	**	8%

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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 142

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

QP44E (SHOWCARD) REASONS FOR NOT USING - YouTube safety mode enabled to filter inappropriate content

Base : Parents who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	233	71	80	82	233	123	110	40	31	43	37	40	42
Effective Weighted Sample	185	60	59	65	185	97	88	34	26	31	29	32	34
Total	142	46	45	51	142	71	72	25	21	22	23	23	28
PROMPTED RESPONSES													
I prefer to talk to my child and use supervision and rules	53	**	**	**	53	26	28	**	**	**	**	**	**
	37%	**	**	**	37%	36%	39%	**	**	**	**	**	**
Trust my child to be sensible/ responsible	44	**	**	**	44	22	21	**	**	**	**	**	**
	31%	**	**	**	31%	32%	30%	**	**	**	**	**	**
Child is always supervised/ always an adult present	31	**	**	**	31	17	15	**	**	**	**	**	**
	22%	**	**	**	22%	24%	21%	**	**	**	**	**	**
Child learns how to be safe on the internet at school	11	**	**	**	11	7	4	**	**	**	**	**	**
	8%	**	**	**	8%	10%	6%	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	8	**	**	**	8	4	5	**	**	**	**	**	**
	6%	**	**	**	6%	5%	7%	**	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	7	**	**	**	7	5	3	**	**	**	**	**	**
	5%	**	**	**	5%	7%	4%	**	**	**	**	**	**
Too complicated/ time consuming to install/ administer	4	**	**	**	4	2	2	**	**	**	**	**	**
	3%	**	**	**	3%	3%	3%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 142

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

QP44E (SHOWCARD) REASONS FOR NOT USING - YouTube safety mode enabled to filter inappropriate content

Base : Parents who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	233	71	80	82	233	123	110	40	31	43	37	40	42
Effective Weighted Sample	185	60	59	65	185	97	88	34	26	31	29	32	34
Total	142	46	45	51	142	71	72	25	21	22	23	23	28
Filters don't block enough	3	**	**	**	3	3	-	**	**	**	**	**	**
	2%	**	**	**	2%	4%	-%	**	**	**	**	**	**
Filters block too much/ get in the way	2	**	**	**	2	2	-	**	**	**	**	**	**
	1%	**	**	**	1%	2%	-%	**	**	**	**	**	**
SPONTANEOUS RESPONSES													
Child does not go online (at home)/ does not use this particular device/ site	5	**	**	**	5	3	1	**	**	**	**	**	**
	3%	**	**	**	3%	5%	2%	**	**	**	**	**	**
Child is not old enough/ is too young	2	**	**	**	2	1	1	**	**	**	**	**	**
	1%	**	**	**	1%	1%	1%	**	**	**	**	**	**
Other reasons	2	**	**	**	2	1	*	**	**	**	**	**	**
	1%	**	**	**	1%	2%	*%	**	**	**	**	**	**
Don't know	11	**	**	**	11	5	6	**	**	**	**	**	**
	8%	**	**	**	8%	8%	8%	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 142

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QP44E (SHOWCARD) REASONS FOR NOT USING - YouTube safety mode enabled to filter inappropriate content

Base : Parents who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	233	62	61	46	64	123	110	233	151	33	26	23	191	42	233
Effective Weighted Sample	185	51	48	34	51	99	86	185	143	28	25	22	155	30	185
Total	142	39	38	25	41	77	66	142	121	14	6	3	121	21	142
PROMPTED RESPONSES															
I prefer to talk to my child and use supervision and rules	53 37%	** **	** **	** **	** **	27 35%	27 41%	53 37%	43 35%	** **	** **	** **	46 38%	** **	53 37%
Trust my child to be sensible/ responsible	44 31%	** **	** **	** **	** **	24 32%	19 29%	44 31%	37 31%	** **	** **	** **	38 32%	** **	44 31%
Child is always supervised/ always an adult present	31 22%	** **	** **	** **	** **	18 24%	13 20%	31 22%	27 22%	** **	** **	** **	27 22%	** **	31 22%
Child learns how to be safe on the internet at school	11 8%	** **	** **	** **	** **	5 7%	6 9%	11 8%	10 8%	** **	** **	** **	10 8%	** **	11 8%
Don't know how to do this/ didn't know this was possible	8 6%	** **	** **	** **	** **	2 3%	6 9%	8 6%	7 6%	** **	** **	** **	7 6%	** **	8 6%
Wouldn't work/ they'd find a way around any controls	7 5%	** **	** **	** **	** **	2 2%	6 9%	7 5%	6 5%	** **	** **	** **	7 6%	** **	7 5%
Too complicated/ time consuming to install/ administer	4 3%	** **	** **	** **	** **	2 3%	2 3%	4 3%	4 3%	** **	** **	** **	3 3%	** **	4 3%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 142

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

QP44E (SHOWCARD) REASONS FOR NOT USING - YouTube safety mode enabled to filter inappropriate content

Base : Parents who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	233	62	61	46	64	123	110	233	151	33	26	23	191	42	233
Effective Weighted Sample	185	51	48	34	51	99	86	185	143	28	25	22	155	30	185
Total	142	39	38	25	41	77	66	142	121	14	6	3	121	21	142
Filters don't block enough	3	**	**	**	**	1	2	3	3	**	**	**	2	**	3
	2%	**	**	**	**	1%	3%	2%	2%	**	**	**	1%	**	2%
Filters block too much/ get in the way	2	**	**	**	**	1	1	2	1	**	**	**	2	**	2
	1%	**	**	**	**	1%	2%	1%	**%	**	**	**	1%	**	1%
SPONTANEOUS RESPONSES															
Child does not go online (at home)/ does not use this particular device/ site	5	**	**	**	**	2	2	5	4	**	**	**	3	**	5
	3%	**	**	**	**	3%	4%	3%	3%	**	**	**	3%	**	3%
Child is not old enough/ is too young	2	**	**	**	**	2	-	2	2	**	**	**	1	**	2
	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
Other reasons	2	**	**	**	**	1	*	2	1	**	**	**	2	**	2
	1%	**	**	**	**	2%	1%	1%	1%	**	**	**	1%	**	1%
Don't know	11	**	**	**	**	6	5	11	10	**	**	**	10	**	11
	8%	**	**	**	**	8%	7%	8%	8%	**	**	**	8%	**	8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44E (SHOWCARD) REASONS FOR NOT USING - YouTube safety mode enabled to filter inappropriate content

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	186	51	58	77	186	97	89	29	22	31	27	37	40
Effective Weighted Sample	148	45	43	61	148	77	72	25	20	22	21	29	32
Total	113	35	31	47	113	55	58	19	16	15	16	20	26
PROMPTED RESPONSES													
I prefer to talk to my child and use supervision and rules	44 39%	**	**	**	44 39%	**	**	**	**	**	**	**	**
Trust my child to be sensible/ responsible	37 33%	**	**	**	37 33%	**	**	**	**	**	**	**	**
Child is always supervised/ always an adult present	23 20%	**	**	**	23 20%	**	**	**	**	**	**	**	**
Child learns how to be safe on the internet at school	8 7%	**	**	**	8 7%	**	**	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	7 6%	**	**	**	7 6%	**	**	**	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	6 5%	**	**	**	6 5%	**	**	**	**	**	**	**	**
Too complicated/ time consuming to install/ administer	3 3%	**	**	**	3 3%	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44E (SHOWCARD) REASONS FOR NOT USING - YouTube safety mode enabled to filter inappropriate content

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	186	51	58	77	186	97	89	29	22	31	27	37	40
Effective Weighted Sample	148	45	43	61	148	77	72	25	20	22	21	29	32
Total	113	35	31	47	113	55	58	19	16	15	16	20	26
Filters don't block enough	2	**	**	**	2	**	**	**	**	**	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	**	**	**
Filters block too much/ get in the way	2	**	**	**	2	**	**	**	**	**	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	**	**	**
SPONTANEOUS RESPONSES													
Child does not go online (at home)/ does not use this particular device/ site	2	**	**	**	2	**	**	**	**	**	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	**	**	**
Child is not old enough/ is too young	1	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**
Other reasons	1	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	8	**	**	**	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44E (SHOWCARD) REASONS FOR NOT USING - YouTube safety mode enabled to filter inappropriate content

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	186	58	45	41	42	103	83	186	121	24	24	17	150	36	186
Effective Weighted Sample	148	48	35	31	34	83	65	148	115	20	23	16	122	26	148
Total	113	36	27	23	27	63	50	113	95	10	5	2	93	19	113
PROMPTED RESPONSES															
I prefer to talk to my child and use supervision and rules	44 39%	** **	** **	** **	** **	23 36%	** **	44 39%	34 35%	** **	** **	** **	36 39%	** **	44 39%
Trust my child to be sensible/ responsible	37 33%	** **	** **	** **	** **	23 36%	** **	37 33%	31 33%	** **	** **	** **	32 34%	** **	37 33%
Child is always supervised/ always an adult present	23 20%	** **	** **	** **	** **	14 23%	** **	23 20%	21 22%	** **	** **	** **	19 20%	** **	23 20%
Child learns how to be safe on the internet at school	8 7%	** **	** **	** **	** **	5 8%	** **	8 7%	7 7%	** **	** **	** **	7 8%	** **	8 7%
Don't know how to do this/ didn't know this was possible	7 6%	** **	** **	** **	** **	1 2%	** **	7 6%	6 6%	** **	** **	** **	6 6%	** **	7 6%
Wouldn't work/ they'd find a way around any controls	6 5%	** **	** **	** **	** **	2 3%	** **	6 5%	4 5%	** **	** **	** **	6 6%	** **	6 5%
Too complicated/ time consuming to install/ administer	3 3%	** **	** **	** **	** **	2 4%	** **	3 3%	3 3%	** **	** **	** **	3 3%	** **	3 3%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44E (SHOWCARD) REASONS FOR NOT USING - YouTube safety mode enabled to filter inappropriate content

Base : Parents with a fixed broadband connection at home who are aware of but do not use the tool YouTube safety mode enabled to filter inappropriate content

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	186	58	45	41	42	103	83	186	121	24	24	17	150	36	186
Effective Weighted Sample	148	48	35	31	34	83	65	148	115	20	23	16	122	26	148
Total	113	36	27	23	27	63	50	113	95	10	5	2	93	19	113
Filters don't block enough	2	**	**	**	**	1	**	2	2	**	**	**	1	**	2
	2%	**	**	**	**	2%	**	2%	2%	**	**	**	1%	**	2%
Filters block too much/ get in the way	2	**	**	**	**	1	**	2	1	**	**	**	2	**	2
	2%	**	**	**	**	1%	**	2%	1%	**	**	**	2%	**	2%
SPONTANEOUS RESPONSES															
Child does not go online (at home)/ does not use this particular device/ site	2	**	**	**	**	1	**	2	2	**	**	**	1	**	2
	2%	**	**	**	**	2%	**	2%	2%	**	**	**	1%	**	2%
Child is not old enough/ is too young	1	**	**	**	**	1	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	**	1%	1%	**	**	**	1%	**	1%
Other reasons	1	**	**	**	**	1	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	2%	**	1%	1%	**	**	**	1%	**	1%
Don't know	8	**	**	**	**	4	**	8	7	**	**	**	7	**	8
	7%	**	**	**	**	6%	**	7%	7%	**	**	**	7%	**	7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44F (SHOWCARD) REASONS FOR NOT USING - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	263	62	102	99	263	151	112	34	28	65	37	52	47
Effective Weighted Sample	212	51	79	81	212	121	91	28	24	50	30	44	38
Total	169	40	60	68	169	94	75	21	19	38	23	35	33
PROMPTED RESPONSES													
I prefer to talk to my child and use supervision and rules	55 33%	** **	19 32%	** **	55 33%	25 27%	30 40% e	** **	** **	** **	** **	** **	** **
Trust my child to be sensible/ responsible	48 29%	** **	14 24%	** **	48 29%	25 27%	23 31%	** **	** **	** **	** **	** **	** **
Child is always supervised/ always an adult present	34 20%	** **	14 24%	** **	34 20%	19 20%	14 19%	** **	** **	** **	** **	** **	** **
Child learns how to be safe on the internet at school	16 9%	** **	6 10%	** **	16 9%	7 7%	9 12%	** **	** **	** **	** **	** **	** **
Too complicated/ time consuming to install/ administer	9 5%	** **	5 9%	** **	9 5%	6 7%	2 3%	** **	** **	** **	** **	** **	** **
Don't know how to do this/ didn't know this was possible	8 5%	** **	3 5%	** **	8 5%	6 6%	2 3%	** **	** **	** **	** **	** **	** **
Filters don't block enough	6 3%	** **	1 2%	** **	6 3%	2 3%	3 4%	** **	** **	** **	** **	** **	** **
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44F (SHOWCARD) REASONS FOR NOT USING - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	263	62	102	99	263	151	112	34	28	65	37	52	47
Effective Weighted Sample	212	51	79	81	212	121	91	28	24	50	30	44	38
Total	169	40	60	68	169	94	75	21	19	38	23	35	33
Wouldn't work/ they'd find a way around any controls	5	**	1	**	5	3	2	**	**	**	**	**	**
	3%	**	2%	**	3%	3%	3%	**	**	**	**	**	**
Filters block too much/ get in the way	3	**	1	**	3	2	1	**	**	**	**	**	**
	2%	**	2%	**	2%	2%	1%	**	**	**	**	**	**
SPONTANEOUS RESPONSES													
Child does not go online (at home)/ does not use this particular device/ site	15	**	8	**	15	9	6	**	**	**	**	**	**
	9%	**	13%	**	9%	10%	8%	**	**	**	**	**	**
Child is not old enough/ is too young	3	**	-	**	3	1	2	**	**	**	**	**	**
	2%	**	-%	**	2%	1%	2%	**	**	**	**	**	**
We have / use other means/ tool/ controls	2	**	1	**	2	1	1	**	**	**	**	**	**
	1%	**	1%	**	1%	1%	1%	**	**	**	**	**	**
Other reasons	6	**	2	**	6	3	3	**	**	**	**	**	**
	3%	**	3%	**	3%	3%	4%	**	**	**	**	**	**
Don't know	13	**	5	**	13	9	4	**	**	**	**	**	**
	8%	**	8%	**	8%	9%	6%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 144

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QP44F (SHOWCARD) REASONS FOR NOT USING - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	263	76	69	55	63	145	118	263	188	21	33	21	213	50	263
Effective Weighted Sample	212	61	57	45	49	118	93	212	177	18	32	20	174	38	212
Total	169	47	48	35	39	94	75	169	150	9	7	2	140	29	169
PROMPTED RESPONSES															
I prefer to talk to my child and use supervision and rules	55	**	**	**	**	31	24	55	48	**	**	**	49	**	55
	33%	**	**	**	**	33%	32%	33%	32%	**	**	**	35%	**	33%
Trust my child to be sensible/ responsible	48	**	**	**	**	26	22	48	42	**	**	**	40	**	48
	29%	**	**	**	**	28%	30%	29%	28%	**	**	**	28%	**	29%
Child is always supervised/ always an adult present	34	**	**	**	**	16	17	34	27	**	**	**	29	**	34
	20%	**	**	**	**	17%	23%	20%	18%	**	**	**	20%	**	20%
Child learns how to be safe on the internet at school	16	**	**	**	**	9	7	16	14	**	**	**	13	**	16
	9%	**	**	**	**	9%	9%	9%	9%	**	**	**	10%	**	9%
Too complicated/ time consuming to install/ administer	9	**	**	**	**	5	3	9	8	**	**	**	8	**	9
	5%	**	**	**	**	6%	5%	5%	5%	**	**	**	6%	**	5%
Don't know how to do this/ didn't know this was possible	8	**	**	**	**	5	3	8	8	**	**	**	6	**	8
	5%	**	**	**	**	5%	4%	5%	5%	**	**	**	5%	**	5%
Filters don't block enough	6	**	**	**	**	3	3	6	6	**	**	**	3	**	6
	3%	**	**	**	**	3%	4%	3%	4%	**	**	**	2%	**	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44F (SHOWCARD) REASONS FOR NOT USING - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	263	76	69	55	63	145	118	263	188	21	33	21	213	50	263
Effective Weighted Sample	212	61	57	45	49	118	93	212	177	18	32	20	174	38	212
Total	169	47	48	35	39	94	75	169	150	9	7	2	140	29	169
Wouldn't work/ they'd find a way around any controls	5 3%	** **	** **	** **	** **	1 1%	4 5%	5 3%	5 3%	** **	** **	** **	5 4%	** **	5 3%
Filters block too much/ get in the way	3 2%	** **	** **	** **	** **	3 3%	- -%	3 2%	3 2%	** **	** **	** **	3 2%	** **	3 2%
SPONTANEOUS RESPONSES															
Child does not go online (at home)/ does not use this particular device/ site	15 9%	** **	** **	** **	** **	10 11%	4 6%	15 9%	14 9%	** **	** **	** **	9 7%	** **	15 9%
Child is not old enough/ is too young	3 2%	** **	** **	** **	** **	2 2%	1 1%	3 2%	3 2%	** **	** **	** **	2 1%	** **	3 2%
We have / use other means/ tool/ controls	2 1%	** **	** **	** **	** **	1 1%	1 1%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
Other reasons	6 3%	** **	** **	** **	** **	3 4%	2 3%	6 3%	5 3%	** **	** **	** **	5 4%	** **	6 3%
Don't know	13 8%	** **	** **	** **	** **	8 9%	5 6%	13 8%	12 8%	** **	** **	** **	13 9%	** **	13 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44F (SHOWCARD) REASONS FOR NOT USING - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents whose child has a mobile phone who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	115	1	30	84	115	63	52	-	1	21	9	42	42
Effective Weighted Sample	92	1	22	69	92	50	42	-	1	15	7	35	34
Total	78	1	19	58	78	41	37	-	1	12	7	29	29
PROMPTED RESPONSES													
Trust my child to be sensible/ responsible	34	**	**	**	34	**	**	-	**	**	**	**	**
	43%	**	**	**	43%	**	**	-%	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	29	**	**	**	29	**	**	-	**	**	**	**	**
	38%	**	**	**	38%	**	**	-%	**	**	**	**	**
Child learns how to be safe on the internet at school	10	**	**	**	10	**	**	-	**	**	**	**	**
	12%	**	**	**	12%	**	**	-%	**	**	**	**	**
Child is always supervised/ always an adult present	7	**	**	**	7	**	**	-	**	**	**	**	**
	10%	**	**	**	10%	**	**	-%	**	**	**	**	**
Too complicated/ time consuming to install/ administer	6	**	**	**	6	**	**	-	**	**	**	**	**
	7%	**	**	**	7%	**	**	-%	**	**	**	**	**
Filters don't block enough	4	**	**	**	4	**	**	-	**	**	**	**	**
	5%	**	**	**	5%	**	**	-%	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	4	**	**	**	4	**	**	-	**	**	**	**	**
	5%	**	**	**	5%	**	**	-%	**	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44F (SHOWCARD) REASONS FOR NOT USING - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents whose child has a mobile phone who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	115	1	30	84	115	63	52	-	1	21	9	42	42
Effective Weighted Sample	92	1	22	69	92	50	42	-	1	15	7	35	34
Total	78	1	19	58	78	41	37	-	1	12	7	29	29
Don't know how to do this/ didn't know this was possible	2	**	**	**	2	**	**	-	**	**	**	**	**
	3%	**	**	**	3%	**	**	-%	**	**	**	**	**
Filters block too much/ get in the way	1	**	**	**	1	**	**	-	**	**	**	**	**
	1%	**	**	**	1%	**	**	-%	**	**	**	**	**
SPONTANEOUS RESPONSES													
Child does not go online (at home)/ does not use this particular device/ site	2	**	**	**	2	**	**	-	**	**	**	**	**
	3%	**	**	**	3%	**	**	-%	**	**	**	**	**
We have / use other means/ tool/ controls	1	**	**	**	1	**	**	-	**	**	**	**	**
	1%	**	**	**	1%	**	**	-%	**	**	**	**	**
Other reasons	1	**	**	**	1	**	**	-	**	**	**	**	**
	2%	**	**	**	2%	**	**	-%	**	**	**	**	**
Don't know	8	**	**	**	8	**	**	-	**	**	**	**	**
	10%	**	**	**	10%	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44F (SHOWCARD) REASONS FOR NOT USING - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents whose child has a mobile phone who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	n
Significance Level: 95%															
Unweighted total	115	34	30	26	25	64	51	115	79	9	16	11	90	25	115
Effective Weighted Sample	92	26	25	21	20	51	41	92	75	8	16	10	75	17	92
Total	78	21	22	17	17	43	35	78	69	4	3	1	64	14	78
PROMPTED RESPONSES															
Trust my child to be sensible/ responsible	34	**	**	**	**	**	**	34	**	**	**	**	**	**	34
	43%	**	**	**	**	**	**	43%	**	**	**	**	**	**	43%
I prefer to talk to my child and use supervision and rules	29	**	**	**	**	**	**	29	**	**	**	**	**	**	29
	38%	**	**	**	**	**	**	38%	**	**	**	**	**	**	38%
Child learns how to be safe on the internet at school	10	**	**	**	**	**	**	10	**	**	**	**	**	**	10
	12%	**	**	**	**	**	**	12%	**	**	**	**	**	**	12%
Child is always supervised/ always an adult present	7	**	**	**	**	**	**	7	**	**	**	**	**	**	7
	10%	**	**	**	**	**	**	10%	**	**	**	**	**	**	10%
Too complicated/ time consuming to install/ administer	6	**	**	**	**	**	**	6	**	**	**	**	**	**	6
	7%	**	**	**	**	**	**	7%	**	**	**	**	**	**	7%
Filters don't block enough	4	**	**	**	**	**	**	4	**	**	**	**	**	**	4
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	5%
Wouldn't work/ they'd find a way around any controls	4	**	**	**	**	**	**	4	**	**	**	**	**	**	4
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	5%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44F (SHOWCARD) REASONS FOR NOT USING - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents whose child has a mobile phone who are aware of but do not use the tool Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	n
Unweighted total	115	34	30	26	25	64	51	115	79	9	16	11	90	25	115
Effective Weighted Sample	92	26	25	21	20	51	41	92	75	8	16	10	75	17	92
Total	78	21	22	17	17	43	35	78	69	4	3	1	64	14	78
Don't know how to do this/ didn't know this was possible	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	3%
Filters block too much/ get in the way	1	**	**	**	**	**	**	1	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	1%
SPONTANEOUS RESPONSES															
Child does not go online (at home)/ does not use this particular device/ site	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	3%
We have / use other means/ tool/ controls	1	**	**	**	**	**	**	1	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	1%
Other reasons	1	**	**	**	**	**	**	1	**	**	**	**	**	**	1
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	2%
Don't know	8	**	**	**	**	**	**	8	**	**	**	**	**	**	8
	10%	**	**	**	**	**	**	10%	**	**	**	**	**	**	10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 146

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44G (SHOWCARD) REASONS FOR NOT USING - Parental control software to restrict app installation/ use

Base : Parents who are aware of but do not use the tool Parental control software to restrict app installation/ use

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	240	60	86	94	240	119	121	31	29	42	44	46	48
Effective Weighted Sample	187	49	67	71	187	93	94	25	24	33	35	36	35
Total	144	38	51	55	144	70	74	18	19	23	28	28	26
PROMPTED RESPONSES													
Trust my child to be sensible/ responsible	57	**	**	**	57	28	29	**	**	**	**	**	**
	40%	**	**	**	40%	40%	40%	**	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	49	**	**	**	49	21	28	**	**	**	**	**	**
	34%	**	**	**	34%	31%	37%	**	**	**	**	**	**
Child is always supervised/ always an adult present	28	**	**	**	28	15	13	**	**	**	**	**	**
	19%	**	**	**	19%	21%	18%	**	**	**	**	**	**
Child learns how to be safe on the internet at school	8	**	**	**	8	5	3	**	**	**	**	**	**
	6%	**	**	**	6%	7%	5%	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	5	**	**	**	5	1	4	**	**	**	**	**	**
	3%	**	**	**	3%	1%	6%	**	**	**	**	**	**
							e						
Too complicated/ time consuming to install/ administer	4	**	**	**	4	2	3	**	**	**	**	**	**
	3%	**	**	**	3%	2%	4%	**	**	**	**	**	**
Filters block too much/ get in the way	3	**	**	**	3	1	2	**	**	**	**	**	**
	2%	**	**	**	2%	2%	2%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 146

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QP44G (SHOWCARD) REASONS FOR NOT USING - Parental control software to restrict app installation/ use

Base : Parents who are aware of but do not use the tool Parental control software to restrict app installation/ use

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	240	60	86	94	240	119	121	31	29	42	44	46	48
Effective Weighted Sample	187	49	67	71	187	93	94	25	24	33	35	36	35
Total	144	38	51	55	144	70	74	18	19	23	28	28	26
Wouldn't work/ they'd find a way around any controls	3 2%	** **	** **	** **	3 2%	1 2%	1 1%	** **	** **	** **	** **	** **	** **
Filters don't block enough	2 1%	** **	** **	** **	2 1%	2 3%	* *%	** **	** **	** **	** **	** **	** **
SPONTANEOUS RESPONSES													
Child is not old enough/ is too young	2 1%	** **	** **	** **	2 1%	2 3%	- -%	** **	** **	** **	** **	** **	** **
Child does not go online (at home)/ does not use this particular device/ site	1 1%	** **	** **	** **	1 1%	1 2%	- -%	** **	** **	** **	** **	** **	** **
We have / use other means/ tool/ controls	1 *%	** **	** **	** **	1 *%	* *%	* 1%	** **	** **	** **	** **	** **	** **
Other reasons	3 2%	** **	** **	** **	3 2%	* *%	3 4%	** **	** **	** **	** **	** **	** **
Don't know	11 8%	** **	** **	** **	11 8%	6 9%	5 7%	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 146

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QP44G (SHOWCARD) REASONS FOR NOT USING - Parental control software to restrict app installation/ use

Base : Parents who are aware of but do not use the tool Parental control software to restrict app installation/ use

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	240	70	65	51	54	135	105	240	155	27	38	20	195	45	240
Effective Weighted Sample	187	57	52	40	38	109	79	187	146	23	37	19	153	34	187
Total	144	44	40	31	29	84	59	144	123	11	8	2	118	25	144
PROMPTED RESPONSES															
Trust my child to be sensible/ responsible	57	**	**	**	**	36	21	57	49	**	**	**	44	**	57
	40%	**	**	**	**	43%	36%	40%	40%	**	**	**	37%	**	40%
I prefer to talk to my child and use supervision and rules	49	**	**	**	**	28	22	49	39	**	**	**	41	**	49
	34%	**	**	**	**	33%	36%	34%	31%	**	**	**	34%	**	34%
Child is always supervised/ always an adult present	28	**	**	**	**	19	9	28	24	**	**	**	23	**	28
	19%	**	**	**	**	23%	14%	19%	19%	**	**	**	19%	**	19%
Child learns how to be safe on the internet at school	8	**	**	**	**	6	2	8	6	**	**	**	7	**	8
	6%	**	**	**	**	7%	4%	6%	5%	**	**	**	6%	**	6%
Don't know how to do this/ didn't know this was possible	5	**	**	**	**	2	3	5	4	**	**	**	5	**	5
	3%	**	**	**	**	3%	5%	3%	3%	**	**	**	4%	**	3%
Too complicated/ time consuming to install/ administer	4	**	**	**	**	2	2	4	3	**	**	**	4	**	4
	3%	**	**	**	**	2%	4%	3%	3%	**	**	**	4%	**	3%
Filters block too much/ get in the way	3	**	**	**	**	1	2	3	3	**	**	**	3	**	3
	2%	**	**	**	**	1%	4%	2%	2%	**	**	**	2%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 146

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44G (SHOWCARD) REASONS FOR NOT USING - Parental control software to restrict app installation/ use

Base : Parents who are aware of but do not use the tool Parental control software to restrict app installation/ use

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	240	70	65	51	54	135	105	240	155	27	38	20	195	45	240
Effective Weighted Sample	187	57	52	40	38	109	79	187	146	23	37	19	153	34	187
Total	144	44	40	31	29	84	59	144	123	11	8	2	118	25	144
Wouldn't work/ they'd find a way around any controls	3 2%	** **	** **	** **	** **	- -%	3 4% e	3 2%	3 2%	** **	** **	** **	3 2%	** **	3 2%
Filters don't block enough	2 1%	** **	** **	** **	** **	1 1%	1 2%	2 1%	2 2%	** **	** **	** **	1 1%	** **	2 1%
SPONTANEOUS RESPONSES															
Child is not old enough/ is too young	2 1%	** **	** **	** **	** **	1 1%	1 2%	2 1%	2 1%	** **	** **	** **	2 2%	** **	2 1%
Child does not go online (at home)/ does not use this particular device/ site	1 1%	** **	** **	** **	** **	* *%	1 2%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
We have / use other means/ tool/ controls	1 *%	** **	** **	** **	** **	* *%	* 1%	1 *%	- -%	** **	** **	** **	1 1%	** **	1 *%
Other reasons	3 2%	** **	** **	** **	** **	2 3%	1 1%	3 2%	3 2%	** **	** **	** **	3 3%	** **	3 2%
Don't know	11 8%	** **	** **	** **	** **	7 9%	4 7%	11 8%	10 8%	** **	** **	** **	10 8%	** **	11 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44G (SHOWCARD) REASONS FOR NOT USING - Parental control software to restrict app installation/ use

Base : Parents whose child uses a smartphone or tablet computer who are aware of but do not use the tool Parental control software to restrict app installation/ use

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	f	~g	~h	~i	~j	~k	~l
Unweighted total	189	40	63	86	189	89	100	20	20	29	34	40	46
Effective Weighted Sample	144	32	48	64	144	70	75	16	16	22	26	31	33
Total	114	25	39	50	114	54	60	13	12	16	23	25	25
PROMPTED RESPONSES													
Trust my child to be sensible/ responsible	51	**	**	**	51	**	27	**	**	**	**	**	**
	45%	**	**	**	45%	**	45%	**	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	40	**	**	**	40	**	22	**	**	**	**	**	**
	35%	**	**	**	35%	**	37%	**	**	**	**	**	**
Child is always supervised/ always an adult present	17	**	**	**	17	**	8	**	**	**	**	**	**
	15%	**	**	**	15%	**	13%	**	**	**	**	**	**
Child learns how to be safe on the internet at school	7	**	**	**	7	**	3	**	**	**	**	**	**
	6%	**	**	**	6%	**	5%	**	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	4	**	**	**	4	**	4	**	**	**	**	**	**
	4%	**	**	**	4%	**	6%	**	**	**	**	**	**
Too complicated/ time consuming to install/ administer	4	**	**	**	4	**	3	**	**	**	**	**	**
	4%	**	**	**	4%	**	4%	**	**	**	**	**	**
Filters don't block enough	2	**	**	**	2	**	*	**	**	**	**	**	**
	2%	**	**	**	2%	**	*%	**	**	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44G (SHOWCARD) REASONS FOR NOT USING - Parental control software to restrict app installation/ use

Base : Parents whose child uses a smartphone or tablet computer who are aware of but do not use the tool Parental control software to restrict app installation/ use

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	f	~g	~h	~i	~j	~k	~l
Unweighted total	189	40	63	86	189	89	100	20	20	29	34	40	46
Effective Weighted Sample	144	32	48	64	144	70	75	16	16	22	26	31	33
Total	114	25	39	50	114	54	60	13	12	16	23	25	25
Wouldn't work/ they'd find a way around any controls	2	**	**	**	2	**	1	**	**	**	**	**	**
	2%	**	**	**	2%	**	2%	**	**	**	**	**	**
Filters block too much/ get in the way	2	**	**	**	2	**	2	**	**	**	**	**	**
	1%	**	**	**	1%	**	3%	**	**	**	**	**	**
SPONTANEOUS RESPONSES													
Child is not old enough/ is too young	1	**	**	**	1	**	-	**	**	**	**	**	**
	1%	**	**	**	1%	**	-%	**	**	**	**	**	**
Child does not go online (at home)/ does not use this particular device/ site	1	**	**	**	1	**	-	**	**	**	**	**	**
	1%	**	**	**	1%	**	-%	**	**	**	**	**	**
We have / use other means/ tool/ controls	1	**	**	**	1	**	*	**	**	**	**	**	**
	1%	**	**	**	1%	**	1%	**	**	**	**	**	**
Other reasons	3	**	**	**	3	**	3	**	**	**	**	**	**
	3%	**	**	**	3%	**	4%	**	**	**	**	**	**
Don't know	9	**	**	**	9	**	4	**	**	**	**	**	**
	8%	**	**	**	8%	**	6%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44G (SHOWCARD) REASONS FOR NOT USING - Parental control software to restrict app installation/ use

Base : Parents whose child uses a smartphone or tablet computer who are aware of but do not use the tool Parental control software to restrict app installation/ use

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	189	60	47	44	38	107	82	189	117	22	32	18	151	38	189
Effective Weighted Sample	144	48	36	34	27	84	61	144	111	20	31	17	115	29	144
Total	114	38	29	26	21	67	47	114	97	8	7	2	92	22	114
PROMPTED RESPONSES															
Trust my child to be sensible/ responsible	51	**	**	**	**	32	**	51	43	**	**	**	38	**	51
	45%	**	**	**	**	48%	**	45%	45%	**	**	**	42%	**	45%
I prefer to talk to my child and use supervision and rules	40	**	**	**	**	23	**	40	32	**	**	**	32	**	40
	35%	**	**	**	**	34%	**	35%	33%	**	**	**	35%	**	35%
Child is always supervised/ always an adult present	17	**	**	**	**	13	**	17	14	**	**	**	14	**	17
	15%	**	**	**	**	19%	**	15%	15%	**	**	**	15%	**	15%
Child learns how to be safe on the internet at school	7	**	**	**	**	5	**	7	5	**	**	**	6	**	7
	6%	**	**	**	**	8%	**	6%	6%	**	**	**	6%	**	6%
Don't know how to do this/ didn't know this was possible	4	**	**	**	**	1	**	4	4	**	**	**	4	**	4
	4%	**	**	**	**	2%	**	4%	4%	**	**	**	5%	**	4%
Too complicated/ time consuming to install/ administer	4	**	**	**	**	2	**	4	3	**	**	**	4	**	4
	4%	**	**	**	**	3%	**	4%	3%	**	**	**	5%	**	4%
Filters don't block enough	2	**	**	**	**	1	**	2	2	**	**	**	1	**	2
	2%	**	**	**	**	2%	**	2%	2%	**	**	**	1%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP44G (SHOWCARD) REASONS FOR NOT USING - Parental control software to restrict app installation/ use

Base : Parents whose child uses a smartphone or tablet computer who are aware of but do not use the tool Parental control software to restrict app installation/ use

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	189	60	47	44	38	107	82	189	117	22	32	18	151	38	189
Effective Weighted Sample	144	48	36	34	27	84	61	144	111	20	31	17	115	29	144
Total	114	38	29	26	21	67	47	114	97	8	7	2	92	22	114
Wouldn't work/ they'd find a way around any controls	2 2%	** **	** **	** **	** **	- -%	** **	2 2%	2 2%	** **	** **	** **	2 2%	** **	2 2%
Filters block too much/ get in the way	2 1%	** **	** **	** **	** **	1 1%	** **	2 1%	2 2%	** **	** **	** **	2 2%	** **	2 1%
SPONTANEOUS RESPONSES															
Child is not old enough/ is too young	1 1%	** **	** **	** **	** **	- -%	** **	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Child does not go online (at home)/ does not use this particular device/ site	1 1%	** **	** **	** **	** **	- -%	** **	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
We have / use other means/ tool/ controls	1 1%	** **	** **	** **	** **	* *%	** **	1 1%	- -%	** **	** **	** **	1 1%	** **	1 1%
Other reasons	3 3%	** **	** **	** **	** **	2 3%	** **	3 3%	3 3%	** **	** **	** **	3 3%	** **	3 3%
Don't know	9 8%	** **	** **	** **	** **	5 8%	** **	9 8%	8 8%	** **	** **	** **	8 9%	** **	9 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
SUPERVISE & TALK TO CHILD & TOOLS & RULES	285 33%	46 24%	125 39% acd	114 32% a	285 33% a	142 33%	143 33%	20 23%	26 26%	63 40% gh	62 39% gh	59 33%	55 32%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	10 1%	1 *%	4 1%	5 1%	10 1%	6 1%	4 1%	1 1%	- -%	2 1%	2 2%	3 2%	2 1%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	138 16%	22 12%	61 19% a	55 16%	138 16%	59 14%	79 18%	12 14%	11 10%	27 17%	34 21% hk	20 11%	35 20% hk
SUPERVISE & TOOLS & RULES & NOT TALK	104 12%	37 19% bcd	38 12%	30 9%	104 12% c	54 13%	51 12%	18 21% jkl	19 18% jkl	21 13%	17 11%	15 8%	15 9%
TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE	10 1%	* *%	2 1%	8 2% a	10 1%	6 1%	4 1%	* *%	- -%	2 1%	* *%	4 2%	4 2%
SUPERVISE & TALK TO CHILD ONLY	25 3%	3 1%	10 3%	12 4%	25 3%	10 2%	15 3%	* *%	3 3%	4 2%	7 4% g	7 4% g	6 3%
SUPERVISE & TOOLS ONLY	24 3%	10 5% c	12 4% c	3 1%	24 3% c	11 3%	13 3%	3 4% l	7 7% kl	6 4% l	5 3% l	2 1%	1 *%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 148

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COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
SUPERVISE & RULES ONLY	99	45	32	22	99	53	46	22	23	17	15	14	8
	12%	24%	10%	6%	12%	12%	11%	26%	23%	11%	9%	8%	5%
		bcd	c		c			ijkl	ijkl	l			
TALK TO CHILD & TOOLS ONLY	4	-	-	4	4	3	*	-	-	-	-	3	*
	*%	-%	-%	1%	*%	1%	*%	-%	-%	-%	-%	2%	*%
				b									
TALK TO CHILD & RULES ONLY	12	-	2	10	12	7	5	-	-	2	-	4	5
	1%	-%	1%	3%	1%	2%	1%	-%	-%	2%	-%	2%	3%
				ab								j	hj
TOOLS & RULES ONLY	16	2	4	9	16	5	11	1	1	2	2	2	7
	2%	1%	1%	3%	2%	1%	3%	1%	1%	1%	1%	1%	4%
				k									
TECHNICAL MEDIATION/ TOOLS ONLY	11	3	2	6	11	5	6	1	2	1	1	3	3
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%
TALK TO CHILD EVERY FEW MONTHS ONLY	14	1	4	9	14	5	10	-	1	-	4	5	5
	2%	*%	1%	3%	2%	1%	2%	-%	1%	-%	3%	3%	3%
				a							i	i	i
PARENTAL SUPERVISION WHEN ONLINE ONLY	32	13	8	12	32	18	15	5	7	4	4	8	4
	4%	7%	2%	3%	4%	4%	3%	6%	7%	3%	2%	5%	2%
		bcd							ijl				
RULES ONLY	26	3	8	16	26	15	11	1	2	4	3	10	6
	3%	2%	2%	4%	3%	4%	3%	2%	2%	3%	2%	5%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
NONE OF THESE	47 5%	3 2%	6 2%	38 11% abd	47 5% ab	25 6%	22 5%	2 2%	1 1%	3 2%	3 2%	21 11% ghij	18 10% ghij
ANY PARENTAL SUPERVISION WHEN ONLINE	718 84%	176 94% cd	288 91% cd	254 72%	718 84% c	352 83%	366 84%	81 94% kl	96 94% kl	143 91% kl	145 91% kl	129 72%	125 72%
ANY OF THE RULES ABOUT ONLINE ACCESS AND USE	691 80%	156 83% c	272 86% cd	263 74%	691 80% c	341 81%	350 80%	74 86% k	82 80%	139 88% hkl	133 83% k	128 71%	135 78%
ANY TALK TO CHILD ABOUT MANAGING ONLINE RISKS AT LEAST EVERY FEW MONTHS	498 58%	73 39%	209 66% ad	216 61% a	498 58% a	238 56%	260 60%	33 38%	40 39%	100 63% gh	109 68% ghk	105 58% gh	111 64% gh
ANY OF THE EIGHT TECHNICAL MEDIATION/ TOOLS	464 54%	98 52%	187 59% c	179 51%	464 54%	231 55%	232 53%	43 51%	55 54%	96 61% kl	90 56%	91 51%	88 51%
ANY THREE	263 31%	60 32%	105 33%	98 28%	263 31%	125 29%	138 32%	31 36% k	29 29%	51 33% k	53 33% k	43 24%	55 32%
ANY TWO	180 21%	60 32% bcd	60 19%	60 17%	180 21%	89 21%	91 21%	26 30% ijkl	34 33% ijkl	31 20%	29 18%	33 18%	28 16%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
ANY ONE	84	19	22	43	84	42	42	8	11	9	13	25	18
	10%	10%	7%	12%	10%	10%	10%	9%	11%	6%	8%	14%	10%
				b								ij	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
SUPERVISE & TALK TO CHILD & TOOLS & RULES	285 33%	80 39% cdf	96 36% df	47 29%	62 27%	176 38% cdf	109 28%	285 33% f	252 34% i	15 21%	13 38% i	5 29%	250 34% i	34 28%	285 33% i
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	10 1%	1 *%	3 1%	5 3% ae	2 1%	3 1%	7 2%	10 1%	9 1%	* *%	* 1%	* 1%	10 1%	* *%	10 1%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	138 16%	25 12%	43 16%	25 15%	45 20% a	68 15%	70 18% a	138 16%	115 16%	16 23% hijkl	4 13%	2 13%	119 16%	19 16%	138 16%
SUPERVISE & TOOLS & RULES & NOT TALK	104 12%	30 15%	34 13%	16 10%	25 11%	63 14%	41 10%	104 12%	93 13% i	4 5%	4 13% i	4 21% hilm	84 11% i	21 17% il	104 12% i
TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE	10 1%	3 1%	2 1%	4 2%	2 1%	5 1%	5 1%	10 1%	8 1%	1 1%	1 3% hn	* 1%	9 1%	1 1%	10 1%
SUPERVISE & TALK TO CHILD ONLY	25 3%	2 1%	12 5% a	4 2%	7 3%	15 3%	11 3%	25 3%	22 3%	2 3%	1 2%	* 2%	21 3%	4 4%	25 3%
SUPERVISE & TOOLS ONLY	24 3%	3 2%	6 2%	5 3%	10 4% ae	9 2%	15 4% e	24 3%	22 3%	2 2%	1 2%	* 1%	19 3%	5 4%	24 3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
SUPERVISE & RULES ONLY	99	24	26	19	31	49	50	99	77	17	3	2	83	16	99
	12%	12%	10%	12%	14%	10%	13%	12%	10%	25% hjkimn	9%	14%	11%	13%	12%
TALK TO CHILD & TOOLS ONLY	4	*	2	1	1	2	1	4	2	1	*	*	4	-	4
	*%	*%	1%	*%	*%	*%	*%	*%	*%	2% hn	1%	1%	*%	-%	*%
TALK TO CHILD & RULES ONLY	12	5	3	2	3	8	5	12	11	*	1	-	11	1	12
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	3% k	-%	1%	1%	1%
TOOLS & RULES ONLY	16	8	5	2	2	12	3	16	15	-	1	*	12	4	16
	2%	4% dfg	2%	1%	1%	3% f	1%	2%	2%	-%	2%	2%	2%	3% i	2%
TECHNICAL MEDIATION/ TOOLS ONLY	11	3	4	2	2	8	3	11	9	1	*	*	10	1	11
	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	*%	1%
TALK TO CHILD EVERY FEW MONTHS ONLY	14	3	2	5	4	6	9	14	13	*	1	*	10	4	14
	2%	2%	1%	3%	2%	1%	2%	2%	2%	*%	2%	1%	1%	3%	2%
PARENTAL SUPERVISION WHEN ONLINE ONLY	32	3	8	8	12	12	21	32	25	6	1	1	28	5	32
	4%	2%	3%	5% a	5% ae	3%	5% ae	4%	3%	9% hjl	2%	6% j	4%	4%	4%
RULES ONLY	26	4	5	10	7	10	17	26	23	2	1	*	26	1	26
	3%	2%	2%	6% abeg	3%	2%	4% e	3%	3%	2%	3%	2%	3% m	1%	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 148

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COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
NONE OF THESE	47 5%	9 4%	14 5%	10 6%	15 7%	23 5%	25 6%	47 5%	42 6%	3 4%	2 5%	* 2%	42 6%	5 4%	47 5%
ANY PARENTAL SUPERVISION WHEN ONLINE	718 84%	168 83%	228 86% c	129 79%	194 85%	395 84%	323 83%	718 84%	614 83%	62 88%	27 80%	15 88%	614 83%	105 86%	718 84%
ANY OF THE RULES ABOUT ONLINE ACCESS AND USE	691 80%	178 88% bcdfg	213 81%	124 76%	175 77%	391 84% cdf	300 77%	691 80%	593 80%	55 78%	28 85%	14 82%	593 81%	97 80%	691 80%
ANY TALK TO CHILD ABOUT MANAGING ONLINE RISKS AT LEAST EVERY FEW MONTHS	498 58%	119 59%	163 61%	91 56%	125 55%	282 60%	216 55%	498 58%	432 59% k	36 52%	21 63% ik	8 48%	433 59% k	65 53%	498 58% k
ANY OF THE EIGHT TECHNICAL MEDIATION/ TOOLS	464 54%	127 63% cdfg	151 57% df	81 50%	104 46%	278 59% cdfg	185 47%	464 54% df	410 56% i	23 33%	20 61% i	10 59% i	398 54% i	66 54% i	464 54% i
ANY THREE	263 31%	58 29%	81 31%	49 30%	73 32%	140 30%	123 31%	263 31%	225 30%	21 30%	10 31%	6 37%	221 30%	41 34%	263 31%
ANY TWO	180 21%	42 21%	53 20%	32 20%	53 23%	95 20%	85 22%	180 21%	148 20%	23 33% hijkl	6 18%	3 20%	149 20%	31 25%	180 21%
ANY ONE	84 10%	14 7%	21 8%	24 15% abeg	25 11%	35 7%	49 13% abe	84 10%	71 10%	9 12%	3 8%	2 13%	74 10%	11 9%	84 10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP45 READ OUT EXPLANATION OF SOCIAL MEDIA - Does your child have a social media profile or account on any sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
Yes	324	9	64	252	324	160	164	4	5	29	35	128	124
	37%	5%	20%	71%	37%	38%	37%	5%	5%	18%	21%	71%	71%
			a	abd	ab					gh	gh	ghij	ghij
No	537	176	259	102	537	262	276	80	96	130	129	52	51
	62%	94%	80%	29%	62%	62%	62%	93%	94%	82%	79%	29%	29%
		bcd	cd		c			ijkl	ijkl	kl	kl		
Don't know	5	3	1	1	5	3	2	2	2	1	-	1	-
	1%	2%	*%	*%	1%	1%	*%	2%	2%	*%	-%	1%	-%
		bc						jl					

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP45 READ OUT EXPLANATION OF SOCIAL MEDIA - Does your child have a social media profile or account on any sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
Yes	324 37%	84 42%	90 34%	67 41%	83 36%	175 37%	150 38%	324 37%	273 37%	27 39%	18 53%	7 39%	282 38%	42 34%	324 37%
hiklmn															
No	537 62%	119 58%	174 65%	97 59%	148 64%	292 62%	245 62%	537 62%	467 63%	43 61%	15 47%	11 61%	456 61%	81 66%	537 62%
j															
Don't know	5 1%	- -%	3 1%	- -%	2 1%	3 1%	2 *%	5 1%	5 1%	- -%	- -%	- -%	5 1%	- -%	5 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP47 Do you tend to check what they are doing when they are visiting these types of social media sites or apps? (SINGLE CODE)

Base : Parents whose child has a social media profile or account

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	511	11	92	408	511	257	254	5	6	44	48	208	200
Effective Weighted Sample	393	10	71	312	393	200	193	5	5	34	37	162	151
Total	322	9	63	250	322	162	160	4	5	30	33	128	122
Yes	227	**	**	168	227	105	121	**	**	**	**	79	90
	70%	**	**	67%	70%	65%	76%	**	**	**	**	61%	73%
							e						k
No	89	**	**	78	89	55	34	**	**	**	**	48	30
	28%	**	**	31%	28%	34%	21%	**	**	**	**	37%	25%
						f						l	
Don't know	6	**	**	4	6	2	4	**	**	**	**	2	3
	2%	**	**	2%	2%	1%	3%	**	**	**	**	1%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP47 Do you tend to check what they are doing when they are visiting these types of social media sites or apps? (SINGLE CODE)

Base : Parents whose child has a social media profile or account

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	511	136	144	97	134	280	231	511	317	58	77	59	426	85	511
Effective Weighted Sample	393	105	111	78	98	217	177	393	303	50	75	57	333	61	393
Total	322	85	92	64	80	177	145	322	273	25	17	6	278	44	322
Yes	227	53	65	**	59	119	108	227	190	**	**	**	194	**	227
	70%	63%	71%	**	73%	67%	74%	70%	70%	**	**	**	70%	**	70%
							a								
No	89	27	26	**	20	53	36	89	77	**	**	**	78	**	89
	28%	32%	28%	**	25%	30%	25%	28%	28%	**	**	**	28%	**	28%
Don't know	6	4	1	**	1	5	1	6	6	**	**	**	6	**	6
	2%	5%	1%	**	1%	3%	1%	2%	2%	**	**	**	2%	**	2%
		f													

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 151

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48 (SHOWCARD) Which of these ways do you check what your child is doing on social media sites or apps? (MULTI CODE)

Base : Parents whose child has a social media profile or account and who say they check what their child is doing

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total		370	9	79	282	370	175	195	3	6	37	42	135	147
Effective Weighted Sample		279	8	60	211	279	133	147	3	5	28	31	101	110
Total		227	7	51	168	227	105	121	2	5	24	27	79	90
Ask about what they are doing or have been doing online		106	**	**	73	106	47	59	**	**	**	**	30	43
	47%		**	**	43%	47%	45%	49%	**	**	**	**	38%	48%
Check the browser/ device history		104	**	**	74	104	50	54	**	**	**	**	34	40
	46%		**	**	44%	46%	47%	44%	**	**	**	**	43%	45%
Be nearby and regularly checking what they do		102	**	**	66	102	46	55	**	**	**	**	32	34
	45%		**	**	39%	45%	44%	45%	**	**	**	**	40%	38%
Become a 'friend/ follower' of your child on the sites/ apps		89	**	**	71	89	36	53	**	**	**	**	28	43
	39%		**	**	42%	39%	35%	43%	**	**	**	**	36%	48%
Sit beside them and watching or helping them while they are online		45	**	**	27	45	24	21	**	**	**	**	14	13
	20%		**	**	16%	20%	23%	18%	**	**	**	**	18%	15%
Check your child's activity by talking to other people your child has as a 'friend/ follower' on the sites/ apps		34	**	**	24	34	16	18	**	**	**	**	12	12
	15%		**	**	14%	15%	15%	15%	**	**	**	**	15%	13%
Other ways		5	**	**	4	5	4	1	**	**	**	**	3	1
	2%		**	**	2%	2%	3%	1%	**	**	**	**	3%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 151

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48 (SHOWCARD) Which of these ways do you check what your child is doing on social media sites or apps? (MULTI CODE)

Base : Parents whose child has a social media profile or account and who say they check what their child is doing

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		~a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	370	94	101	74	101	195	175	370	221	44	60	45	305	65	370
Effective Weighted Sample	279	69	78	59	73	147	132	279	211	38	59	43	235	45	279
Total	227	53	65	49	59	119	108	227	190	19	13	5	194	33	227
Ask about what they are doing or have been doing online	106 47%	** **	35 54%	** **	27 46%	61 51%	46 42%	106 47%	90 47%	** **	** **	** **	93 48%	** **	106 47%
Check the browser/ device history	104 46%	** **	33 51%	** **	24 41%	58 49%	46 43%	104 46%	87 46%	** **	** **	** **	95 49%	** **	104 46%
Be nearby and regularly checking what they do	102 45%	** **	25 38%	** **	31 53% e	45 38%	57 53% be	102 45%	85 45%	** **	** **	** **	91 47%	** **	102 45%
Become a 'friend/ follower' of your child on the sites/ apps	89 39%	** **	32 50% df	** **	18 30%	56 47% df	33 31%	89 39%	73 39%	** **	** **	** **	73 38%	** **	89 39%
Sit beside them and watching or helping them while they are online	45 20%	** **	12 19%	** **	12 20%	26 22%	19 18%	45 20%	40 21%	** **	** **	** **	41 21%	** **	45 20%
Check your child's activity by talking to other people your child has as a 'friend/ follower' on the sites/ apps	34 15%	** **	11 17%	** **	7 12%	19 16%	15 14%	34 15%	29 16%	** **	** **	** **	30 15%	** **	34 15%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 151

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48 (SHOWCARD) Which of these ways do you check what your child is doing on social media sites or apps? (MULTI CODE)

Base : Parents whose child has a social media profile or account and who say they check what their child is doing

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	370	94	101	74	101	195	175	370	221	44	60	45	305	65	370
Effective Weighted Sample	279	69	78	59	73	147	132	279	211	38	59	43	235	45	279
Total	227	53	65	49	59	119	108	227	190	19	13	5	194	33	227
Other ways	5	**	1	**	1	2	3	5	5	**	**	**	5	**	5
	2%	**	1%	**	2%	2%	3%	2%	2%	**	**	**	2%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 152

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - The benefits of the internet for my child outweigh any risks (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Strongly disagree	50 6%	14 8%	19 6%	16 5%	50 6%	18 4%	31 7% e	8 9% ik	6 6%	6 4%	13 8% ik	5 3%	12 7% k
Slightly disagree	59 7%	13 7%	26 8%	20 6%	59 7%	30 7%	29 7%	6 7%	7 6%	13 8%	13 8%	11 6%	10 6%
TOTAL DISAGREE	109 13%	27 14%	45 14%	37 10%	109 13%	48 11%	60 14%	14 17% k	13 13%	19 12%	26 16% k	15 9%	21 12%
Neither/ nor	161 19%	38 20%	59 19%	64 18%	161 19%	74 18%	87 20%	16 19%	22 21%	30 19%	29 18%	28 16%	36 21%
Slightly agree	248 29%	59 32%	99 31%	89 25%	248 29%	124 29%	123 28%	32 37% l	27 27%	44 28%	55 35% l	49 27%	41 23%
Strongly agree	324 38%	61 32%	108 34%	155 44% abd	324 38%	166 39%	158 36%	23 26%	38 37%	62 39% gj	47 29%	82 46% gj	73 42% gj
TOTAL AGREE	572 67%	120 64%	208 65%	244 69%	572 67%	291 69%	281 65%	54 64%	66 64%	106 67%	102 64%	130 73%	114 66%
Don't know	17 2%	3 1%	6 2%	8 2%	17 2%	10 2%	7 2%	1 1%	2 2%	3 2%	3 2%	6 3%	2 1%
TOTAL NEITHER/ DON'T KNOW	178 21%	41 22%	65 20%	72 21%	178 21%	84 20%	94 22%	17 20%	24 23%	33 21%	32 20%	34 19%	38 22%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 152

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - The benefits of the internet for my child outweigh any risks (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Strongly disagree	50 6%	7 3%	12 5%	14 8%	17 7%	19 4%	30 8%	50 6%	47 6%	* *%	1 4%	1 6%	46 6%	3 3%	50 6%
				ae	ae		ae		i		i	i	i		i
Slightly disagree	59 7%	17 8%	16 6%	12 7%	14 6%	33 7%	26 7%	59 7%	53 7%	2 3%	3 9%	1 7%	51 7%	8 6%	59 7%
											i				
TOTAL DISAGREE	109 13%	24 12%	28 11%	25 16%	31 14%	52 11%	57 14%	109 13%	100 14%	2 3%	4 13%	2 13%	97 13%	11 9%	109 13%
									i		i	i	i	i	i
Neither/ nor	161 19%	22 11%	60 23%	33 20%	46 20%	82 18%	79 20%	161 19%	141 19%	9 12%	6 19%	5 30%	143 19%	19 15%	161 19%
			a	a	a	a	a	a				hijlmn	i		
Slightly agree	248 29%	58 29%	67 25%	51 31%	72 32%	125 27%	123 32%	248 29%	211 29%	23 33%	9 28%	5 30%	221 30%	27 22%	248 29%
							b			m			m		
Strongly agree	324 38%	97 48%	105 40%	49 30%	73 32%	202 43%	122 31%	324 38%	273 37%	35 49%	13 39%	4 23%	260 35%	64 52%	324 38%
		cdfg	cdf			cdfg		cf	k	hklm	k		k	hklm	k
TOTAL AGREE	572 67%	155 76%	172 65%	100 61%	145 64%	327 70%	245 63%	572 67%	483 65%	58 82%	22 66%	9 53%	481 65%	91 74%	572 67%
		bcdfg				cf			k	hklm	k		k	hklm	k
Don't know	17 2%	2 1%	5 2%	4 3%	6 2%	7 1%	10 3%	17 2%	13 2%	2 3%	1 2%	1 5%	15 2%	1 1%	17 2%
												hmn			
TOTAL NEITHER/ DON'T KNOW	178 21%	24 12%	65 24%	37 23%	52 23%	89 19%	89 23%	178 21%	155 21%	11 15%	7 21%	6 34%	158 21%	20 16%	178 21%
			a	a	a	a	a	a				hijlmn			

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 153

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I trust my child to use the internet safely. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Strongly disagree	25 3%	13 7% bcd	7 2%	5 1%	25 3%	14 3%	11 2%	6 7% jkl	7 7% jkl	5 3%	2 1%	3 2%	2 1%
Slightly disagree	37 4%	13 7% c	13 4%	12 3%	37 4%	21 5%	17 4%	8 9% ikl	5 5%	6 4%	7 4%	7 4%	5 3%
TOTAL DISAGREE	62 7%	26 14% bcd	20 6%	16 5%	62 7%	34 8%	28 6%	14 16% ijkl	12 12% kl	11 7%	9 6%	10 6%	7 4%
Neither/ nor	76 9%	31 17% bcd	25 8%	19 5%	76 9% c	39 9%	36 8%	16 19% ijkl	15 15% jkl	14 9%	11 7%	9 5%	10 6%
Slightly agree	219 26%	43 23%	86 27%	90 25%	219 26%	103 24%	116 27%	16 19%	27 26%	41 26%	45 28%	45 25%	45 26%
Strongly agree	496 58%	86 46%	183 58% a	227 64% ad	496 58% a	242 57%	254 58%	38 44%	48 47%	89 57% g	94 59% gh	115 64% gh	112 65% gh
TOTAL AGREE	715 83%	129 69%	269 85% a	317 90% abd	715 83% a	345 81%	370 85%	54 63%	75 74%	131 83% gh	138 86% gh	160 89% gh	157 91% ghi
Don't know	6 1%	1 1%	4 1%	1 *% 1%	6 1%	5 1%	1 *% 1%	1 1%	* *% 1%	3 2%	1 1%	1 1%	- -%
TOTAL NEITHER/ DON'T KNOW	82 10%	33 17% bcd	29 9%	20 6% c	82 10% c	44 10%	38 9%	17 20% ijkl	15 15% jkl	16 10%	13 8%	10 6%	10 6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 153

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I trust my child to use the internet safely. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Strongly disagree	25 3%	5 2%	6 2%	4 2%	10 4%	11 2%	14 4%	25 3%	23 3%	* *%	* 1%	1 5% ij	21 3%	4 3%	25 3%
Slightly disagree	37 4%	11 6%	9 3%	9 5%	8 4%	20 4%	17 4%	37 4%	34 5%	1 1%	2 5%	1 4%	31 4%	6 5%	37 4%
TOTAL DISAGREE	62 7%	16 8%	15 5%	13 8%	18 8%	31 7%	31 8%	62 7%	57 8% i	1 2%	2 6%	2 10% i	52 7% i	10 9% i	62 7% i
Neither/ nor	76 9%	13 6%	27 10%	14 9%	21 9%	40 9%	35 9%	76 9%	65 9% m	7 10% m	3 10% km	1 4%	71 10% km	5 4%	76 9% m
Slightly agree	219 26%	52 26%	69 26%	43 26%	55 24%	121 26%	98 25%	219 26%	188 25%	19 26%	8 23%	5 30%	190 26%	29 24%	219 26%
Strongly agree	496 58%	121 60%	152 57%	93 57%	130 57%	273 58%	223 57%	496 58%	424 57%	43 62%	20 59%	9 55%	418 57%	78 64%	496 58%
TOTAL AGREE	715 83%	174 86%	221 83%	136 83%	185 81%	394 84%	321 82%	715 83%	611 83%	62 88%	27 82%	15 85%	608 83%	107 88%	715 83%
Don't know	6 1%	- -%	3 1%	* *%	3 1%	3 1%	3 1%	6 1%	5 1%	* *%	1 2% hmn	* 1%	6 1%	- -%	6 1%
TOTAL NEITHER/ DON'T KNOW	82 10%	13 6%	30 11% a	14 9%	25 11%	43 9%	39 10%	82 10%	69 9% m	7 10% m	4 13% km	1 6%	77 10% m	5 4%	82 10% m

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 154

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - My child knows more about the internet than I do. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Strongly disagree	235 27%	113 60% bcd	90 28% c	32 9% c	235 27% c	116 27%	119 27%	51 60% ijkl	62 61% ijkl	45 29% kl	45 28% kl	20 11%	12 7%
Slightly disagree	146 17%	28 15%	59 19%	58 16%	146 17%	64 15%	82 19%	10 12%	18 18%	27 17%	32 20%	27 15%	31 18%
TOTAL DISAGREE	381 44%	141 75% bcd	149 47% c	90 26% c	381 44% c	180 43%	201 46%	62 72% ijkl	80 78% ijkl	72 46% kl	77 48% kl	46 26%	44 25%
Neither/ nor	102 12%	14 8%	45 14% a	42 12%	102 12%	51 12%	51 12%	10 11%	5 5%	19 12% h	26 17% h	22 12% h	19 11% h
Slightly agree	143 17%	17 9%	58 18% a	67 19% a	143 17% a	65 15%	79 18%	7 9%	10 9%	31 20% gh	28 17% gh	26 15%	41 24% ghk
Strongly agree	229 27%	15 8%	63 20% a	151 43% abd	229 27% ab	125 30% f	104 24%	7 8%	8 7%	36 23% gh	28 17% gh	82 46% ghij	69 40% ghij
TOTAL AGREE	372 43%	32 17%	122 38% a	219 62% abd	372 43% a	189 45%	183 42%	15 17%	17 17%	66 42% gh	55 35% gh	108 60% ghij	110 64% ghij
Don't know	4 *%	- -%	1 *%	3 1%	4 *%	3 1%	1 *%	- -%	- -%	- -%	1 1%	3 1%	- -%
TOTAL NEITHER/ DON'T KNOW	105 12%	14 8%	47 15% a	44 13% a	105 12% a	53 13%	52 12%	10 11%	5 5%	19 12% h	28 17% h	25 14% h	19 11% h

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 154

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - My child knows more about the internet than I do. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Strongly disagree	235 27%	71 35% cdfg	74 28%	41 25%	49 21%	146 31%	89 23%	235 27% d	204 28%	17 24%	10 31%	4 24%	201 27%	34 28%	235 27%
Slightly disagree	146 17%	33 16%	47 18%	32 20%	34 15%	80 17%	66 17%	146 17%	126 17% j	14 20% j	3 9%	2 14%	122 17% j	24 20% j	146 17% j
TOTAL DISAGREE	381 44%	105 52% dfg	121 46% d	73 45%	83 36%	226 48% df	155 40%	381 44% d	330 45%	31 44%	14 41%	7 38%	323 44%	59 48%	381 44%
Neither/ nor	102 12%	27 13% d	38 14% df	19 12%	18 8%	65 14% df	36 9%	102 12% d	87 12% k	10 14% k	3 9%	1 6%	91 12% k	10 8%	102 12% k
Slightly agree	143 17%	27 13%	46 17%	24 15%	46 20% a	73 16%	70 18%	143 17%	121 16%	14 19%	5 14%	4 21%	126 17%	17 14%	143 17%
Strongly agree	229 27%	44 22%	59 22%	46 28%	80 35% abeg	103 22%	126 32% abeg	229 27% e	196 27%	16 22%	12 36% hiln	6 35% hiln	193 26%	36 30%	229 27%
TOTAL AGREE	372 43%	71 35%	105 40%	70 43%	126 55% abceg	177 38%	195 50% abeg	372 43% ae	317 43%	29 42%	16 49%	10 56% hilmn	318 43%	54 44%	372 43%
Don't know	4 *%	- -%	1 *%	1 1%	2 1% e	1 *%	3 1%	4 *%	4 *%	- -%	* 1%	- -%	4 1%	- -%	4 *%
TOTAL NEITHER/ DON'T KNOW	105 12%	27 13%	39 15% d	20 12%	20 9%	66 14% d	40 10%	105 12%	91 12% k	10 14% k	3 10%	1 6%	95 13% k	10 8%	105 12% k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 155

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - My child shows me new things online and I learn from them. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Strongly disagree	203 24%	96 51% bcd	82 26% c	24 7% c	203 24% c	100 24%	103 24%	50 58% hijkl	46 45% ijkl	38 24% kl	44 28% kl	12 7%	12 7%
Slightly disagree	140 16%	32 17%	49 15%	59 17%	140 16%	63 15%	77 18%	12 13%	20 20%	24 15%	25 16%	28 16%	31 18%
TOTAL DISAGREE	342 40%	128 68% bcd	131 41% c	83 24% c	342 40% c	163 39%	179 41%	61 71% ijkl	67 65% ijkl	62 39% kl	69 43% kl	40 22%	43 25%
Neither/ nor	100 12%	17 9%	43 13%	40 11%	100 12%	52 12%	48 11%	11 12%	6 6%	19 12%	24 15% h	22 12%	18 11%
Slightly agree	229 27%	28 15%	85 27% a	116 33% ad	229 27% a	105 25%	124 28%	6 7%	22 21% g	43 27% g	42 26% g	56 31% gh	60 35% gh
Strongly agree	181 21%	14 7%	55 17% a	112 32% abd	181 21% a	100 24% f	81 19%	7 9%	6 6%	33 21% gh	22 14% h	60 33% ghij	52 30% ghij
TOTAL AGREE	410 48%	42 22%	141 44% a	228 64% abd	410 48% a	206 49%	205 47%	14 16%	28 27% g	76 48% gh	65 40% gh	116 64% ghij	112 65% ghij
Don't know	6 1%	1 1%	3 1%	2 1%	6 1%	3 1%	4 1%	- -%	1 1%	1 *% h	2 2%	2 1%	- -%
TOTAL NEITHER/ DON'T KNOW	106 12%	18 10%	46 14%	42 12%	106 12%	54 13%	52 12%	11 12%	7 7%	20 12%	26 16% h	24 13%	18 11%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 155

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - My child shows me new things online and I learn from them. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Strongly disagree	203 24%	51 25%	63 24%	46 29% d	42 18%	114 24% d	89 23%	203 24%	177 24%	15 21%	8 23%	4 23%	179 24%	24 20%	203 24%
Slightly disagree	140 16%	30 15%	55 21% cdfg	23 14%	31 14%	85 18%	54 14%	140 16%	120 16%	13 19%	5 14%	2 13%	115 16%	25 20%	140 16%
TOTAL DISAGREE	342 40%	81 40%	118 45% df	70 43% d	73 32%	200 43% df	143 37%	342 40% d	296 40%	28 39%	12 37%	6 36%	294 40%	49 40%	342 40%
Neither/ nor	100 12%	27 13%	29 11%	14 9%	30 13%	56 12%	44 11%	100 12%	80 11%	15 21% hijklmn	3 10%	1 6%	89 12% k	11 9%	100 12% k
Slightly agree	229 27%	56 27%	64 24%	40 25%	69 30%	119 26%	110 28%	229 27%	200 27%	18 25%	7 20%	5 26%	189 26%	40 33% j	229 27%
Strongly agree	181 21%	38 18%	53 20%	38 23%	53 23%	91 19%	90 23%	181 21%	155 21%	10 14%	10 31% hilmn	5 31% hilmn	158 22% i	23 19%	181 21%
TOTAL AGREE	410 48%	93 46%	117 44%	78 48%	122 53% be	210 45%	200 51% be	410 48%	356 48%	28 39%	17 51%	10 58% hiln	348 47%	63 51% i	410 48%
Don't know	6 1%	1 1%	1 *%	1 1%	3 1%	2 1%	4 1%	6 1%	5 1%	- -%	1 3% hklmn	- -%	6 1%	- -%	6 1%
TOTAL NEITHER/ DON'T KNOW	106 12%	28 14%	30 11%	15 9%	33 15%	58 12%	48 12%	106 12%	86 12% k	15 21% hijklmn	4 12%	1 6%	95 13% k	11 9%	106 12% k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 156

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to manage online risks. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Strongly disagree	46	8	11	28	46	28	18	3	5	6	4	18	10
	5%	4%	3%	8%	5%	7%	4%	4%	4%	4%	3%	10%	5%
Slightly disagree	74	12	22	41	74	39	35	5	7	11	11	24	17
	9%	6%	7%	12%	9%	9%	8%	6%	7%	7%	7%	13%	10%
TOTAL DISAGREE	120	19	32	69	120	67	53	8	12	17	15	42	27
	14%	10%	10%	20%	14%	16%	12%	9%	11%	11%	9%	24%	15%
Neither/ nor	74	12	19	43	74	36	38	5	7	11	8	20	23
	9%	6%	6%	12%	9%	9%	9%	6%	7%	7%	5%	11%	13%
Slightly agree	224	47	86	91	224	111	113	20	27	44	42	47	45
	26%	25%	27%	26%	26%	26%	26%	24%	26%	28%	26%	26%	26%
Strongly agree	434	109	176	148	434	205	228	52	57	84	93	69	79
	51%	58%	56%	42%	51%	49%	52%	61%	56%	53%	58%	38%	46%
TOTAL AGREE	658	156	262	240	658	316	342	73	84	128	134	116	124
	77%	83%	83%	68%	77%	75%	78%	85%	82%	81%	84%	64%	71%
Don't know	6	*	4	2	6	3	2	-	*	2	2	2	-
	1%	*%	1%	1%	1%	1%	1%	-%	*%	1%	1%	1%	-%
TOTAL NEITHER/ DON'T KNOW	80	12	23	45	80	40	40	5	7	13	10	22	23
	9%	7%	7%	13%	9%	9%	9%	6%	7%	8%	7%	12%	13%
				ab									gi

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 156

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP49E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to manage online risks. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Strongly disagree	46 5%	9 4%	6 2%	13 8%	18 8%	15 3%	31 8%	46 5%	41 6%	2 3%	3 8%	1 7%	40 5%	7 5%	46 5%
				be	be		beg	be							
Slightly disagree	74 9%	13 6%	25 10%	14 9%	22 9%	38 8%	36 9%	74 9%	67 9%	3 4%	2 6%	2 12%	60 8%	15 12%	74 9%
				i	i		i	i				i	i	i	i
TOTAL DISAGREE	120 14%	22 11%	31 12%	28 17%	40 17%	53 11%	68 17%	120 14%	108 15%	5 7%	5 14%	3 18%	99 13%	21 17%	120 14%
				ae	abe		abe	i				i	i	i	i
Neither/ nor	74 9%	14 7%	21 8%	13 8%	26 11%	35 8%	39 10%	74 9%	64 9%	7 11%	3 8%	* 3%	63 9%	11 9%	74 9%
								k	k	k	k		k	k	k
Slightly agree	224 26%	46 23%	76 29%	41 25%	61 27%	122 26%	102 26%	224 26%	195 26%	16 22%	7 22%	6 35%	197 27%	27 22%	224 26%
												hijlmn			
Strongly agree	434 51%	121 59%	136 51%	79 49%	98 43%	257 55%	177 45%	434 51%	366 50%	42 60%	18 54%	8 45%	371 50%	62 51%	434 51%
		cdfg	d			df		d		hkin					
TOTAL AGREE	658 77%	167 82%	212 80%	120 74%	160 70%	379 81%	279 71%	658 77%	561 76%	58 82%	25 76%	14 79%	569 77%	89 73%	658 77%
		cdfg	df			cdfg		df							
Don't know	6 1%	- -%	1 *%	2 1%	3 1%	1 *%	5 1%	6 1%	5 1%	- -%	1 2%	- -%	5 1%	* *%	6 1%
				e	e		e								
TOTAL NEITHER/ DON'T KNOW	80 9%	14 7%	22 8%	15 9%	29 13%	36 8%	44 11%	80 9%	69 9%	7 11%	3 10%	* 3%	69 9%	12 10%	80 9%
					ae		e		k	k	k		k	k	k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 157

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP50 You mentioned earlier that your child watches TV programmes/ films using the catch up services such as BBC iPlayer or ITV Player. Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)? (SINGLE CODE)

Base : Parents whose child watches TV online through broadcaster catch-up services

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	~a	~b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								~g	~h	~i	~j	~k	~l
Unweighted total	280	52	79	149	280	138	142	26	26	38	41	74	75
Effective Weighted Sample	220	45	61	113	220	110	110	23	22	30	32	57	56
Total	171	34	48	88	171	84	87	17	18	23	26	44	44
Yes, knew this	137	**	**	66	137	64	73	**	**	**	**	**	**
	80%	**	**	75%	80%	76%	84%	**	**	**	**	**	**
No, did not know this	34	**	**	22	34	20	14	**	**	**	**	**	**
	20%	**	**	25%	20%	24%	16%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 157

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP50 You mentioned earlier that your child watches TV programmes/ films using the catch up services such as BBC iPlayer or ITV Player. Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)? (SINGLE CODE)

Base : Parents whose child watches TV online through broadcaster catch-up services

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	280	88	90	60	42	178	102	280	166	62	28	24	237	43	280
Effective Weighted Sample	220	72	71	45	32	143	77	220	157	53	27	23	188	32	220
Total	171	56	55	34	25	111	59	171	136	26	6	2	148	23	171
Yes, knew this	137	**	**	**	**	92	45	137	111	**	**	**	121	**	137
	80%	**	**	**	**	83%	75%	80%	81%	**	**	**	82%	**	80%
No, did not know this	34	**	**	**	**	19	15	34	25	**	**	**	26	**	34
	20%	**	**	**	**	17%	25%	20%	19%	**	**	**	18%	**	20%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 158

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51 Have you set up a PIN or password on the UK catch-up services that your child uses to watch or download TV programmes or films? IF YES: Is that on all of the services or just some of the services that your child uses to watch or download this content? (SINGLE CODE)

Base : Parents whose child watches TV online through broadcaster catch-up services

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 ~b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 ~i	FEMALE 8-11 ~j	MALE 12-15 ~k	FEMALE 12-15 ~l
Significance Level: 95%													
Unweighted total	280	52	79	149	280	138	142	26	26	38	41	74	75
Effective Weighted Sample	220	45	61	113	220	110	110	23	22	30	32	57	56
Total	171	34	48	88	171	84	87	17	18	23	26	44	44
PIN/ password set up on ALL of the broadcaster catch-up services that the child uses	40	**	**	20	40	19	21	**	**	**	**	**	**
	24%	**	**	23%	24%	23%	24%	**	**	**	**	**	**
PIN/ password set up on SOME of the broadcaster catch-up services that the child uses	24	**	**	12	24	10	15	**	**	**	**	**	**
	14%	**	**	13%	14%	11%	17%	**	**	**	**	**	**
PIN/ PASSWORD SET UP ON ANY OF THESE SERVICES	65	**	**	32	65	29	36	**	**	**	**	**	**
	38%	**	**	36%	38%	34%	41%	**	**	**	**	**	**
PIN/ password NOT set up on any of the broadcaster catch-up services that the child uses	55	**	**	27	55	29	26	**	**	**	**	**	**
	32%	**	**	30%	32%	34%	30%	**	**	**	**	**	**
Don't know if this has been set up	17	**	**	8	17	6	11	**	**	**	**	**	**
	10%	**	**	9%	10%	7%	13%	**	**	**	**	**	**
Did not know this could be set up	34	**	**	22	34	20	14	**	**	**	**	**	**
	20%	**	**	25%	20%	24%	16%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 158

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51 Have you set up a PIN or password on the UK catch-up services that your child uses to watch or download TV programmes or films? IF YES: Is that on all of the services or just some of the services that your child uses to watch or download this content? (SINGLE CODE)

Base : Parents whose child watches TV online through broadcaster catch-up services

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	280	88	90	60	42	178	102	280	166	62	28	24	237	43	280
Effective Weighted Sample	220	72	71	45	32	143	77	220	157	53	27	23	188	32	220
Total	171	56	55	34	25	111	59	171	136	26	6	2	148	23	171
PIN/ password set up on ALL of the broadcaster catch-up services that the child uses	40 24%	** **	** **	** **	** **	27 24%	13 23%	40 24%	38 28%	** **	** **	** **	40 27%	** **	40 24%
PIN/ password set up on SOME of the broadcaster catch-up services that the child uses	24 14%	** **	** **	** **	** **	15 13%	10 16%	24 14%	22 16%	** **	** **	** **	24 16%	** **	24 14%
PIN/ PASSWORD SET UP ON ANY OF THESE SERVICES	65 38%	** **	** **	** **	** **	42 37%	23 39%	65 38%	60 44%	** **	** **	** **	64 43%	** **	65 38%
PIN/ password NOT set up on any of the broadcaster catch-up services that the child uses	55 32%	** **	** **	** **	** **	40 36%	14 24%	55 32%	38 28%	** **	** **	** **	41 28%	** **	55 32%
Don't know if this has been set up	17 10%	** **	** **	** **	** **	10 9%	7 12%	17 10%	13 9%	** **	** **	** **	17 11%	** **	17 10%
Did not know this could be set up	34 20%	** **	** **	** **	** **	19 17%	15 25%	34 20%	25 19%	** **	** **	** **	26 18%	** **	34 20%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 159

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP52 And can you tell me why that is? (MULTI CODE)

Base : Parents whose child watches TV online through broadcaster catch-up services where PIN or password controls have not been set up

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	95	21	27	47	95	48	47	12	9	14	13	22	25
Effective Weighted Sample	74	19	20	36	74	39	35	11	8	10	10	18	18
Total	55	14	15	27	55	29	26	7	6	7	7	14	13
Trust my child to be sensible/ responsible	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Child is always supervised/ always an adult present	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Child too young to surf/ look around the web	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know how to do this	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Child too old for setting these controls	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Didn't know this was possible	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Would interfere with viewing of siblings/ other family members	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Child learns how to be safe on the internet at school	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 159

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP52 And can you tell me why that is? (MULTI CODE)

Base : Parents whose child watches TV online through broadcaster catch-up services where PIN or password controls have not been set up

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	95	21	27	47	95	48	47	12	9	14	13	22	25
Effective Weighted Sample	74	19	20	36	74	39	35	11	8	10	10	18	18
Total	55	14	15	27	55	29	26	7	6	7	7	14	13
Child is too young for this to be a problem	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Child doesn't watch that much television in this way	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 159

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP52 And can you tell me why that is? (MULTI CODE)

Base : Parents whose child watches TV online through broadcaster catch-up services where PIN or password controls have not been set up

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	95	36	32	13	14	68	27	95	46	35	10	4	70	25	95
Effective Weighted Sample	74	29	25	9	11	54	20	74	44	30	10	4	56	18	74
Total	55	23	17	6	8	40	14	55	38	14	2	*	41	14	55
Trust my child to be sensible/ responsible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Child is always supervised/ always an adult present	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Child too young to surf/ look around the web	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know how to do this	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Child too old for setting these controls	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Didn't know this was possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Would interfere with viewing of siblings/ other family members	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Child learns how to be safe on the internet at school	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 159

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP52 And can you tell me why that is? (MULTI CODE)

Base : Parents whose child watches TV online through broadcaster catch-up services where PIN or password controls have not been set up

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	95	36	32	13	14	68	27	95	46	35	10	4	70	25	95
Effective Weighted Sample	74	29	25	9	11	54	20	74	44	30	10	4	56	18	74
Total	55	23	17	6	8	40	14	55	38	14	2	*	41	14	55
Child is too young for this to be a problem	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Child doesn't watch that much television in this way	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 160

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The content on the websites that they visit

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	100 12%	18 10%	44 14%	38 11%	100 12%	53 12%	48 11%	10 11%	9 8%	21 13%	23 15%	23 13%	16 9%
Fairly concerned	138 16%	21 11%	45 14%	73 21% abd	138 16% a	68 16%	70 16%	10 12%	11 10%	24 15%	21 13%	34 19% h	39 22% ghj
TOTAL CONCERNED	239 28%	39 21%	89 28% a	111 31% a	239 28% a	121 29%	118 27%	20 23%	19 19%	45 28% h	44 28%	56 31% h	54 31% h
Neither/ nor	77 9%	12 7%	29 9%	36 10%	77 9%	35 8%	42 10%	10 11% h	2 2%	12 8% h	16 10% h	13 7% h	23 13% hk
Not very concerned	175 20%	27 14%	67 21% a	82 23% a	175 20% a	93 22%	82 19%	15 17%	12 12%	34 21% h	33 21% h	45 25% h	37 22% h
Not at all concerned	361 42%	106 56% bcd	133 42% c	122 35%	361 42% c	170 40%	191 44%	40 47% kl	66 65% gijkl	67 42%	66 41%	64 35%	59 34%
TOTAL NOT CONCERNED	537 62%	133 71% bcd	199 63%	204 58%	537 62%	264 62%	273 63%	55 64%	78 76% gijkl	100 64%	99 62%	108 60%	96 55%
Don't know	6 1%	4 2% bd	* *%	2 1%	6 1%	3 1%	3 1%	1 1%	3 3% ijl	- -%	* *%	2 1%	- -%
TOTAL NEITHER/ DON'T KNOW	83 10%	16 9%	29 9%	38 11%	83 10%	39 9%	45 10%	11 13% h	5 5%	12 8%	16 10%	15 8%	23 13% h

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 160

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The content on the websites that they visit

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	100 12%	28 14% b	23 9%	20 12%	30 13%	51 11%	49 13%	100 12%	94 13% ikm	2 3%	3 8%	1 6%	93 13% ikm	8 6%	100 12% ikm
Fairly concerned	138 16%	40 20%	42 16%	23 14%	33 15%	82 18%	56 14%	138 16%	129 17% i	3 5%	4 11% i	3 15% i	115 16% i	24 19% i	138 16% i
TOTAL CONCERNED	239 28%	69 34% bf	65 24%	42 26%	63 28%	133 29%	105 27%	239 28%	223 30% ijk	6 8%	7 20% i	4 21% i	208 28% ijk	31 26% i	239 28% ij
Neither/ nor	77 9%	16 8%	36 13% acdfg	8 5%	17 8%	52 11% cf	25 6%	77 9% c	63 8%	9 12% m	5 14% hmn	1 7%	71 10% m	6 5%	77 9% m
Not very concerned	175 20%	37 18%	47 18%	43 27% abeg	49 21%	83 18%	92 24% be	175 20%	150 20%	14 20%	6 19%	5 30% hijn	149 20%	27 22%	175 20%
Not at all concerned	361 42%	82 40%	115 43%	68 42%	96 42%	197 42%	165 42%	361 42%	297 40%	41 59% hijkl	15 46%	7 42%	303 41%	59 48%	361 42%
TOTAL NOT CONCERNED	537 62%	118 58%	162 61%	111 68% ae	145 64%	280 60%	256 66% a	537 62%	447 61%	56 79% hijn	22 65%	13 72% hln	451 61%	85 70% hl	537 62%
Don't know	6 1%	- -%	3 1%	1 1%	3 1%	3 1%	4 1%	6 1%	5 1%	1 1%	* 1%	- -%	6 1%	* -%	6 1%
TOTAL NEITHER/ DON'T KNOW	83 10%	16 8%	38 14% acdfg	9 5%	20 9%	54 12% cf	29 7%	83 10% c	68 9% m	9 13% m	5 15% hkmn	1 7%	78 11% m	6 5%	83 10% m

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - How much time they spend online

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	109	17	46	46	109	55	54	7	10	22	24	26	21
	13%	9%	14% a	13%	13%	13%	12%	8%	9%	14%	15%	14%	12%
Fairly concerned	162	27	49	87	162	86	76	14	12	29	19	42	44
	19%	14%	15%	25% abd	19%	20%	17%	17%	12%	18%	12%	24% hj	26% hj
TOTAL CONCERNED	271	43	94	133	271	141	130	21	22	51	43	68	65
	32%	23%	30%	38% abd	32% a	33%	30%	25%	21%	33% h	27%	38% ghj	38% ghj
Neither/ nor	68	10	27	31	68	33	35	5	5	12	15	15	15
	8%	5%	8%	9%	8%	8%	8%	6%	5%	8%	9%	9%	9%
Not very concerned	192	38	79	75	192	100	92	19	19	42	37	38	36
	22%	20%	25%	21%	22%	24%	21%	22%	18%	27%	23%	21%	21%
Not at all concerned	326	97	114	114	326	149	177	40	57	51	63	58	56
	38%	52% bcd	36%	32%	38% c	35%	41%	47% ikl	56% ijkl	32%	40%	32%	32%
TOTAL NOT CONCERNED	517	135	194	189	517	249	268	59	76	93	100	97	92
	60%	72% bcd	61% c	53%	60% c	59%	62%	69% kl	74% ijkl	59%	63%	54%	53%
Don't know	3	-	3	1	3	1	2	-	-	1	2	-	1
	*%	-%	1%	*%	*%	*%	1%	-%	-%	1%	1%	-%	*%
TOTAL NEITHER/ DON'T KNOW	71	10	30	31	71	34	37	5	5	13	17	15	16
	8%	5%	9%	9%	8%	8%	9%	6%	5%	8%	10%	9%	9%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - How much time they spend online

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	109 13%	34 17% b	27 10%	18 11%	30 13%	61 13%	48 12%	109 13%	105 14% ijkm	1 1%	1 4%	1 6% i	101 14% ijkm	8 6% i	109 13% ijkm
Fairly concerned	162 19%	46 23% f	54 20%	25 16%	37 16%	100 21% f	62 16%	162 19%	144 20% i	8 11%	7 21% i	3 17%	139 19% i	23 19%	162 19% i
TOTAL CONCERNED	271 32%	80 40% bcdfg	80 30%	43 27%	67 29%	161 34% cf	110 28%	271 32%	249 34% ijkm	9 12%	8 25% i	4 23% i	240 33% ik	31 25% i	271 32% ik
Neither/ nor	68 8%	14 7%	24 9%	13 8%	17 7%	37 8%	30 8%	68 8%	54 7%	9 12%	3 10%	1 6%	60 8%	8 6%	68 8%
Not very concerned	192 22%	37 18%	55 21%	46 28% abe	54 23%	92 20%	99 25% ae	192 22%	170 23% i	9 13%	6 18%	7 38% hijlmn	167 23% i	24 20%	192 22% i
Not at all concerned	326 38%	72 35%	104 39%	61 37%	89 39%	176 38%	150 38%	326 38%	261 35%	44 62% hijklmn	15 45% hkl	6 33%	266 36%	59 48% hklm	326 38%
TOTAL NOT CONCERNED	517 60%	109 54%	159 60%	106 65% ae	143 63% a	268 57%	249 64% ae	517 60%	431 58%	53 75% hjin	21 64%	12 71% hln	434 59%	83 68% hln	517 60%
Don't know	3 *%	- -%	2 1%	- -%	2 1%	2 *%	2 *%	3 *%	3 *%	- -%	* *%	- -%	3 *%	* *%	3 *%
TOTAL NEITHER/ DON'T KNOW	71 8%	14 7%	25 10%	13 8%	19 8%	39 8%	32 8%	71 8%	58 8%	9 12%	4 11%	1 6%	63 9%	8 6%	71 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 162

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Who they are in contact with online

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	103 12%	20 11%	45 14%	38 11%	103 12%	55 13%	48 11%	10 11%	10 10%	22 14%	23 15% l	23 13%	14 8%
Fairly concerned	118 14%	17 9%	40 13%	61 17% a	118 14% a	54 13%	64 15%	7 8%	10 9%	20 13%	20 12%	26 15%	35 20% ghj
TOTAL CONCERNED	221 26%	37 20%	85 27% a	99 28% a	221 26% a	109 26%	112 26%	17 20%	20 20%	42 27%	43 27%	50 28%	49 28%
Neither/ nor	71 8%	14 8%	24 7%	33 9%	71 8%	34 8%	37 9%	8 10%	6 6%	11 7%	12 8%	14 8%	19 11%
Not very concerned	162 19%	21 11%	57 18% a	85 24% abd	162 19% a	78 18%	84 19%	11 12%	10 10%	27 17%	29 18% h	40 22% gh	45 26% ghi
Not at all concerned	400 47%	115 61% bcd	149 47% c	136 38%	400 47% c	197 47%	202 46%	49 57% kl	66 65% ijkl	73 46% l	76 47% l	75 42%	61 35%
TOTAL NOT CONCERNED	562 65%	136 72% bcd	205 65%	220 62%	562 65%	275 65%	286 66%	60 70%	76 74% ikl	101 64%	105 65%	115 64%	106 61%
Don't know	5 1%	1 *%	3 1%	1 *%	5 1%	5 1% f	- -%	1 1%	- -%	3 2% jl	- -%	1 1%	- -%
TOTAL NEITHER/ DON'T KNOW	76 9%	15 8%	27 9%	34 10%	76 9%	39 9%	37 9%	9 10%	6 6%	15 9%	12 8%	15 9%	19 11%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 162

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Who they are in contact with online

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	103 12%	27 13% c	26 10%	11 7%	39 17% bceg	53 11%	50 13% c	103 12% c	98 13% ijkm	2 3%	2 6%	1 6%	95 13% ijkm	8 7%	103 12% ijkm
Fairly concerned	118 14%	34 17%	33 13%	21 13%	28 12%	68 15%	50 13%	118 14%	104 14% i	5 8%	5 16% i	3 18% im	106 14% i	12 10%	118 14%
TOTAL CONCERNED	221 26%	62 30% bc	59 22%	33 20%	67 30% bc	121 26%	100 26%	221 26%	202 27% im	8 11%	7 22% i	4 24% i	201 27% im	20 17%	221 26% im
Neither/ nor	71 8%	12 6%	28 11% a	13 8%	17 7%	41 9%	30 8%	71 8%	60 8%	6 8%	4 13% km	1 4%	65 9% km	5 4%	71 8%
Not very concerned	162 19%	41 20%	46 18%	36 22%	38 17%	88 19%	74 19%	162 19%	141 19%	12 17%	4 13%	5 28% hijln	137 19%	25 21%	162 19%
Not at all concerned	400 47%	87 43%	130 49%	77 47%	105 46%	217 46%	182 47%	400 47%	330 45%	45 63% hkin	17 52%	8 45%	328 45%	72 59% hkin	400 47%
TOTAL NOT CONCERNED	562 65%	129 63%	176 67%	113 70%	143 63%	305 65%	256 66%	562 65%	471 64%	56 80% hjln	22 66%	13 72% hl	465 63%	97 79% hjln	562 65%
Don't know	5 1%	- -%	1 *% aeg	3 2%	1 *%	1 *%	4 1%	5 1%	5 1%	* *%	- -%	- -%	5 1%	- -%	5 1%
TOTAL NEITHER/ DON'T KNOW	76 9%	12 6%	29 11% a	17 10%	17 8%	42 9%	34 9%	76 9%	65 9% km	6 8%	4 13% km	1 4%	71 10% km	5 4%	76 9% km

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 163

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Any illegal online sharing or accessing of copyrighted material

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	94	21	36	38	94	51	43	10	11	17	19	24	14
	11%	11%	11%	11%	11%	12%	10%	12%	10%	11%	12%	13%	8%
Fairly concerned	65	9	26	31	65	34	31	7	2	12	13	15	15
	8%	5%	8%	9%	8%	8%	7%	8%	2%	8% h	8% h	8% h	9% h
TOTAL CONCERNED	160	30	62	68	160	85	75	17	13	29	33	39	29
	19%	16%	19%	19%	19%	20%	17%	20%	13%	18%	20%	22% h	17%
Neither/ nor	73	16	27	30	73	38	36	10	6	12	15	16	14
	9%	9%	9%	8%	9%	9%	8%	11%	6%	8%	10%	9%	8%
Not very concerned	123	17	42	64	123	57	66	7	10	18	24	33	32
	14%	9%	13%	18% ab	14% a	14%	15%	8%	10%	11%	15%	18% ghi	18% ghi
Not at all concerned	483	122	180	181	483	233	250	52	71	95	85	87	94
	56%	65% bcd	57%	51%	56%	55%	57%	60% k	69% jkl	60% k	53%	48%	54%
TOTAL NOT CONCERNED	606	140	221	245	606	290	316	59	81	112	109	120	125
	71%	74%	70%	69%	71%	69%	72%	68%	79% gjk	71%	68%	67%	72%
Don't know	19	2	7	10	19	10	10	1	2	4	3	5	5
	2%	1%	2%	3%	2%	2%	2%	1%	2%	3%	2%	3%	3%
TOTAL NEITHER/ DON'T KNOW	93	18	34	40	93	47	45	10	8	16	18	21	19
	11%	10%	11%	11%	11%	11%	10%	12%	8%	10%	11%	12%	11%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 163

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Any illegal online sharing or accessing of copyrighted material

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	94 11%	26 13%	27 10%	13 8%	29 13%	52 11%	42 11%	94 11%	91 12% ikm	* *%	3 10% ik	* *%	89 12% ikm	6 5% ik	94 11% ikm
Fairly concerned	65 8%	17 8%	22 8%	12 7%	14 6%	39 8%	26 7%	65 8%	57 8%	3 5%	3 8%	2 13% hilmn	58 8%	7 6%	65 8%
TOTAL CONCERNED	160 19%	43 21%	49 18%	25 15%	43 19%	91 20%	68 18%	160 19%	148 20% im	4 5%	6 18% i	2 14% i	147 20% im	13 11%	160 19% im
Neither/ nor	73 9%	16 8%	22 8%	15 9%	20 9%	38 8%	35 9%	73 9%	63 9%	4 6%	4 12% m	2 11% m	66 9%	7 5%	73 9%
Not very concerned	123 14%	33 16%	38 14%	25 15%	27 12%	71 15%	52 13%	123 14%	106 14%	8 12%	3 10%	5 30% hijlmn	107 15%	16 13%	123 14%
Not at all concerned	483 56%	109 54%	151 57%	93 57%	130 57%	260 56%	223 57%	483 56%	404 55% k	53 76% hijkl	19 56% k	7 42%	399 54% k	84 69% hijkl	483 56% k
TOTAL NOT CONCERNED	606 71%	142 70%	189 71%	118 72%	158 69%	331 71%	275 70%	606 71%	510 69%	62 88% hijkl	22 66%	12 72%	506 69%	101 82% hijkl	606 71%
Don't know	19 2%	2 1%	6 2%	5 3%	7 3%	8 2%	12 3%	19 2%	17 2%	1 1%	1 4%	1 3%	17 2%	2 2%	19 2%
TOTAL NEITHER/ DON'T KNOW	93 11%	18 9%	27 10%	20 12%	27 12%	46 10%	47 12%	93 11%	80 11%	5 7%	5 16% imn	3 15% im	84 11%	9 7%	93 11%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 164

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	136 16%	25 13%	54 17%	57 16%	136 16%	71 17%	66 15%	11 13%	13 13%	25 16%	29 18%	35 19%	23 13%
Fairly concerned	170 20%	23 12%	61 19%	86 24%	170 20%	79 19%	91 21%	10 12%	13 12%	29 19%	31 20%	39 22%	46 27%
			a	ad	a							gh	ghi
TOTAL CONCERNED	306 36%	48 25%	115 36%	143 41%	306 36%	150 35%	156 36%	22 25%	26 26%	54 34%	61 38%	74 41%	69 40%
			a	a	a						gh	gh	gh
Neither/ nor	80 9%	19 10%	28 9%	32 9%	80 9%	44 10%	35 8%	13 15%	6 6%	16 10%	12 8%	15 8%	17 10%
								hj					
Not very concerned	114 13%	21 11%	40 13%	53 15%	114 13%	57 13%	58 13%	8 10%	13 13%	21 14%	18 12%	27 15%	26 15%
Not at all concerned	345 40%	97 52%	129 41%	119 34%	345 40%	165 39%	181 41%	42 49%	55 54%	62 39%	67 42%	60 34%	59 34%
		bcd	c		c			kl	ijkl				
TOTAL NOT CONCERNED	459 54%	118 63%	169 53%	173 49%	459 54%	221 52%	238 55%	50 59%	68 67%	83 53%	85 53%	87 49%	85 49%
		bcd							ijkl				
Don't know	13 2%	3 1%	6 2%	5 1%	13 2%	8 2%	6 1%	1 1%	2 2%	4 3%	2 1%	3 2%	2 1%
TOTAL NEITHER/ DON'T KNOW	93 11%	22 12%	34 11%	37 11%	93 11%	52 12%	41 9%	14 16%	8 8%	20 13%	14 9%	19 10%	19 11%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 164

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	136 16%	38 19%	35 13%	24 15%	39 17%	73 16%	64 16%	136 16%	128 17% ikm	2 3%	4 13% i	1 8%	126 17% ikm	10 8%	136 16% ikm
Fairly concerned	170 20%	44 22%	52 20%	31 19%	42 18%	97 21%	73 19%	170 20%	146 20%	12 17%	7 23%	5 28% hiln	138 19%	31 26% l	170 20%
TOTAL CONCERNED	306 36%	82 40%	87 33%	55 34%	81 36%	169 36%	137 35%	306 36%	274 37% i	14 20%	12 35% i	6 36% i	265 36% i	41 34% i	306 36% i
Neither/ nor	80 9%	17 8%	27 10%	13 8%	23 10%	44 9%	36 9%	80 9%	70 9%	6 8%	3 9%	1 8%	68 9%	12 10%	80 9%
Not very concerned	114 13%	25 13%	38 14%	21 13%	29 13%	64 14%	51 13%	114 13%	94 13%	13 18%	4 12%	3 18%	100 14%	15 12%	114 13%
Not at all concerned	345 40%	76 37%	107 41%	70 43%	92 40%	183 39%	162 41%	345 40%	288 39%	38 53% hijkl	14 42%	6 36%	291 39%	55 45%	345 40%
TOTAL NOT CONCERNED	459 54%	101 50%	146 55%	92 56%	121 53%	247 53%	212 54%	459 54%	382 52%	50 72% hijklmn	18 54%	10 55%	390 53%	69 57%	459 54%
Don't know	13 2%	3 1%	5 2%	3 2%	3 1%	7 2%	6 2%	13 2%	12 2%	- -%	1 3% m	* 1%	13 2%	* %	13 2%
TOTAL NEITHER/ DON'T KNOW	93 11%	19 10%	32 12%	16 10%	26 12%	51 11%	42 11%	93 11%	82 11%	6 8%	4 11%	2 9%	81 11%	12 10%	93 11%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them giving out their personal details to inappropriate people

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	165 19%	26 14%	66 21% a	73 21% a	165 19% a	82 19%	83 19%	12 14%	14 14%	31 20%	35 22%	39 22%	34 19%
Fairly concerned	126 15%	13 7%	53 17% a	60 17% a	126 15% a	61 14%	64 15%	7 8%	6 6%	26 17% gh	27 17% gh	28 16% h	32 18% gh
TOTAL CONCERNED	290 34%	39 21%	119 37% a	133 38% a	290 34% a	143 34%	147 34%	19 22%	20 19%	57 36% gh	62 39% gh	67 37% gh	65 38% gh
Neither/ nor	54 6%	15 8%	19 6%	21 6%	54 6%	24 6%	30 7%	8 9% k	7 7%	10 6%	9 5%	6 4%	15 8% k
Not very concerned	139 16%	22 11%	44 14%	73 21% abd	139 16%	70 17%	69 16%	9 11%	12 12%	22 14%	23 14%	39 22% ghij	34 20% g
Not at all concerned	368 43%	110 59% bcd	134 42% c	124 35%	368 43% c	182 43%	187 43%	48 56% ijkl	62 61% ijkl	68 43% l	66 41%	66 37%	58 34%
TOTAL NOT CONCERNED	508 59%	132 70% bcd	178 56%	197 56%	508 59%	252 60%	256 59%	57 67% l	75 73% ijkl	89 57%	89 56%	105 58%	92 53%
Don't know	6 1%	3 1%	2 1%	2 1%	6 1%	4 1%	3 1%	2 2%	1 1%	1 1%	1 *%	1 *%	1 1%
TOTAL NEITHER/ DON'T KNOW	61 7%	17 9%	20 6%	23 6%	61 7%	28 7%	32 7%	10 11% k	8 8%	11 7%	9 6%	7 4%	16 9% k

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them giving out their personal details to inappropriate people

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	165 19%	39 19%	44 17%	26 16%	55 24% bce	84 18%	81 21%	165 19%	151 21% ikm	4 5%	8 23% ikm	2 12% i	148 20% ik	17 14% i	165 19% ik
Fairly concerned	126 15%	35 17%	34 13%	26 16%	31 13%	69 15%	57 14%	126 15%	112 15% i	6 8%	5 16% i	3 17% i	108 15% i	18 15%	126 15% i
TOTAL CONCERNED	290 34%	74 37%	79 30%	52 32%	85 37% b	153 33%	138 35%	290 34%	263 36% i	9 13%	13 39% im	5 29% i	256 35% i	35 28% i	290 34% i
Neither/ nor	54 6%	13 6%	20 7%	11 7%	10 5%	33 7%	21 5%	54 6%	43 6%	8 11% hkm	3 9%	1 4%	49 7%	5 4%	54 6%
Not very concerned	139 16%	29 14%	51 19%	24 15%	35 15%	79 17%	60 15%	139 16%	117 16%	13 18%	5 16%	4 22% hl	118 16%	21 17%	139 16%
Not at all concerned	368 43%	87 43%	113 43%	74 46%	94 41%	200 43%	169 43%	368 43%	309 42%	41 58% hijkln	12 35%	7 43%	307 42%	61 50% hjl	368 43%
TOTAL NOT CONCERNED	508 59%	116 57%	164 62%	99 61%	130 57%	279 60%	228 58%	508 59%	426 58%	54 76% hijkln	17 51%	11 65% j	425 58% hjl	82 67% hjl	508 59%
Don't know	6 1%	- -%	3 1%	1 *%	3 1%	3 1%	4 1%	6 1%	6 1%	- -%	* 1%	* 1%	6 1%	* *%	6 1%
TOTAL NEITHER/ DON'T KNOW	61 7%	13 6%	23 9%	12 7%	13 6%	36 8%	25 6%	61 7%	49 7%	8 11% m	3 10% m	1 6%	56 8%	5 4%	61 7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 166

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53G (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them being bullied online/ cyber-bullying

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	136	19	60	56	136	65	71	9	10	26	34	29	27
	16%	10%	19%	16%	16%	15%	16%	11%	10%	17%	21%	16%	16%
			a	a	a						gh		
Fairly concerned	125	16	36	74	125	59	66	8	7	20	16	31	43
	15%	8%	11%	21%	15%	14%	15%	10%	7%	13%	10%	17%	25%
				abd	a							hj	ghijk
TOTAL CONCERNED	261	35	96	130	261	125	137	18	17	47	50	60	70
	30%	19%	30%	37%	30%	29%	31%	21%	17%	30%	31%	34%	40%
			a	abd	a					h	gh	gh	ghi
Neither/ nor	65	13	22	31	65	33	32	7	6	11	11	15	15
	8%	7%	7%	9%	8%	8%	7%	8%	5%	7%	7%	9%	9%
Not very concerned	130	24	48	58	130	64	67	9	15	25	23	30	28
	15%	13%	15%	16%	15%	15%	15%	10%	15%	16%	15%	17%	16%
Not at all concerned	394	113	149	133	394	198	197	50	62	74	75	73	60
	46%	60%	47%	38%	46%	47%	45%	59%	61%	47%	47%	41%	34%
		bcd	c		c			ijkl	ijkl	l	l		
TOTAL NOT CONCERNED	525	137	197	191	525	261	263	59	78	99	98	104	87
	61%	73%	62%	54%	61%	62%	60%	69%	76%	63%	61%	58%	50%
		bcd	c		c			kl	ijkl	l	l		
Don't know	7	4	2	2	7	4	3	2	2	1	1	1	1
	1%	2%	1%	%	1%	1%	1%	2%	2%	1%	%	%	1%
TOTAL NEITHER/ DON'T KNOW	73	16	24	32	73	37	36	9	7	12	12	16	16
	8%	9%	8%	9%	8%	9%	8%	11%	7%	8%	8%	9%	9%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 166

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53G (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them being bullied online/ cyber-bullying

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	136 16%	37 18%	37 14%	21 13%	40 18%	74 16%	61 16%	136 16%	128 17% ik	2 3%	5 15% i	1 9% i	122 17% ik	14 12% i	136 16% ik
Fairly concerned	125 15%	42 21% bdfg	36 13%	24 15%	24 10%	78 17% df	48 12%	125 15%	110 15% i	6 8%	6 19% i	3 18% i	102 14% i	24 19% i	125 15% i
TOTAL CONCERNED	261 30%	79 39% bcdfg	73 28%	46 28%	64 28%	152 32%	109 28%	261 30%	238 32% i	7 11%	11 34% i	5 26% i	223 30% i	38 31% i	261 30% i
Neither/ nor	65 8%	14 7%	22 8%	14 9%	15 7%	36 8%	29 7%	65 8%	55 7%	8 11% k	2 7%	1 4%	58 8%	7 6%	65 8%
Not very concerned	130 15%	29 14%	42 16%	23 14%	37 16%	71 15%	59 15%	130 15%	112 15%	11 15%	4 13%	4 21% m	115 16%	16 13%	130 15%
Not at all concerned	394 46%	80 39%	126 48% a	79 48%	109 48%	207 44%	188 48% a	394 46%	328 44%	43 61% hijkl	15 45%	8 49%	333 45%	61 50%	394 46%
TOTAL NOT CONCERNED	525 61%	109 54%	168 63% a	101 62%	146 64% a	278 59%	247 63% a	525 61% a	440 60%	53 76% hijlmn	19 58%	12 70% hijn	448 61%	77 63%	525 61%
Don't know	7 1%	- -%	2 1%	2 1%	3 2% a	2 *% a	5 1%	7 1%	5 1%	1 2%	* 1%	* 1%	7 1%	* *% a	7 1%
TOTAL NEITHER/ DON'T KNOW	73 8%	14 7%	24 9%	16 10%	19 8%	38 8%	34 9%	73 8%	60 8%	9 13% hkm	3 8%	1 4%	65 9%	7 6%	73 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 167

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53H (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The possibility of them bullying others online or making negative comments about other people online

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	108	20	46	42	108	58	50	10	10	23	23	25	16
	13%	11%	15%	12%	13%	14%	11%	12%	10%	14%	15%	14%	9%
Fairly concerned	70	7	26	37	70	33	37	5	2	14	12	14	23
	8%	4%	8%	10%	8%	8%	9%	6%	2%	9%	8%	8%	13%
			a	a	a					h	h	h	ghk
TOTAL CONCERNED	178	27	72	78	178	91	87	15	12	37	36	39	39
	21%	14%	23%	22%	21%	21%	20%	18%	12%	23%	22%	22%	23%
			a	a	a					h	h	h	h
Neither/ nor	66	12	21	33	66	33	33	6	6	15	6	12	21
	8%	7%	7%	9%	8%	8%	8%	7%	6%	9%	4%	7%	12%
										j			jk
Not very concerned	124	19	48	57	124	57	66	6	13	20	28	31	25
	14%	10%	15%	16%	14%	14%	15%	7%	13%	13%	18%	17%	15%
				a							g	g	
Not at all concerned	480	125	172	182	480	236	243	55	70	84	88	97	85
	56%	66%	54%	52%	56%	56%	56%	65%	68%	53%	55%	54%	49%
		bcd						l	ijkl				
TOTAL NOT CONCERNED	603	144	220	239	603	294	310	62	82	104	117	128	111
	70%	77%	69%	68%	70%	69%	71%	72%	81%	66%	73%	71%	64%
		bcd							ikl				
Don't know	11	4	4	3	11	6	6	3	2	2	2	1	2
	1%	2%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%
TOTAL NEITHER/ DON'T KNOW	77	17	25	36	77	38	39	9	8	17	8	13	23
	9%	9%	8%	10%	9%	9%	9%	10%	8%	11%	5%	7%	13%
										j			jk

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 167

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53H (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The possibility of them bullying others online or making negative comments about other people online

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	108 13%	24 12%	32 12%	16 10%	36 16%	56 12%	52 13%	108 13%	103 14% ijkm	1 1%	3 8% i	1 7% i	101 14% ijkm	6 5%	108 13% im
Fairly concerned	70 8%	24 12% bdf	18 7%	15 9%	13 6%	42 9%	28 7%	70 8%	63 9% i	1 2%	4 12% ikl	1 6%	56 8% i	13 11% i	70 8% i
TOTAL CONCERNED	178 21%	47 23%	50 19%	31 19%	49 21%	98 21%	80 21%	178 21%	167 23% ik	2 3%	7 20% i	2 13% i	158 21% ik	20 16% i	178 21% ik
Neither/ nor	66 8%	12 6%	24 9%	13 8%	17 8%	36 8%	30 8%	66 8%	56 8%	6 9%	3 8%	1 5%	60 8%	6 5%	66 8%
Not very concerned	124 14%	30 15%	38 14%	21 13%	34 15%	68 15%	56 14%	124 14%	108 15% j	9 12%	3 8%	5 27% hijlmn	111 15% j	12 10%	124 14% j
Not at all concerned	480 56%	110 54%	151 57%	95 59%	123 54%	262 56%	218 56%	480 56%	397 54%	52 74% hijkln	21 62%	10 55%	398 54%	81 66% hkln	480 56%
TOTAL NOT CONCERNED	603 70%	140 69%	190 72%	117 72%	157 69%	330 71%	273 70%	603 70%	505 68%	61 87% hijlmn	23 70%	14 82% hjl	510 69%	94 77% h	603 70%
Don't know	11 1%	3 2%	1 *%	1 1%	5 2% b	5 1%	7 2%	11 1%	10 1%	1 1%	* 1%	* 1%	8 1%	3 2%	11 1%
TOTAL NEITHER/ DON'T KNOW	77 9%	15 8%	25 9%	14 9%	23 10%	40 9%	37 9%	77 9%	66 9%	7 10%	3 10%	1 5%	69 9%	9 7%	77 9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 168

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53I (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Sharing of inappropriate or personal photos/ videos with others

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	111 13%	18 10%	47 15%	46 13%	111 13%	55 13%	56 13%	9 10%	10 9%	22 14%	24 15%	24 13%	22 13%
Fairly concerned	82 10%	11 6%	28 9%	43 12% a	82 10%	42 10%	40 9%	6 6%	6 6%	12 8%	16 10%	24 14% hi	19 11%
TOTAL CONCERNED	193 22%	30 16%	74 23% a	89 25% a	193 22% a	97 23%	96 22%	14 17%	16 15%	34 22%	40 25% h	48 27% gh	40 23%
Neither/ nor	64 7%	10 5%	19 6%	35 10% ab	64 7%	28 7%	37 8%	6 7%	4 4%	10 7%	9 6%	11 6%	24 14% hijk
Not very concerned	123 14%	16 9%	47 15% a	59 17% a	123 14% a	57 14%	66 15%	7 8%	9 9%	21 13%	26 16% g	29 16% g	30 17% gh
Not at all concerned	472 55%	129 69% bcd	176 55% c	167 47%	472 55% c	238 56%	234 54%	57 66% jkl	73 71% ijkl	91 58% l	85 53%	91 50%	76 44%
TOTAL NOT CONCERNED	595 69%	146 78% bcd	223 70%	226 64%	595 69% c	295 70%	299 69%	64 74% l	82 80% jkl	112 71% l	111 69%	120 67%	106 61%
Don't know	7 1%	3 1%	1 *%	3 1%	7 1%	3 1%	4 1%	2 2% j	1 1%	1 1%	- -%	1 *%	3 2%
TOTAL NEITHER/ DON'T KNOW	71 8%	13 7%	20 6%	38 11% b	71 8%	31 7%	40 9%	8 9%	5 5%	11 7%	9 6%	12 7%	27 15% hijk

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 168

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53I (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Sharing of inappropriate or personal photos/ videos with others

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	111 13%	29 14%	29 11%	16 10%	37 16% c	59 13%	52 13%	111 13%	104 14% ikm	1 2%	4 13% im	1 8% i	104 14% ikm	7 6%	111 13% im
Fairly concerned	82 10%	22 11%	25 10%	19 12%	16 7%	47 10%	35 9%	82 10%	74 10% i	3 4%	4 11% i	2 11% i	71 10% i	11 9%	82 10% i
TOTAL CONCERNED	193 22%	51 25%	55 21%	34 21%	53 23%	105 23%	88 22%	193 22%	178 24% im	4 6%	8 24% im	3 19% i	175 24% im	18 15% i	193 22% im
Neither/ nor	64 7%	16 8%	19 7%	13 8%	17 7%	34 7%	30 8%	64 7%	55 7%	6 9%	3 8%	1 4%	58 8%	7 5%	64 7%
Not very concerned	123 14%	34 17%	37 14%	21 13%	30 13%	72 15%	51 13%	123 14%	106 14%	10 14%	4 12%	4 22% hjl n	104 14%	19 15%	123 14%
Not at all concerned	472 55%	101 50%	152 57%	93 57%	126 55%	253 54%	219 56%	472 55%	394 53%	50 71% hijkl n	18 55%	10 55%	394 53%	78 64% hln	472 55%
TOTAL NOT CONCERNED	595 69%	135 67%	189 71%	115 70%	155 68%	325 69%	270 69%	595 69%	500 68%	59 85% hjl n	22 66%	13 77% hjl	497 68%	97 79% hjl n	595 69%
Don't know	7 1%	1 1%	2 1%	1 *%	3 1%	3 1%	4 1%	7 1%	5 1%	1 1%	1 2%	* 1%	6 1%	1 1%	7 1%
TOTAL NEITHER/ DON'T KNOW	71 8%	17 8%	21 8%	14 8%	20 9%	38 8%	33 9%	71 8%	60 8%	7 10%	3 10% k	1 4%	64 9%	7 6%	71 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 169

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53J (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Damaging their reputation either now or in the future

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	125	24	46	55	125	60	65	12	11	21	25	27	29
	15%	13%	15%	16%	15%	14%	15%	14%	11%	13%	16%	15%	16%
Fairly concerned	98	11	38	50	98	48	50	4	7	18	20	27	23
	11%	6%	12%	14%	11%	11%	11%	5%	7%	11%	12%	15%	13%
TOTAL CONCERNED		a	a	a	a					g	g	gh	g
	223	34	84	105	223	108	115	16	18	39	45	53	52
	26%	18%	26%	30%	26%	26%	26%	19%	18%	25%	28%	30%	30%
Neither/ nor		a	a	a	a					h	h	gh	gh
	80	17	22	41	80	35	45	7	9	11	11	17	24
	9%	9%	7%	12%	9%	8%	10%	8%	9%	7%	7%	9%	14%
Not very concerned		b											ij
	119	21	42	55	119	52	66	10	12	18	25	25	30
	14%	11%	13%	16%	14%	12%	15%	11%	11%	11%	15%	14%	18%
Not at all concerned	426	111	165	150	426	222	203	51	60	87	77	84	66
	50%	59%	52%	43%	50%	53%	47%	59%	59%	55%	48%	47%	38%
TOTAL NOT CONCERNED		cd	c		c			kl	kl	l	l		
	545	132	207	205	545	275	270	60	72	105	102	109	96
	63%	70%	65%	58%	63%	65%	62%	70%	70%	67%	64%	61%	55%
Don't know		cd	c					l	l	l			
	11	4	4	2	11	5	6	2	2	2	2	1	1
	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	*%	1%
TOTAL NEITHER/ DON'T KNOW		c											
	91	21	27	43	91	40	51	9	12	13	13	18	26
	11%	11%	8%	12%	11%	9%	12%	11%	12%	8%	8%	10%	15%
													ij

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 169

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53J (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Damaging their reputation either now or in the future

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	125 15%	30 15%	34 13%	19 12%	41 18%	65 14%	60 15%	125 15%	117 16% ikm	1 2%	5 15% i	2 10% i	115 16% im	10 8% i	125 15% im
Fairly concerned	98 11%	29 14% d	27 10%	23 14% d	20 9%	55 12%	43 11%	98 11%	85 12%	6 9%	5 15%	2 13%	81 11%	17 14%	98 11%
TOTAL CONCERNED	223 26%	59 29%	61 23%	43 26%	60 26%	120 26%	103 26%	223 26%	202 27% i	7 10%	10 30% i	4 23% i	195 27% i	28 23% i	223 26% i
Neither/ nor	80 9%	24 12%	22 8%	13 8%	21 9%	46 10%	34 9%	80 9%	69 9% km	7 10% k	3 10% k	1 4%	74 10% km	6 5%	80 9% km
Not very concerned	119 14%	31 15%	40 15%	24 15%	24 10%	71 15%	48 12%	119 14%	101 14%	11 16%	3 9%	3 19% j	102 14%	17 14%	119 14%
Not at all concerned	426 50%	88 43%	139 53% a	81 50%	118 52% a	227 48%	199 51% a	426 50%	355 48%	44 63% hjl	17 50%	9 54%	354 48%	72 59% hln	426 50%
TOTAL NOT CONCERNED	545 63%	119 59%	180 68% a	104 64%	142 62%	298 64%	246 63%	545 63%	457 62%	56 79% hjl	20 59%	13 73% hjl	456 62%	89 73% hjl	545 63%
Don't know	11 1%	1 *%	2 1%	3 2%	5 2% e	3 1%	8 2% e	11 1%	10 1%	1 1%	* 1%	* 1%	11 1%	- -%	11 1%
TOTAL NEITHER/ DON'T KNOW	91 11%	25 12%	24 9%	15 10%	26 11%	49 11%	42 11%	91 11%	79 11% km	8 11% km	4 11% km	1 4%	85 12% km	6 5%	91 11% km

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 170

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QP53K (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Seeing content which encourages them to hurt or harm themselves

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Very concerned	126	25	52	49	126	63	64	11	14	25	28	27	23
	15%	13%	17%	14%	15%	15%	15%	13%	13%	16%	17%	15%	13%
Fairly concerned	92	17	35	41	92	45	47	8	9	17	18	20	21
	11%	9%	11%	12%	11%	11%	11%	9%	9%	11%	11%	11%	12%
TOTAL CONCERNED	219	41	87	90	219	108	111	19	22	42	45	47	43
	25%	22%	27%	26%	25%	26%	25%	22%	22%	27%	28%	26%	25%
Neither/ nor	65	14	24	27	65	32	32	7	7	14	9	11	16
	8%	7%	8%	8%	8%	8%	7%	8%	7%	9%	6%	6%	9%
Not very concerned	120	19	41	60	120	53	68	8	11	19	22	25	35
	14%	10%	13%	17%	14%	12%	16%	10%	11%	12%	14%	14%	20%
				a									ghi
Not at all concerned	449	113	163	173	449	228	221	51	62	82	82	95	77
	52%	60%	51%	49%	52%	54%	51%	60%	61%	52%	51%	53%	45%
		bcd						l	l				
TOTAL NOT CONCERNED	569	132	204	233	569	281	289	60	73	101	104	121	112
	66%	70%	64%	66%	66%	66%	66%	70%	71%	64%	65%	67%	65%
Don't know	6	*	2	3	6	2	4	*	*	*	2	2	2
	1%	*%	1%	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%
TOTAL NEITHER/ DON'T KNOW	70	14	26	30	70	34	36	7	7	15	11	13	18
	8%	8%	8%	9%	8%	8%	8%	8%	7%	9%	7%	7%	10%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 170

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53K (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Seeing content which encourages them to hurt or harm themselves

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Very concerned	126 15%	33 16%	31 12%	21 13%	41 18% b	64 14%	62 16%	126 15%	117 16% ikm	2 3%	6 18% ikm	1 8% i	119 16% ikm	8 6%	126 15% ikm
Fairly concerned	92 11%	30 15% bd	23 9%	22 13% d	18 8%	53 11%	40 10%	92 11%	82 11% i	3 5%	4 13% i	2 14% i	73 10% i	19 16% il	92 11% i
TOTAL CONCERNED	219 25%	63 31% b	54 20%	43 26%	59 26%	117 25%	102 26%	219 25%	199 27% i	5 7%	10 31% i	4 22% i	192 26% i	27 22% i	219 25% i
Neither/ nor	65 8%	16 8%	16 6%	14 8%	20 9%	31 7%	33 9%	65 8%	59 8% m	3 4%	2 6%	1 4%	60 8% m	5 4%	65 8%
Not very concerned	120 14%	36 18% df	40 15%	19 12%	25 11%	76 16% df	44 11%	120 14%	105 14%	8 11%	4 11%	4 24% hijlmn	104 14%	16 13%	120 14%
Not at all concerned	449 52%	88 43%	154 58% a	87 53% a	121 53% a	242 52% a	207 53% a	449 52% a	370 50%	54 77% hijklmn	17 50%	9 49%	375 51%	74 60% hkln	449 52%
TOTAL NOT CONCERNED	569 66%	124 61%	194 73% acdfg	106 65%	146 64%	318 68% a	252 64%	569 66%	474 64%	62 88% hijklmn	20 61%	13 73% hjl	479 65% hjl	90 74% hjl	569 66%
Don't know	6 1%	1 1%	1 *% *	* *% *	3 1%	2 *% *	4 1%	6 1%	5 1%	* *% *	1 2%	* 1%	5 1%	* *% *	6 1%
TOTAL NEITHER/ DON'T KNOW	70 8%	17 8%	17 6%	14 9%	23 10%	33 7%	37 9%	70 8%	64 9% m	3 4%	3 8%	1 5%	65 9% m	5 4%	70 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 171

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S ONLINE ACTIVITIES - TOTAL CONCERNED

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online (CONDUCT)	306 36%	48 25%	115 36% a	143 41% a	306 36% a	150 35%	156 36%	22 25%	26 26%	54 34%	61 38% gh	74 41% gh	69 40% gh
Them giving out their personal details to inappropriate people (CONDUCT & CONTACT)	290 34%	39 21%	119 37% a	133 38% a	290 34% a	143 34%	147 34%	19 22%	20 19%	57 36% gh	62 39% gh	67 37% gh	65 38% gh
How much time they spend online	271 32%	43 23%	94 30%	133 38% abd	271 32% a	141 33%	130 30%	21 25%	22 21%	51 33% h	43 27%	68 38% ghj	65 38% ghj
Them being bullied online/ cyber-bullying (CONTACT)	261 30%	35 19%	96 30% a	130 37% abd	261 30% a	125 29%	137 31%	18 21%	17 17%	47 30% h	50 31% gh	60 34% gh	70 40% ghi
The content on the websites that they visit (CONTENT)	239 28%	39 21%	89 28% a	111 31% a	239 28% a	121 29%	118 27%	20 23%	19 19%	45 28% h	44 28%	56 31% h	54 31% h

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 171

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SUMMARY OF CONCERNS ABOUT CHILD'S ONLINE ACTIVITIES - TOTAL CONCERNED

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Damaging their reputation either now or in the future (CONDUCT)	223	34	84	105	223	108	115	16	18	39	45	53	52
	26%	18%	26%	30%	26%	26%	26%	19%	18%	25%	28%	30%	30%
		a	a	a	a					h	gh	gh	gh
Who they are in contact with online (CONTACT)	221	37	85	99	221	109	112	17	20	42	43	50	49
	26%	20%	27%	28%	26%	26%	26%	20%	20%	27%	27%	28%	28%
		a	a	a	a								
Seeing content which encourages them to hurt or harm themselves (CONTENT)	219	41	87	90	219	108	111	19	22	42	45	47	43
	25%	22%	27%	26%	25%	26%	25%	22%	22%	27%	28%	26%	25%
Sharing of inappropriate or personal photos/videos with others (CONDUCT)	193	30	74	89	193	97	96	14	16	34	40	48	40
	22%	16%	23%	25%	22%	23%	22%	17%	15%	22%	25%	27%	23%
			a	a	a					h	h	gh	
The possibility of them bullying others online or making negative comments about other people online (CONDUCT)	178	27	72	78	178	91	87	15	12	37	36	39	39
	21%	14%	23%	22%	21%	21%	20%	18%	12%	23%	22%	22%	23%
			a	a	a					h	h	h	h

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 171

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SUMMARY OF CONCERNS ABOUT CHILD'S ONLINE ACTIVITIES - TOTAL CONCERNED

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Any illegal online sharing or accessing of copyrighted material (CONDUCT)	160 19%	30 16%	62 19%	68 19%	160 19%	85 20%	75 17%	17 20%	13 13%	29 18%	33 20%	39 22% h	29 17%
ANY OF THESE	530 62%	93 49%	190 60% a	247 70% abd	530 62% a	259 61%	271 62%	44 52%	49 48%	94 59% h	96 60% h	121 67% gh	126 73% ghij
NONE OF THESE	329 38%	95 51% bcd	128 40% c	106 30%	329 38% c	164 39%	165 38%	42 48% kl	54 52% ijkl	64 41% l	64 40% l	59 33%	47 27%
ANY CONTENT, CONTACT, CONDUCT	494 58%	83 44%	180 57% a	231 65% abd	494 58% a	236 56%	258 59%	37 44%	46 45%	87 55% g	93 58% gh	112 62% gh	119 69% ghij
ANY CONDUCT RELATED	426 50%	66 35%	161 51% a	198 56% ad	426 50% a	205 48%	221 51%	30 35%	36 35%	76 48% gh	85 53% gh	99 55% gh	100 58% gh
ANY CONTACT RELATED	389 45%	56 30%	147 46% a	186 53% ad	389 45% a	184 43%	206 47%	25 29%	31 31%	72 45% gh	76 47% gh	87 49% gh	99 57% ghij
ANY CONTENT RELATED	307 36%	55 30%	115 36%	136 39% a	307 36%	155 37%	152 35%	27 32%	28 28%	58 37%	57 36%	70 39% h	66 38% h

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 171

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SUMMARY OF CONCERNS ABOUT CHILD'S ONLINE ACTIVITIES - TOTAL CONCERNED

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online (CONDUCT)	306 36%	82 40%	87 33%	55 34%	81 36%	169 36%	137 35%	306 36%	274 37% i	14 20%	12 35% i	6 36% i	265 36% i	41 34% i	306 36% i
Them giving out their personal details to inappropriate people (CONDUCT & CONTACT)	290 34%	74 37%	79 30%	52 32%	85 37% b	153 33%	138 35%	290 34%	263 36% i	9 13%	13 39% im	5 29% i	256 35% i	35 28% i	290 34% i
How much time they spend online	271 32%	80 40% bcdfg	80 30%	43 27%	67 29%	161 34% cf	110 28%	271 32%	249 34% ijkm	9 12%	8 25% i	4 23% i	240 33% ik	31 25% i	271 32% ik
Them being bullied online/ cyber-bullying (CONTACT)	261 30%	79 39% bcdfg	73 28%	46 28%	64 28%	152 32%	109 28%	261 30%	238 32% i	7 11%	11 34% i	5 26% i	223 30% i	38 31% i	261 30% i
The content on the websites that they visit (CONTENT)	239 28%	69 34% bf	65 24%	42 26%	63 28%	133 29%	105 27%	239 28%	223 30% ijk	6 8%	7 20% i	4 21% i	208 28% ijk	31 26% i	239 28% ij
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 171

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S ONLINE ACTIVITIES - TOTAL CONCERNED

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Damaging their reputation either now or in the future (CONDUCT)	223 26%	59 29%	61 23%	43 26%	60 26%	120 26%	103 26%	223 26%	202 27% i	7 10%	10 30% i	4 23% i	195 27% i	28 23% i	223 26% i
Who they are in contact with online (CONTACT)	221 26%	62 30% bc	59 22%	33 20%	67 30% bc	121 26%	100 26%	221 26%	202 27% im	8 11%	7 22% i	4 24% i	201 27% im	20 17%	221 26% im
Seeing content which encourages them to hurt or harm themselves (CONTENT)	219 25%	63 31% b	54 20%	43 26%	59 26%	117 25%	102 26%	219 25%	199 27% i	5 7%	10 31% i	4 22% i	192 26% i	27 22% i	219 25% i
Sharing of inappropriate or personal photos/ videos with others (CONDUCT)	193 22%	51 25%	55 21%	34 21%	53 23%	105 23%	88 22%	193 22%	178 24% im	4 6%	8 24% im	3 19% i	175 24% im	18 15% i	193 22% im
The possibility of them bullying others online or making negative comments about other people online (CONDUCT)	178 21%	47 23%	50 19%	31 19%	49 21%	98 21%	80 21%	178 21%	167 23% ik	2 3%	7 20% i	2 13% i	158 21% ik	20 16% i	178 21% ik
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 171

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S ONLINE ACTIVITIES - TOTAL CONCERNED

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Any illegal online sharing or accessing of copyrighted material (CONDUCT)	160 19%	43 21%	49 18%	25 15%	43 19%	91 20%	68 18%	160 19%	148 20% im	4 5%	6 18% i	2 14% i	147 20% im	13 11%	160 19% im
ANY OF THESE	530 62%	142 70% bcdefg	152 58%	99 61%	137 60%	294 63%	236 60%	530 62%	471 64% ik	28 39%	22 66% ik	9 52% i	455 62% ik	75 61% i	530 62% ik
NONE OF THESE	329 38%	61 30%	113 42% a	64 39% a	92 40% a	174 37% a	155 40% a	329 38% a	266 36%	43 61% hijklmn	11 34%	8 48% hjl	281 38%	47 39%	329 38%
ANY CONTENT, CONTACT, CONDUCT	494 58%	134 66% bcdfg	142 53%	91 56%	127 56%	275 59%	219 56%	494 58%	439 60% ik	26 36%	21 63% ik	8 48% i	421 57% ik	72 59% ik	494 58% ik
ANY CONDUCT RELATED	426 50%	110 54% b	122 46%	81 50%	112 49%	233 50%	193 49%	426 50%	379 51% i	21 29%	18 55% i	8 44% i	367 50% i	59 48% i	426 50% i
ANY CONTACT RELATED	389 45%	105 52% b	107 40%	73 45%	104 46%	213 45%	177 45%	389 45%	350 47% ik	15 21%	18 53% ikm	7 39% i	338 46% i	52 42% i	389 45% i
ANY CONTENT RELATED	307 36%	89 44% bdefg	81 30%	59 36%	78 34%	170 36%	137 35%	307 36%	282 38% ik	8 11%	13 38% i	5 29% i	264 36% i	43 35% i	307 36% i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 172

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP54 (SHOWCARD) Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Your child's school	409	82	162	165	409	200	210	34	49	85	77	81	84
	48%	44%	51%	47%	48%	47%	48%	39%	48%	54%	48%	45%	48%
Family or friends	278	61	108	110	278	129	149	30	31	51	57	48	62
	32%	32%	34%	31%	32%	30%	34%	35%	30%	32%	36%	27%	35%
Internet service providers/ ISPs	118	14	51	53	118	53	64	5	9	27	24	21	31
	14%	8%	16%	15%	14%	13%	15%	6%	9%	17%	15%	12%	18%
			a	a	a					gh	g		gh
TV, radio, newspapers or magazines	98	23	37	38	98	41	57	9	14	17	20	15	23
	11%	12%	12%	11%	11%	10%	13%	11%	13%	11%	13%	8%	13%
From your child themselves	86	10	32	44	86	39	47	3	6	16	16	20	24
	10%	5%	10%	12%	10%	9%	11%	4%	6%	10%	10%	11%	14%
			a	a	a							g	gh
BBC	72	11	32	29	72	32	40	4	8	12	20	17	12
	8%	6%	10%	8%	8%	8%	9%	4%	8%	7%	13%	9%	7%
											gl		
Manufacturers or retailers selling the product	61	6	23	31	61	24	36	3	3	9	14	13	19
	7%	3%	7%	9%	7%	6%	8%	3%	3%	6%	9%	7%	11%
			a	a	a								gh
Government or local authority	55	11	24	20	55	29	26	6	6	14	10	10	10
	6%	6%	8%	6%	6%	7%	6%	7%	5%	9%	6%	5%	6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 172

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP54 (SHOWCARD) Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Other websites with safety information	50 6%	8 4%	22 7%	20 6%	50 6%	25 6%	26 6%	4 4%	5 5%	11 7%	11 7%	10 6%	10 6%
Safer Internet Centre/ Childnet	31 4%	9 5%	12 4%	9 3%	31 4%	16 4%	15 3%	6 7% k	3 3%	6 4%	6 4%	4 2%	6 3%
UKCCIS/ UK Council for Child Internet Safety	31 4%	8 4%	10 3%	12 3%	31 4%	16 4%	15 3%	5 5%	4 3%	3 2%	7 4%	8 4%	4 3%
GSO/ Get Safe Online	30 3%	7 3%	10 3%	13 4%	30 3%	12 3%	18 4%	2 3%	4 4%	4 3%	6 4%	5 3%	8 5%
CEOP/ Child Exploitation and Online Protection Centre	22 3%	3 2%	9 3%	10 3%	22 3%	9 2%	13 3%	3 3%	1 1%	4 2%	5 3%	3 2%	7 4%
Parentport	20 2%	4 2%	8 2%	8 2%	20 2%	8 2%	12 3%	3 3%	1 1%	3 2%	5 3%	2 1%	6 4%
Internet Watch Foundation	17 2%	4 2%	7 2%	6 2%	17 2%	12 3% f	5 1%	3 3%	1 1%	5 3%	2 1%	4 2%	2 1%
Other welfare organisations or charities	12 1%	1 *%	5 2%	6 2%	12 1%	7 2%	5 1%	- -%	1 1%	3 2%	2 1%	4 2%	2 1%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 172

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QP54 (SHOWCARD) Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Other sources	11	3	3	4	11	6	5	1	2	2	1	3	1
	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	603	126	229	248	603	285	318	55	71	113	116	117	131
	70%	67%	72%	70%	70%	67%	73% e	64%	70%	72%	73%	65%	76% gk
No, have not looked for or received any information or advice	247	61	84	102	247	132	114	30	31	41	43	61	41
	29%	32%	26%	29%	29%	31%	26%	35% l	30%	26%	27%	34% l	23%
Don't know	9	1	5	3	9	6	3	1	-	4	1	1	2
	1%	*%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 172

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP54 (SHOWCARD) Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Your child's school	409 48%	115 57%	125 47%	75 46%	95 41%	240 51%	170 43%	409 48%	369 50%	19 27%	13 39%	8 47%	342 46%	67 55%	409 48%
		bcd	fg			df			ij		i	i	i	ijl	i
Family or friends	278 32%	57 28%	90 34%	46 28%	85 37%	147 31%	131 33%	278 32%	238 32%	23 33%	10 30%	6 36%	245 33%	33 27%	278 32%
					ac										
Internet service providers/ ISPs	118 14%	38 19%	38 14%	23 14%	19 9%	75 16%	42 11%	118 14%	112 15%	2 3%	2 6%	2 11%	110 15%	8 7%	118 14%
		dfg	d			df		d	ijm			i	ijm		ijm
TV, radio, newspapers or magazines	98 11%	28 14%	37 14%	16 10%	17 7%	65 14%	33 8%	98 11%	80 11%	11 16%	3 8%	3 19%	84 11%	14 12%	98 11%
		df	df			df		d		j		hjl	n		
From your child themselves	86 10%	16 8%	26 10%	16 10%	28 12%	42 9%	44 11%	86 10%	75 10%	5 8%	4 11%	2 9%	77 10%	9 7%	86 10%
BBC	72 8%	23 11%	20 8%	11 7%	17 8%	43 9%	29 7%	72 8%	68 9%	2 2%	2 5%	1 4%	63 9%	9 7%	72 8%
									ik				i		i
Manufacturers or retailers selling the product	61 7%	17 8%	23 9%	6 4%	15 7%	40 9%	21 5%	61 7%	55 7%	2 2%	2 7%	2 10%	55 7%	6 5%	61 7%
		c	c			cf			i		i	i	i		i
Government or local authority	55 6%	16 8%	23 9%	7 4%	9 4%	39 8%	16 4%	55 6%	52 7%	1 2%	1 4%	1 5%	49 7%	6 5%	55 6%
		f	df			df			i				i		i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 172

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QP54 (SHOWCARD) Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Other websites with safety information	50 6%	19 9% dfg	16 6%	8 5%	7 3%	35 8% df	15 4%	50 6%	47 6% i	* *%	3 8% i	1 5% i	45 6% i	5 4% i	50 6% i
Safer Internet Centre/ Childnet	31 4%	10 5% df	12 4%	5 3%	4 2%	22 5% df	9 2%	31 4%	30 4% ik	- -%	1 3% i	* 1%	28 4% i	3 2%	31 4% i
UKCCIS/ UK Council for Child Internet Safety	31 4%	9 4%	10 4%	5 3%	6 3%	19 4%	11 3%	31 4%	30 4% ik	- -%	1 2%	* 1%	27 4% i	3 3%	31 4% i
GSO/ Get Safe Online	30 3%	10 5% df	14 5% df	5 3% d	1 *% *	24 5% df	6 2%	30 3% df	29 4% i	- -%	1 2%	* 2%	25 3% i	5 4% i	30 3% i
CEOP/ Child Exploitation and Online Protection Centre	22 3%	7 4% df	11 4% df	3 2% d	* *% *	19 4% df	3 1%	22 3% df	20 3%	* 1%	1 3%	* 2%	17 2%	5 4%	22 3%
Parentport	20 2%	6 3%	4 2%	6 4%	3 1%	11 2%	9 2%	20 2%	20 3% k	- -%	* 1%	- -%	18 2%	2 2%	20 2%
Internet Watch Foundation	17 2%	4 2%	8 3%	2 1%	3 1%	12 2%	5 1%	17 2%	16 2% m	- -%	* 1%	* 1%	17 2%	* *% *	17 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP54 (SHOWCARD) Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Other welfare organisations or charities	12 1%	5 2% df	6 2% df	1 1%	* *%	11 2% df	1 *%	12 1% d	11 2%	- -%	* 1%	* 3% i	11 2%	1 1%	12 1%
Other sources	11 1%	6 3% bcf	2 1%	* *%	3 1%	8 2%	3 1%	11 1%	8 1%	1 1%	1 3% l	1 3% l	7 1%	3 3%	11 1%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	603 70%	159 78% bcdfg	188 71%	106 65%	150 66%	347 74% cdf	256 66%	603 70%	535 73% ijk	37 53%	20 59%	11 64%	513 70% ij	90 74% ij	603 70% ij
No, have not looked for or received any information or advice	247 29%	42 21%	75 28% a	53 33% ae	76 33% ae	117 25%	129 33% ae	247 29% a	194 26%	33 47% hklmn	14 41% hlmn	6 35% h	216 29%	31 25%	247 29%
Don't know	9 1%	2 1%	2 1%	3 2%	2 1%	4 1%	5 1%	9 1%	8 1%	- -%	- -%	* 1%	8 1%	1 1%	9 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 173

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP55 In the last year, do you think your child has seen anything online that is worrying, nasty or offensive or personally embarrassing in some way? IF YES: Do you think they have seen something once or twice in the last year or more frequently than that? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1402	300	523	579	1402	696	706	141	159	262	261	293	286
Effective Weighted Sample	1096	246	400	451	1096	548	549	116	130	202	198	230	221
Total	859	188	317	353	859	423	436	86	102	157	160	180	173
Yes seen - just once or twice	106 12%	14 8%	39 12%	53 15% a	106 12% a	52 12%	54 12%	6 7%	9 8%	19 12%	19 12%	27 15% g	27 15% g
Yes seen - more frequently	19 2%	2 1%	9 3%	8 2%	19 2%	11 3%	8 2%	2 2%	- -%	5 3% h	4 2%	4 2%	4 3%
Yes seen - but couldn't say how many times	38 4%	1 1%	4 1%	32 9% abd	38 4% ab	22 5%	16 4%	1 1%	1 1%	2 1%	2 1%	19 11% ghij	13 7% ghij
TOTAL 'YES'	163 19%	18 9%	52 16% a	93 26% abd	163 19% a	85 20%	78 18%	8 10%	9 9%	27 17% h	25 16%	50 28% ghij	44 25% ghij
Not seen in last year	591 69%	156 83% bcd	237 75% cd	198 56%	591 69% c	284 67%	307 71%	72 84% ikl	84 83% ikl	114 72% kl	123 77% kl	99 55%	99 57%
Don't know whether seen any of these things	104 12%	14 8%	28 9%	62 17% abd	104 12% a	54 13%	50 12%	6 7%	8 8%	17 11%	12 7%	31 17% ghij	30 17% ghij

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP55 In the last year, do you think your child has seen anything online that is worrying, nasty or offensive or personally embarrassing in some way? IF YES: Do you think they have seen something once or twice in the last year or more frequently than that? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1402	321	436	277	368	757	645	1402	921	159	156	166	1147	255	1402
Effective Weighted Sample	1096	258	340	212	286	598	498	1096	868	136	151	157	924	175	1096
Total	859	203	265	163	228	468	391	859	738	70	33	17	736	122	859
Yes seen - just once or twice	106	27	30	22	26	58	48	106	95	5	4	1	88	18	106
	12%	13%	11%	13%	11%	12%	12%	12%	13%	8%	11%	8%	12%	15%	12%
Yes seen - more frequently	19	9	3	2	5	12	7	19	18	1	*	*	16	4	19
	2%	5%	1%	1%	2%	3%	2%	2%	2%	1%	1%	2%	2%	3%	2%
		bcfg													
Yes seen - but couldn't say how many times	38	8	16	5	9	24	14	38	34	1	2	1	31	7	38
	4%	4%	6%	3%	4%	5%	4%	4%	5%	2%	5%	5%	4%	6%	4%
TOTAL 'YES'	163	44	49	30	40	93	70	163	147	7	6	3	135	28	163
	19%	22%	19%	18%	18%	20%	18%	19%	20%	10%	17%	15%	18%	23%	19%
									i				i	i	i
Not seen in last year	591	139	185	110	157	324	267	591	506	51	23	12	507	84	591
	69%	69%	70%	67%	69%	69%	68%	69%	69%	72%	68%	71%	69%	69%	69%
Don't know whether seen any of these things	104	19	31	23	31	50	54	104	85	12	5	2	94	10	104
	12%	10%	12%	14%	13%	11%	14%	12%	11%	18%	15%	14%	13%	8%	12%
										hm					

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 174

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
TV	167	167	-	-	167	80	88	80	88	-	-	-	-
	89%	89%	-%	-%	89%	93%	86%	93%	86%	-%	-%	-%	-%
Laptop/ netbook/ PC	20	20	-	-	20	10	10	10	10	-	-	-	-
	11%	11%	-%	-%	11%	12%	9%	12%	9%	-%	-%	-%	-%
Tablet	19	19	-	-	19	9	10	9	10	-	-	-	-
	10%	10%	-%	-%	10%	10%	10%	10%	10%	-%	-%	-%	-%
Mobile phone	4	4	-	-	4	2	2	2	2	-	-	-	-
	2%	2%	-%	-%	2%	2%	2%	2%	2%	-%	-%	-%	-%
Games player	3	3	-	-	3	1	2	1	2	-	-	-	-
	1%	1%	-%	-%	1%	1%	2%	1%	2%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	-	2	-	2	-	-	-	-
	1%	1%	-%	-%	1%	-%	2%	-%	2%	-%	-%	-%	-%
Other device	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	1%	-%	1%	-%	-%	-%	-%	-%
Don't do this	13	13	-	-	13	3	10	3	10	-	-	-	-
	7%	7%	-%	-%	7%	3%	10%	3%	10%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 174

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
TV	167	**	**	**	**	88	80	167	148	**	**	**	144	**	167
	89%	**	**	**	**	92%	86%	89%	89%	**	**	**	88%	**	89%
Laptop/ netbook/ PC	20	**	**	**	**	10	10	20	18	**	**	**	18	**	20
	11%	**	**	**	**	11%	10%	11%	11%	**	**	**	11%	**	11%
Tablet	19	**	**	**	**	14	4	19	15	**	**	**	17	**	19
	10%	**	**	**	**	15%	5%	10%	9%	**	**	**	11%	**	10%
						f									
Mobile phone	4	**	**	**	**	1	2	4	4	**	**	**	4	**	4
	2%	**	**	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%
Games player	3	**	**	**	**	2	1	3	2	**	**	**	3	**	3
	1%	**	**	**	**	2%	1%	1%	1%	**	**	**	2%	**	1%
Portable Media Player	2	**	**	**	**	1	1	2	2	**	**	**	2	**	2
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Other device	1	**	**	**	**	1	-	1	1	**	**	**	-	**	1
	*%	**	**	**	**	1%	-%	*%	*%	**	**	**	-%	**	*%
Don't do this	13	**	**	**	**	4	8	13	11	**	**	**	11	**	13
	7%	**	**	**	**	5%	9%	7%	7%	**	**	**	7%	**	7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 175

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
TV	162	162	-	-	162	77	85	77	85	-	-	-	-
	86%	86%	-%	-%	86%	90%	83%	90%	83%	-%	-%	-%	-%
Laptop/ netbook/ PC	6	6	-	-	6	4	3	4	3	-	-	-	-
	3%	3%	-%	-%	3%	4%	3%	4%	3%	-%	-%	-%	-%
Tablet	5	5	-	-	5	2	3	2	3	-	-	-	-
	2%	2%	-%	-%	2%	2%	3%	2%	3%	-%	-%	-%	-%
Games player	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Don't do this	13	13	-	-	13	3	10	3	10	-	-	-	-
	7%	7%	-%	-%	7%	3%	10%	3%	10%	-%	-%	-%	-%
						e			g				

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 175

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
TV	162	**	**	**	**	83	79	162	144	**	**	**	139	**	162
	86%	**	**	**	**	87%	86%	86%	87%	**	**	**	85%	**	86%
Laptop/ netbook/ PC	6	**	**	**	**	3	4	6	6	**	**	**	6	**	6
	3%	**	**	**	**	3%	4%	3%	3%	**	**	**	4%	**	3%
Tablet	5	**	**	**	**	5	-	5	4	**	**	**	5	**	5
	2%	**	**	**	**	5%	-%	2%	2%	**	**	**	3%	**	2%
						f									
Games player	2	**	**	**	**	1	1	2	1	**	**	**	2	**	2
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Don't do this	13	**	**	**	**	4	8	13	11	**	**	**	11	**	13
	7%	**	**	**	**	5%	9%	7%	7%	**	**	**	7%	**	7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 176

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch television programmes

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	277	277	-	-	277	134	143	134	143	-	-	-	-
Effective Weighted Sample	228	228	-	-	228	112	117	112	117	-	-	-	-
Total	175	175	-	-	175	83	92	83	92	-	-	-	-
TV	167	167	-	-	167	80	88	80	88	-	-	-	-
	96%	96%	-%	-%	96%	96%	95%	96%	95%	-%	-%	-%	-%
Laptop/ netbook/ PC	20	20	-	-	20	10	10	10	10	-	-	-	-
	11%	11%	-%	-%	11%	12%	10%	12%	10%	-%	-%	-%	-%
Tablet	19	19	-	-	19	9	10	9	10	-	-	-	-
	11%	11%	-%	-%	11%	11%	11%	11%	11%	-%	-%	-%	-%
Mobile phone	4	4	-	-	4	2	2	2	2	-	-	-	-
	2%	2%	-%	-%	2%	2%	2%	2%	2%	-%	-%	-%	-%
Games player	3	3	-	-	3	1	2	1	2	-	-	-	-
	2%	2%	-%	-%	2%	1%	2%	1%	2%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	-	2	-	2	-	-	-	-
	1%	1%	-%	-%	1%	-%	2%	-%	2%	-%	-%	-%	-%
Other device	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	1%	-%	1%	-%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 176

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch television programmes

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	277	54	94	60	69	148	129	277	194	22	28	33	228	49	277
Effective Weighted Sample	228	45	73	50	60	119	110	228	189	20	28	31	195	34	228
Total	175	35	56	38	46	91	84	175	155	11	6	3	152	23	175
TV	167	**	**	**	**	88	80	167	148	**	**	**	144	**	167
	96%	**	**	**	**	96%	95%	96%	95%	**	**	**	95%	**	96%
Laptop/ netbook/ PC	20	**	**	**	**	10	10	20	18	**	**	**	18	**	20
	11%	**	**	**	**	11%	11%	11%	11%	**	**	**	12%	**	11%
Tablet	19	**	**	**	**	14	4	19	15	**	**	**	17	**	19
	11%	**	**	**	**	16%	5%	11%	10%	**	**	**	11%	**	11%
						f									
Mobile phone	4	**	**	**	**	1	2	4	4	**	**	**	4	**	4
	2%	**	**	**	**	2%	3%	2%	2%	**	**	**	2%	**	2%
Games player	3	**	**	**	**	2	1	3	2	**	**	**	3	**	3
	2%	**	**	**	**	2%	1%	2%	2%	**	**	**	2%	**	2%
Portable Media Player	2	**	**	**	**	1	1	2	2	**	**	**	2	**	2
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Other device	1	**	**	**	**	1	-	1	1	**	**	**	-	**	1
	*%	**	**	**	**	1%	-%	*%	*%	**	**	**	-%	**	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 177

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch television programmes

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	277	277	-	-	277	134	143	134	143	-	-	-	-
Effective Weighted Sample	228	228	-	-	228	112	117	112	117	-	-	-	-
Total	175	175	-	-	175	83	92	83	92	-	-	-	-
TV	162	162	-	-	162	77	85	77	85	-	-	-	-
	93%	93%	-%	-%	93%	93%	92%	93%	92%	-%	-%	-%	-%
Laptop/ netbook/ PC	6	6	-	-	6	4	3	4	3	-	-	-	-
	4%	4%	-%	-%	4%	4%	3%	4%	3%	-%	-%	-%	-%
Tablet	5	5	-	-	5	2	3	2	3	-	-	-	-
	3%	3%	-%	-%	3%	2%	3%	2%	3%	-%	-%	-%	-%
Games player	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 177

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch television programmes

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	277	54	94	60	69	148	129	277	194	22	28	33	228	49	277
Effective Weighted Sample	228	45	73	50	60	119	110	228	189	20	28	31	195	34	228
Total	175	35	56	38	46	91	84	175	155	11	6	3	152	23	175
TV	162	**	**	**	**	83	79	162	144	**	**	**	139	**	162
	93%	**	**	**	**	91%	94%	93%	93%	**	**	**	92%	**	93%
Laptop/ netbook/ PC	6	**	**	**	**	3	4	6	6	**	**	**	6	**	6
	4%	**	**	**	**	3%	5%	4%	4%	**	**	**	4%	**	4%
Tablet	5	**	**	**	**	5	-	5	4	**	**	**	5	**	5
	3%	**	**	**	**	5%	-%	3%	3%	**	**	**	3%	**	3%
						f									
Games player	2	**	**	**	**	1	1	2	1	**	**	**	2	**	2
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 178

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
TV	164	164	-	-	164	76	89	76	89	-	-	-	-
	88%	88%	-%	-%	88%	88%	87%	88%	87%	-%	-%	-%	-%
Laptop/ netbook/ PC	17	17	-	-	17	9	8	9	8	-	-	-	-
	9%	9%	-%	-%	9%	10%	8%	10%	8%	-%	-%	-%	-%
Tablet	17	17	-	-	17	9	8	9	8	-	-	-	-
	9%	9%	-%	-%	9%	10%	8%	10%	8%	-%	-%	-%	-%
Games player	3	3	-	-	3	2	2	2	2	-	-	-	-
	2%	2%	-%	-%	2%	2%	1%	2%	1%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	-	2	-	2	-	-	-	-
	1%	1%	-%	-%	1%	-%	2%	-%	2%	-%	-%	-%	-%
Mobile phone	*	*	-	-	*	*	-	*	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%
E-book reader	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Other device	3	3	-	-	3	2	1	2	1	-	-	-	-
	2%	2%	-%	-%	2%	2%	1%	2%	1%	-%	-%	-%	-%
Don't do this	11	11	-	-	11	5	6	5	6	-	-	-	-
	6%	6%	-%	-%	6%	6%	6%	6%	6%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 178

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
TV	164 88%	** **	** **	** **	** **	85 89%	79 86%	164 88%	145 87%	** **	** **	** **	142 87%	** **	164 88%
Laptop/ netbook/ PC	17 9%	** **	** **	** **	** **	11 11%	6 7%	17 9%	16 10%	** **	** **	** **	16 10%	** **	17 9%
Tablet	17 9%	** **	** **	** **	** **	10 11%	6 7%	17 9%	13 8%	** **	** **	** **	15 9%	** **	17 9%
Games player	3 2%	** **	** **	** **	** **	1 1%	2 3%	3 2%	2 1%	** **	** **	** **	3 2%	** **	3 2%
Portable Media Player	2 1%	** **	** **	** **	** **	2 2%	- -%	2 1%	2 1%	** **	** **	** **	1 1%	** **	2 1%
Mobile phone	* *%	** **	** **	** **	** **	* *%	- -%	* *%	- -%	** **	** **	** **	* *%	** **	* *%
E-book reader	* *%	** **	** **	** **	** **	* *%	- -%	* *%	- -%	** **	** **	** **	* *%	** **	* *%
Other device	3 2%	** **	** **	** **	** **	2 2%	1 1%	3 2%	3 2%	** **	** **	** **	1 1%	** **	3 2%
Don't do this	11 6%	** **	** **	** **	** **	4 4%	7 8%	11 6%	10 6%	** **	** **	** **	10 6%	** **	11 6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 179

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
TV	156	156	-	-	156	73	83	73	83	-	-	-	-
	83%	83%	-%	-%	83%	85%	81%	85%	81%	-%	-%	-%	-%
Tablet	9	9	-	-	9	3	6	3	6	-	-	-	-
	5%	5%	-%	-%	5%	4%	6%	4%	6%	-%	-%	-%	-%
Laptop/ netbook/ PC	7	7	-	-	7	1	6	1	6	-	-	-	-
	4%	4%	-%	-%	4%	2%	6%	2%	6%	-%	-%	-%	-%
Games player	3	3	-	-	3	2	1	2	1	-	-	-	-
	2%	2%	-%	-%	2%	2%	1%	2%	1%	-%	-%	-%	-%
Portable Media Player	1	1	-	-	1	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	*%	-%	1%	-%	1%	-%	-%	-%	-%
Other device	1	1	-	-	1	1	*	1	*	-	-	-	-
	1%	1%	-%	-%	1%	1%	*%	1%	*%	-%	-%	-%	-%
Don't do this	11	11	-	-	11	5	6	5	6	-	-	-	-
	6%	6%	-%	-%	6%	6%	6%	6%	6%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 179

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
TV	156	**	**	**	**	78	78	156	138	**	**	**	133	**	156
	83%	**	**	**	**	82%	84%	83%	83%	**	**	**	82%	**	83%
Tablet	9	**	**	**	**	6	3	9	8	**	**	**	9	**	9
	5%	**	**	**	**	6%	3%	5%	5%	**	**	**	5%	**	5%
Laptop/ netbook/ PC	7	**	**	**	**	5	3	7	7	**	**	**	7	**	7
	4%	**	**	**	**	5%	3%	4%	4%	**	**	**	4%	**	4%
Games player	3	**	**	**	**	1	2	3	2	**	**	**	3	**	3
	2%	**	**	**	**	1%	2%	2%	1%	**	**	**	2%	**	2%
Portable Media Player	1	**	**	**	**	1	-	1	1	**	**	**	-	**	1
	*%	**	**	**	**	1%	-%	*%	*%	**	**	**	-%	**	*%
Other device	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
Don't do this	11	**	**	**	**	4	7	11	10	**	**	**	10	**	11
	6%	**	**	**	**	4%	8%	6%	6%	**	**	**	6%	**	6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 180

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch full-length films/ movies

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	279	279	-	-	279	131	148	131	148	-	-	-	-
Effective Weighted Sample	229	229	-	-	229	108	121	108	121	-	-	-	-
Total	177	177	-	-	177	80	96	80	96	-	-	-	-
TV	164	164	-	-	164	76	89	76	89	-	-	-	-
	93%	93%	-%	-%	93%	94%	92%	94%	92%	-%	-%	-%	-%
Laptop/ netbook/ PC	17	17	-	-	17	9	8	9	8	-	-	-	-
	10%	10%	-%	-%	10%	11%	8%	11%	8%	-%	-%	-%	-%
Tablet	17	17	-	-	17	9	8	9	8	-	-	-	-
	9%	9%	-%	-%	9%	11%	8%	11%	8%	-%	-%	-%	-%
Games player	3	3	-	-	3	2	2	2	2	-	-	-	-
	2%	2%	-%	-%	2%	2%	2%	2%	2%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	-	2	-	2	-	-	-	-
	1%	1%	-%	-%	1%	-%	2%	-%	2%	-%	-%	-%	-%
Mobile phone	*	*	-	-	*	*	-	*	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%
E-book reader	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Other device	3	3	-	-	3	2	1	2	1	-	-	-	-
	2%	2%	-%	-%	2%	3%	1%	3%	1%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 180

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch full-length films/ movies

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	279	57	91	62	69	148	131	279	194	23	28	34	229	50	279
Effective Weighted Sample	229	48	71	51	60	119	110	229	189	21	28	32	195	35	229
Total	177	37	55	39	46	92	85	177	156	11	6	3	153	23	177
TV	164	**	**	**	**	85	79	164	145	**	**	**	142	**	164
	93%	**	**	**	**	93%	93%	93%	93%	**	**	**	93%	**	93%
Laptop/ netbook/ PC	17	**	**	**	**	11	6	17	16	**	**	**	16	**	17
	10%	**	**	**	**	12%	7%	10%	11%	**	**	**	11%	**	10%
Tablet	17	**	**	**	**	10	6	17	13	**	**	**	15	**	17
	9%	**	**	**	**	11%	7%	9%	8%	**	**	**	10%	**	9%
Games player	3	**	**	**	**	1	2	3	2	**	**	**	3	**	3
	2%	**	**	**	**	1%	3%	2%	1%	**	**	**	2%	**	2%
Portable Media Player	2	**	**	**	**	2	-	2	2	**	**	**	1	**	2
	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
Mobile phone	*	**	**	**	**	*	-	*	-	**	**	**	*	**	*
	*%	**	**	**	**	*%	-%	*%	-%	**	**	**	*%	**	*%
E-book reader	*	**	**	**	**	*	-	*	-	**	**	**	*	**	*
	*%	**	**	**	**	*%	-%	*%	-%	**	**	**	*%	**	*%
Other device	3	**	**	**	**	2	1	3	3	**	**	**	1	**	3
	2%	**	**	**	**	3%	1%	2%	2%	**	**	**	1%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 181

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch full-length films/ movies

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	279	279	-	-	279	131	148	131	148	-	-	-	-
Effective Weighted Sample	229	229	-	-	229	108	121	108	121	-	-	-	-
Total	177	177	-	-	177	80	96	80	96	-	-	-	-
TV	156	156	-	-	156	73	83	73	83	-	-	-	-
	88%	88%	-%	-%	88%	91%	86%	91%	86%	-%	-%	-%	-%
Tablet	9	9	-	-	9	3	6	3	6	-	-	-	-
	5%	5%	-%	-%	5%	4%	6%	4%	6%	-%	-%	-%	-%
Laptop/ netbook/ PC	7	7	-	-	7	1	6	1	6	-	-	-	-
	4%	4%	-%	-%	4%	2%	6%	2%	6%	-%	-%	-%	-%
Games player	3	3	-	-	3	2	1	2	1	-	-	-	-
	2%	2%	-%	-%	2%	2%	1%	2%	1%	-%	-%	-%	-%
Portable Media Player	1	1	-	-	1	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	*%	-%	1%	-%	1%	-%	-%	-%	-%
Other device	1	1	-	-	1	1	*	1	*	-	-	-	-
	1%	1%	-%	-%	1%	1%	*%	1%	*%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 181

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch full-length films/ movies

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	279	57	91	62	69	148	131	279	194	23	28	34	229	50	279
Effective Weighted Sample	229	48	71	51	60	119	110	229	189	21	28	32	195	35	229
Total	177	37	55	39	46	92	85	177	156	11	6	3	153	23	177
TV	156 88%	** **	** **	** **	** **	78 85%	78 91%	156 88%	138 88%	** **	** **	** **	133 87%	** **	156 88%
Tablet	9 5%	** **	** **	** **	** **	6 7%	3 3%	9 5%	8 5%	** **	** **	** **	9 6%	** **	9 5%
Laptop/ netbook/ PC	7 4%	** **	** **	** **	** **	5 5%	3 3%	7 4%	7 5%	** **	** **	** **	7 5%	** **	7 4%
Games player	3 2%	** **	** **	** **	** **	1 1%	2 2%	3 2%	2 1%	** **	** **	** **	3 2%	** **	3 2%
Portable Media Player	1 *%	** **	** **	** **	** **	1 1%	- -%	1 *%	1 *%	** **	** **	** **	- -%	** **	1 *%
Other device	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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 182

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
TV	62	62	-	-	62	29	33	29	33	-	-	-	-
	33%	33%	-%	-%	33%	34%	32%	34%	32%	-%	-%	-%	-%
Tablet	40	40	-	-	40	20	21	20	21	-	-	-	-
	22%	22%	-%	-%	22%	23%	21%	23%	21%	-%	-%	-%	-%
Laptop/ netbook/ PC	35	35	-	-	35	19	17	19	17	-	-	-	-
	19%	19%	-%	-%	19%	22%	16%	22%	16%	-%	-%	-%	-%
Mobile phone	9	9	-	-	9	3	6	3	6	-	-	-	-
	5%	5%	-%	-%	5%	3%	6%	3%	6%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	2	1	2	1	-	-	-	-
	1%	1%	-%	-%	1%	2%	1%	2%	1%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	*	1	*	1	-	-	-	-
	1%	1%	-%	-%	1%	*%	1%	*%	1%	-%	-%	-%	-%
Games player	1	1	-	-	1	*	*	*	*	-	-	-	-
	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	-%	-%
Other device	2	2	-	-	2	-	2	-	2	-	-	-	-
	1%	1%	-%	-%	1%	-%	2%	-%	2%	-%	-%	-%	-%
Don't do this	58	58	-	-	58	27	31	27	31	-	-	-	-
	31%	31%	-%	-%	31%	32%	30%	32%	30%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 182

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
TV	62 33%	** **	** **	** **	** **	25 26%	37 40% e	62 33%	52 31%	** **	** **	** **	56 34%	** **	62 33%
Tablet	40 22%	** **	** **	** **	** **	24 25%	16 18%	40 22%	34 20%	** **	** **	** **	32 20%	** **	40 22%
Laptop/ netbook/ PC	35 19%	** **	** **	** **	** **	20 21%	16 17%	35 19%	33 20%	** **	** **	** **	33 20%	** **	35 19%
Mobile phone	9 5%	** **	** **	** **	** **	3 3%	6 6%	9 5%	8 5%	** **	** **	** **	7 4%	** **	9 5%
Portable Media Player	2 1%	** **	** **	** **	** **	1 1%	1 2%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
E-book reader	1 1%	** **	** **	** **	** **	1 1%	- -%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Games player	1 *%	** **	** **	** **	** **	1 1%	* *%	1 *%	- -%	** **	** **	** **	1 *%	** **	1 *%
Other device	2 1%	** **	** **	** **	** **	2 2%	1 1%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
Don't do this	58 31%	** **	** **	** **	** **	32 34%	26 28%	58 31%	53 32%	** **	** **	** **	50 31%	** **	58 31%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 183

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
TV	53	53	-	-	53	24	30	24	30	-	-	-	-
	28%	28%	-%	-%	28%	27%	29%	27%	29%	-%	-%	-%	-%
Tablet	36	36	-	-	36	18	19	18	19	-	-	-	-
	19%	19%	-%	-%	19%	21%	18%	21%	18%	-%	-%	-%	-%
Laptop/ netbook/ PC	27	27	-	-	27	13	14	13	14	-	-	-	-
	14%	14%	-%	-%	14%	15%	14%	15%	14%	-%	-%	-%	-%
Mobile phone	7	7	-	-	7	3	5	3	5	-	-	-	-
	4%	4%	-%	-%	4%	3%	5%	3%	5%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	2	1	2	1	-	-	-	-
	1%	1%	-%	-%	1%	2%	1%	2%	1%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	*%	-%	1%	-%	1%	-%	-%	-%	-%
Games player	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Other device	2	2	-	-	2	-	2	-	2	-	-	-	-
	1%	1%	-%	-%	1%	-%	2%	-%	2%	-%	-%	-%	-%
Don't do this	58	58	-	-	58	27	31	27	31	-	-	-	-
	31%	31%	-%	-%	31%	32%	30%	32%	30%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 183

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
TV	53 28%	** **	** **	** **	** **	20 21%	33 36% e	53 28%	44 26%	** **	** **	** **	48 30%	** **	53 28%
Tablet	36 19%	** **	** **	** **	** **	21 22%	15 17%	36 19%	31 19%	** **	** **	** **	28 17%	** **	36 19%
Laptop/ netbook/ PC	27 14%	** **	** **	** **	** **	16 17%	11 11%	27 14%	25 15%	** **	** **	** **	26 16%	** **	27 14%
Mobile phone	7 4%	** **	** **	** **	** **	2 2%	5 6%	7 4%	7 4%	** **	** **	** **	6 4%	** **	7 4%
Portable Media Player	2 1%	** **	** **	** **	** **	1 1%	1 2%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
E-book reader	1 *0%	** **	** **	** **	** **	1 1%	- -%	1 *0%	1 1%	** **	** **	** **	1 1%	** **	1 *0%
Games player	* *0%	** **	** **	** **	** **	* *0%	- -%	* *0%	- -%	** **	** **	** **	* *0%	** **	* *0%
Other device	2 1%	** **	** **	** **	** **	2 2%	1 1%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
Don't do this	58 31%	** **	** **	** **	** **	32 34%	26 28%	58 31%	53 32%	** **	** **	** **	50 31%	** **	58 31%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 184

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch short videos - like music videos, comedy clips or trailers for new films

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	f	~g	h	~i	~j	~k	~l
Unweighted total	207	207	-	-	207	96	111	96	111	-	-	-	-
Effective Weighted Sample	169	169	-	-	169	79	89	79	89	-	-	-	-
Total	130	130	-	-	130	59	71	59	71	-	-	-	-
TV	62	62	-	-	62	**	33	**	33	-	-	-	-
	48%	48%	-%	-%	48%	**	46%	**	46%	-%	-%	-%	-%
Tablet	40	40	-	-	40	**	21	**	21	-	-	-	-
	31%	31%	-%	-%	31%	**	29%	**	29%	-%	-%	-%	-%
Laptop/ netbook/ PC	35	35	-	-	35	**	17	**	17	-	-	-	-
	27%	27%	-%	-%	27%	**	23%	**	23%	-%	-%	-%	-%
Mobile phone	9	9	-	-	9	**	6	**	6	-	-	-	-
	7%	7%	-%	-%	7%	**	8%	**	8%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	**	1	**	1	-	-	-	-
	2%	2%	-%	-%	2%	**	1%	**	1%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	**	1	**	1	-	-	-	-
	1%	1%	-%	-%	1%	**	1%	**	1%	-%	-%	-%	-%
Games player	1	1	-	-	1	**	*	**	*	-	-	-	-
	1%	1%	-%	-%	1%	**	1%	**	1%	-%	-%	-%	-%
Other device	2	2	-	-	2	**	2	**	2	-	-	-	-
	2%	2%	-%	-%	2%	**	3%	**	3%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 184

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch short videos - like music videos, comedy clips or trailers for new films

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	207	40	68	49	50	108	99	207	140	19	22	26	174	33	207
Effective Weighted Sample	169	33	50	41	45	83	85	169	136	18	22	24	146	23	169
Total	130	24	39	32	35	63	67	130	113	9	5	3	114	16	130
TV	62 48%	** **	** **	** **	** **	25 39%	** **	62 48%	52 46%	** **	** **	** **	56 50%	** **	62 48%
Tablet	40 31%	** **	** **	** **	** **	24 38%	** **	40 31%	34 30%	** **	** **	** **	32 28%	** **	40 31%
Laptop/ netbook/ PC	35 27%	** **	** **	** **	** **	20 31%	** **	35 27%	33 29%	** **	** **	** **	33 29%	** **	35 27%
Mobile phone	9 7%	** **	** **	** **	** **	3 5%	** **	9 7%	8 7%	** **	** **	** **	7 6%	** **	9 7%
Portable Media Player	2 2%	** **	** **	** **	** **	1 1%	** **	2 2%	2 2%	** **	** **	** **	2 2%	** **	2 2%
E-book reader	1 1%	** **	** **	** **	** **	1 2%	** **	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Games player	1 1%	** **	** **	** **	** **	1 1%	** **	1 1%	- -%	** **	** **	** **	1 1%	** **	1 1%
Other device	2 2%	** **	** **	** **	** **	2 3%	** **	2 2%	2 2%	** **	** **	** **	2 1%	** **	2 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 185

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch short videos - like music videos, comedy clips or trailers for new films

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	f	~g	h	~i	~j	~k	~l
Unweighted total	207	207	-	-	207	96	111	96	111	-	-	-	-
Effective Weighted Sample	169	169	-	-	169	79	89	79	89	-	-	-	-
Total	130	130	-	-	130	59	71	59	71	-	-	-	-
TV	53	53	-	-	53	**	30	**	30	-	-	-	-
	41%	41%	-%	-%	41%	**	42%	**	42%	-%	-%	-%	-%
Tablet	36	36	-	-	36	**	19	**	19	-	-	-	-
	28%	28%	-%	-%	28%	**	26%	**	26%	-%	-%	-%	-%
Laptop/ netbook/ PC	27	27	-	-	27	**	14	**	14	-	-	-	-
	21%	21%	-%	-%	21%	**	20%	**	20%	-%	-%	-%	-%
Mobile phone	7	7	-	-	7	**	5	**	5	-	-	-	-
	6%	6%	-%	-%	6%	**	6%	**	6%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	**	1	**	1	-	-	-	-
	2%	2%	-%	-%	2%	**	1%	**	1%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	**	1	**	1	-	-	-	-
	1%	1%	-%	-%	1%	**	1%	**	1%	-%	-%	-%	-%
Games player	*	*	-	-	*	**	*	**	*	-	-	-	-
	*%	*%	-%	-%	*%	**	1%	**	1%	-%	-%	-%	-%
Other device	2	2	-	-	2	**	2	**	2	-	-	-	-
	2%	2%	-%	-%	2%	**	3%	**	3%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 185

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch short videos - like music videos, comedy clips or trailers for new films

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	207	40	68	49	50	108	99	207	140	19	22	26	174	33	207
Effective Weighted Sample	169	33	50	41	45	83	85	169	136	18	22	24	146	23	169
Total	130	24	39	32	35	63	67	130	113	9	5	3	114	16	130
TV	53	**	**	**	**	20	**	53	44	**	**	**	48	**	53
	41%	**	**	**	**	32%	**	41%	39%	**	**	**	43%	**	41%
Tablet	36	**	**	**	**	21	**	36	31	**	**	**	28	**	36
	28%	**	**	**	**	33%	**	28%	27%	**	**	**	25%	**	28%
Laptop/ netbook/ PC	27	**	**	**	**	16	**	27	25	**	**	**	26	**	27
	21%	**	**	**	**	25%	**	21%	23%	**	**	**	23%	**	21%
Mobile phone	7	**	**	**	**	2	**	7	7	**	**	**	6	**	7
	6%	**	**	**	**	3%	**	6%	6%	**	**	**	5%	**	6%
Portable Media Player	2	**	**	**	**	1	**	2	2	**	**	**	2	**	2
	2%	**	**	**	**	1%	**	2%	2%	**	**	**	2%	**	2%
E-book reader	1	**	**	**	**	1	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	**	1%	1%	**	**	**	1%	**	1%
Games player	*	**	**	**	**	*	**	*	-	**	**	**	*	**	*
	*%	**	**	**	**	1%	**	*%	-%	**	**	**	*%	**	*%
Other device	2	**	**	**	**	2	**	2	2	**	**	**	2	**	2
	2%	**	**	**	**	3%	**	2%	2%	**	**	**	1%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 186

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Tablet	28	28	-	-	28	14	14	14	14	-	-	-	-
	15%	15%	-%	-%	15%	16%	14%	16%	14%	-%	-%	-%	-%
Laptop/ netbook/ PC	19	19	-	-	19	9	9	9	9	-	-	-	-
	10%	10%	-%	-%	10%	11%	9%	11%	9%	-%	-%	-%	-%
TV	16	16	-	-	16	10	6	10	6	-	-	-	-
	8%	8%	-%	-%	8%	12%	6%	12%	6%	-%	-%	-%	-%
Mobile phone	4	4	-	-	4	1	3	1	3	-	-	-	-
	2%	2%	-%	-%	2%	2%	3%	2%	3%	-%	-%	-%	-%
Portable Media Player	3	3	-	-	3	2	1	2	1	-	-	-	-
	1%	1%	-%	-%	1%	2%	1%	2%	1%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	*%	-%	1%	-%	1%	-%	-%	-%	-%
Games player	*	*	-	-	*	*	-	*	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%
Other device	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Don't do this	130	130	-	-	130	56	73	56	73	-	-	-	-
	69%	69%	-%	-%	69%	66%	72%	66%	72%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 186

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Tablet	28	**	**	**	**	15	12	28	26	**	**	**	25	**	28
	15%	**	**	**	**	16%	13%	15%	15%	**	**	**	15%	**	15%
Laptop/ netbook/ PC	19	**	**	**	**	10	9	19	17	**	**	**	18	**	19
	10%	**	**	**	**	10%	9%	10%	10%	**	**	**	11%	**	10%
TV	16	**	**	**	**	7	9	16	14	**	**	**	15	**	16
	8%	**	**	**	**	7%	9%	8%	9%	**	**	**	9%	**	8%
Mobile phone	4	**	**	**	**	3	1	4	4	**	**	**	2	**	4
	2%	**	**	**	**	3%	1%	2%	2%	**	**	**	1%	**	2%
Portable Media Player	3	**	**	**	**	2	1	3	3	**	**	**	3	**	3
	1%	**	**	**	**	2%	1%	1%	2%	**	**	**	2%	**	1%
E-book reader	1	**	**	**	**	-	1	1	1	**	**	**	1	**	1
	*%	**	**	**	**	-%	1%	*%	1%	**	**	**	1%	**	*%
Games player	*	**	**	**	**	*	*	*	-	**	**	**	*	**	*
	*%	**	**	**	**	*%	*%	*%	-%	**	**	**	*%	**	*%
Other device	*	**	**	**	**	-	*	*	-	**	**	**	*	**	*
	*%	**	**	**	**	-%	*%	*%	-%	**	**	**	*%	**	*%
Don't do this	130	**	**	**	**	66	63	130	113	**	**	**	110	**	130
	69%	**	**	**	**	70%	68%	69%	68%	**	**	**	67%	**	69%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 187

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Tablet	23	23	-	-	23	12	11	12	11	-	-	-	-
	12%	12%	-%	-%	12%	14%	11%	14%	11%	-%	-%	-%	-%
Laptop/ netbook/ PC	15	15	-	-	15	7	8	7	8	-	-	-	-
	8%	8%	-%	-%	8%	8%	8%	8%	8%	-%	-%	-%	-%
TV	14	14	-	-	14	8	6	8	6	-	-	-	-
	7%	7%	-%	-%	7%	9%	6%	9%	6%	-%	-%	-%	-%
Mobile phone	3	3	-	-	3	1	2	1	2	-	-	-	-
	2%	2%	-%	-%	2%	2%	2%	2%	2%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	*%	-%	1%	-%	1%	-%	-%	-%	-%
Games player	*	*	-	-	*	*	-	*	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%
Other device	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Don't do this	130	130	-	-	130	56	73	56	73	-	-	-	-
	69%	69%	-%	-%	69%	66%	72%	66%	72%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 187

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Tablet	23 12%	** **	** **	** **	** **	12 13%	11 12%	23 12%	21 13%	** **	** **	** **	21 13%	** **	23 12%
Laptop/ netbook/ PC	15 8%	** **	** **	** **	** **	8 8%	8 8%	15 8%	14 9%	** **	** **	** **	15 9%	** **	15 8%
TV	14 7%	** **	** **	** **	** **	6 6%	8 8%	14 7%	12 7%	** **	** **	** **	13 8%	** **	14 7%
Mobile phone	3 2%	** **	** **	** **	** **	2 3%	1 1%	3 2%	3 2%	** **	** **	** **	1 1%	** **	3 2%
Portable Media Player	2 1%	** **	** **	** **	** **	1 1%	1 1%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
E-book reader	1 *%	** **	** **	** **	** **	- -%	1 1%	1 *%	1 1%	** **	** **	** **	1 1%	** **	1 *%
Games player	* *%	** **	** **	** **	** **	* *%	* *%	* *%	- -%	** **	** **	** **	* *%	** **	* *%
Other device	* *%	** **	** **	** **	** **	- -%	* *%	* *%	- -%	** **	** **	** **	* *%	** **	* *%
Don't do this	130 69%	** **	** **	** **	** **	66 70%	63 68%	130 69%	113 68%	** **	** **	** **	110 67%	** **	130 69%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 188

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch 'how to' videos for instructions or reviews

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	90	90	-	-	90	47	43	47	43	-	-	-	-
Effective Weighted Sample	74	74	-	-	74	39	35	39	35	-	-	-	-
Total	58	58	-	-	58	29	29	29	29	-	-	-	-
Tablet	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Laptop/ netbook/ PC	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
TV	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Mobile phone	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Portable Media Player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
E-book reader	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Games player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Other device	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 188

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch 'how to' videos for instructions or reviews

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	90	19	27	24	20	46	44	90	66	5	7	12	77	13	90
Effective Weighted Sample	74	16	21	19	19	37	38	74	65	5	7	11	67	8	74
Total	58	12	17	14	15	29	29	58	53	2	1	1	54	5	58
Tablet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Laptop/ netbook/ PC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Portable Media Player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
E-book reader	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Games player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other device	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 189

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch 'how to' videos for instructions or reviews

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	90	90	-	-	90	47	43	47	43	-	-	-	-
Effective Weighted Sample	74	74	-	-	74	39	35	39	35	-	-	-	-
Total	58	58	-	-	58	29	29	29	29	-	-	-	-
Tablet	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Laptop/ netbook/ PC	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
TV	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Mobile phone	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Portable Media Player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
E-book reader	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Games player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Other device	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 189

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Watch 'how to' videos for instructions or reviews

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	90	19	27	24	20	46	44	90	66	5	7	12	77	13	90
Effective Weighted Sample	74	16	21	19	19	37	38	74	65	5	7	11	67	8	74
Total	58	12	17	14	15	29	29	58	53	2	1	1	54	5	58
Tablet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Laptop/ netbook/ PC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Portable Media Player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
E-book reader	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Games player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other device	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 190

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56E (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Laptop/ netbook/ PC	21	21	-	-	21	13	8	13	8	-	-	-	-
	11%	11%	-%	-%	11%	15%	8%	15%	8%	-%	-%	-%	-%
Tablet	18	18	-	-	18	5	13	5	13	-	-	-	-
	10%	10%	-%	-%	10%	6%	13%	6%	13%	-%	-%	-%	-%
Mobile phone	13	13	-	-	13	3	10	3	10	-	-	-	-
	7%	7%	-%	-%	7%	3%	10%	3%	10%	-%	-%	-%	-%
						e			g				
Portable Media Player	3	3	-	-	3	2	1	2	1	-	-	-	-
	1%	1%	-%	-%	1%	2%	1%	2%	1%	-%	-%	-%	-%
TV	1	1	-	-	1	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Other device	*	*	-	-	*	*	-	*	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%
Don't do this	138	138	-	-	138	65	72	65	72	-	-	-	-
	73%	73%	-%	-%	73%	76%	71%	76%	71%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 190

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56E (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Laptop/ netbook/ PC	21	**	**	**	**	7	14	21	19	**	**	**	17	**	21
	11%	**	**	**	**	7%	15%	11%	11%	**	**	**	11%	**	11%
Tablet	18	**	**	**	**	10	9	18	16	**	**	**	16	**	18
	10%	**	**	**	**	10%	9%	10%	10%	**	**	**	10%	**	10%
Mobile phone	13	**	**	**	**	6	7	13	12	**	**	**	10	**	13
	7%	**	**	**	**	6%	8%	7%	7%	**	**	**	6%	**	7%
Portable Media Player	3	**	**	**	**	*	2	3	2	**	**	**	3	**	3
	1%	**	**	**	**	*%	3%	1%	1%	**	**	**	2%	**	1%
TV	1	**	**	**	**	1	1	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Other device	*	**	**	**	**	-	*	*	-	**	**	**	*	**	*
	*%	**	**	**	**	-%	*%	*%	-%	**	**	**	*%	**	*%
Don't do this	138	**	**	**	**	74	63	138	120	**	**	**	120	**	138
	73%	**	**	**	**	78%	69%	73%	72%	**	**	**	74%	**	73%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 191

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Laptop/ netbook/ PC	18	18	-	-	18	11	7	11	7	-	-	-	-
	10%	10%	-%	-%	10%	13%	7%	13%	7%	-%	-%	-%	-%
Tablet	17	17	-	-	17	5	12	5	12	-	-	-	-
	9%	9%	-%	-%	9%	6%	12%	6%	12%	-%	-%	-%	-%
Mobile phone	13	13	-	-	13	3	10	3	10	-	-	-	-
	7%	7%	-%	-%	7%	3%	10%	3%	10%	-%	-%	-%	-%
						e			g				
Portable Media Player	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	1%	-%	1%	-%	-%	-%	-%	-%
TV	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	1%	-%	1%	-%	-%	-%	-%	-%
Other device	*	*	-	-	*	*	-	*	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%
Don't do this	138	138	-	-	138	65	72	65	72	-	-	-	-
	73%	73%	-%	-%	73%	76%	71%	76%	71%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 191

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Laptop/ netbook/ PC	18	**	**	**	**	6	12	18	17	**	**	**	16	**	18
	10%	**	**	**	**	6%	13%	10%	10%	**	**	**	10%	**	10%
Tablet	17	**	**	**	**	9	9	17	15	**	**	**	16	**	17
	9%	**	**	**	**	9%	9%	9%	9%	**	**	**	10%	**	9%
Mobile phone	13	**	**	**	**	6	7	13	12	**	**	**	10	**	13
	7%	**	**	**	**	6%	8%	7%	7%	**	**	**	6%	**	7%
Portable Media Player	1	**	**	**	**	-	1	1	1	**	**	**	1	**	1
	*%	**	**	**	**	-%	1%	*%	*%	**	**	**	*%	**	*%
TV	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	**	**	**	**	1%	-%	*%	*%	**	**	**	*%	**	*%
Other device	*	**	**	**	**	-	*	*	-	**	**	**	*	**	*
	*%	**	**	**	**	-%	*%	*%	-%	**	**	**	*%	**	*%
Don't do this	138	**	**	**	**	74	63	138	120	**	**	**	120	**	138
	73%	**	**	**	**	78%	69%	73%	72%	**	**	**	74%	**	73%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 192

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56E (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look at photos posted by other people

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	73	73	-	-	73	31	42	31	42	-	-	-	-
Effective Weighted Sample	63	63	-	-	63	27	36	27	36	-	-	-	-
Total	50	50	-	-	50	20	30	20	30	-	-	-	-
Laptop/ netbook/ PC	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Tablet	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Mobile phone	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Portable Media Player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
TV	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Other device	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 192

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56E (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look at photos posted by other people

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	73	12	21	20	20	33	40	73	56	5	5	7	61	12	73
Effective Weighted Sample	63	10	16	18	19	26	37	63	55	5	5	7	53	10	63
Total	50	8	13	14	15	21	29	50	46	3	1	1	43	7	50
Laptop/ netbook/ PC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tablet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Portable Media Player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other device	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 193

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look at photos posted by other people

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	73	73	-	-	73	31	42	31	42	-	-	-	-
Effective Weighted Sample	63	63	-	-	63	27	36	27	36	-	-	-	-
Total	50	50	-	-	50	20	30	20	30	-	-	-	-
Laptop/ netbook/ PC	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Tablet	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Mobile phone	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Portable Media Player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
TV	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Other device	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 193

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look at photos posted by other people

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	73	12	21	20	20	33	40	73	56	5	5	7	61	12	73
Effective Weighted Sample	63	10	16	18	19	26	37	63	55	5	5	7	53	10	63
Total	50	8	13	14	15	21	29	50	46	3	1	1	43	7	50
Laptop/ netbook/ PC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tablet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Portable Media Player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other device	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 194

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56F (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to music (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Tablet	39	39	-	-	39	14	24	14	24	-	-	-	-
	21%	21%	-%	-%	21%	17%	24%	17%	24%	-%	-%	-%	-%
TV	33	33	-	-	33	13	20	13	20	-	-	-	-
	18%	18%	-%	-%	18%	15%	19%	15%	19%	-%	-%	-%	-%
Laptop/ netbook/ PC	24	24	-	-	24	9	16	9	16	-	-	-	-
	13%	13%	-%	-%	13%	10%	15%	10%	15%	-%	-%	-%	-%
Portable Media Player	17	17	-	-	17	7	10	7	10	-	-	-	-
	9%	9%	-%	-%	9%	8%	10%	8%	10%	-%	-%	-%	-%
Mobile phone	14	14	-	-	14	4	10	4	10	-	-	-	-
	8%	8%	-%	-%	8%	5%	10%	5%	10%	-%	-%	-%	-%
Other device	24	24	-	-	24	13	11	13	11	-	-	-	-
	13%	13%	-%	-%	13%	16%	11%	16%	11%	-%	-%	-%	-%
Don't do this	68	68	-	-	68	38	31	38	31	-	-	-	-
	36%	36%	-%	-%	36%	44%	30%	44%	30%	-%	-%	-%	-%
						f		h					

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 194

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56F (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to music (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Tablet	39	**	**	**	**	25	14	39	33	**	**	**	33	**	39
	21%	**	**	**	**	26%	15%	21%	20%	**	**	**	20%	**	21%
						f									
TV	33	**	**	**	**	16	17	33	29	**	**	**	30	**	33
	18%	**	**	**	**	17%	18%	18%	17%	**	**	**	19%	**	18%
Laptop/ netbook/ PC	24	**	**	**	**	14	11	24	22	**	**	**	24	**	24
	13%	**	**	**	**	14%	11%	13%	14%	**	**	**	15%	**	13%
Portable Media Player	17	**	**	**	**	11	6	17	16	**	**	**	12	**	17
	9%	**	**	**	**	12%	6%	9%	10%	**	**	**	7%	**	9%
Mobile phone	14	**	**	**	**	6	8	14	13	**	**	**	12	**	14
	8%	**	**	**	**	6%	9%	8%	8%	**	**	**	8%	**	8%
Other device	24	**	**	**	**	11	14	24	21	**	**	**	23	**	24
	13%	**	**	**	**	11%	15%	13%	13%	**	**	**	14%	**	13%
Don't do this	68	**	**	**	**	31	38	68	60	**	**	**	56	**	68
	36%	**	**	**	**	32%	41%	36%	36%	**	**	**	35%	**	36%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 195

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to music (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
TV	29	29	-	-	29	13	16	13	16	-	-	-	-
	16%	16%	-%	-%	16%	15%	16%	15%	16%	-%	-%	-%	-%
Tablet	28	28	-	-	28	10	19	10	19	-	-	-	-
	15%	15%	-%	-%	15%	11%	18%	11%	18%	-%	-%	-%	-%
Laptop/ netbook/ PC	16	16	-	-	16	4	12	4	12	-	-	-	-
	9%	9%	-%	-%	9%	5%	12%	5%	12%	-%	-%	-%	-%
Portable Media Player	14	14	-	-	14	6	8	6	8	-	-	-	-
	8%	8%	-%	-%	8%	7%	8%	7%	8%	-%	-%	-%	-%
Mobile phone	9	9	-	-	9	2	7	2	7	-	-	-	-
	5%	5%	-%	-%	5%	3%	7%	3%	7%	-%	-%	-%	-%
Other device	22	22	-	-	22	12	10	12	10	-	-	-	-
	12%	12%	-%	-%	12%	14%	10%	14%	10%	-%	-%	-%	-%
Don't do this	68	68	-	-	68	38	31	38	31	-	-	-	-
	36%	36%	-%	-%	36%	44%	30%	44%	30%	-%	-%	-%	-%
						f		h					

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 195

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to music (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
TV	29	**	**	**	**	14	16	29	26	**	**	**	28	**	29
	16%	**	**	**	**	15%	17%	16%	16%	**	**	**	17%	**	16%
Tablet	28	**	**	**	**	19	9	28	25	**	**	**	25	**	28
	15%	**	**	**	**	20%	10%	15%	15%	**	**	**	15%	**	15%
						f									
Laptop/ netbook/ PC	16	**	**	**	**	8	8	16	15	**	**	**	16	**	16
	9%	**	**	**	**	8%	9%	9%	9%	**	**	**	10%	**	9%
Portable Media Player	14	**	**	**	**	10	4	14	13	**	**	**	9	**	14
	8%	**	**	**	**	10%	5%	8%	8%	**	**	**	6%	**	8%
Mobile phone	9	**	**	**	**	4	5	9	8	**	**	**	8	**	9
	5%	**	**	**	**	4%	6%	5%	5%	**	**	**	5%	**	5%
Other device	22	**	**	**	**	10	12	22	19	**	**	**	21	**	22
	12%	**	**	**	**	10%	13%	12%	11%	**	**	**	13%	**	12%
Don't do this	68	**	**	**	**	31	38	68	60	**	**	**	56	**	68
	36%	**	**	**	**	32%	41%	36%	36%	**	**	**	35%	**	36%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 196

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56F (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to music (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Listen to music

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	f	~g	h	~i	~j	~k	~l
Unweighted total	182	182	-	-	182	73	109	73	109	-	-	-	-
Effective Weighted Sample	153	153	-	-	153	63	90	63	90	-	-	-	-
Total	119	119	-	-	119	48	71	48	71	-	-	-	-
Tablet	39	39	-	-	39	**	24	**	24	-	-	-	-
	32%	32%	-%	-%	32%	**	34%	**	34%	-%	-%	-%	-%
TV	33	33	-	-	33	**	20	**	20	-	-	-	-
	28%	28%	-%	-%	28%	**	28%	**	28%	-%	-%	-%	-%
Laptop/ netbook/ PC	24	24	-	-	24	**	16	**	16	-	-	-	-
	20%	20%	-%	-%	20%	**	22%	**	22%	-%	-%	-%	-%
Portable Media Player	17	17	-	-	17	**	10	**	10	-	-	-	-
	14%	14%	-%	-%	14%	**	14%	**	14%	-%	-%	-%	-%
Mobile phone	14	14	-	-	14	**	10	**	10	-	-	-	-
	12%	12%	-%	-%	12%	**	14%	**	14%	-%	-%	-%	-%
Other device	24	24	-	-	24	**	11	**	11	-	-	-	-
	20%	20%	-%	-%	20%	**	15%	**	15%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 196

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56F (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to music (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Listen to music

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	182	32	67	40	43	99	83	182	130	19	12	21	155	27	182
Effective Weighted Sample	153	27	54	33	38	81	71	153	127	17	12	20	135	18	153
Total	119	22	43	25	29	65	55	119	106	9	3	2	107	12	119
Tablet	39	**	**	**	**	**	**	39	33	**	**	**	33	**	39
	32%	**	**	**	**	**	**	32%	32%	**	**	**	31%	**	32%
TV	33	**	**	**	**	**	**	33	29	**	**	**	30	**	33
	28%	**	**	**	**	**	**	28%	27%	**	**	**	28%	**	28%
Laptop/ netbook/ PC	24	**	**	**	**	**	**	24	22	**	**	**	24	**	24
	20%	**	**	**	**	**	**	20%	21%	**	**	**	22%	**	20%
Portable Media Player	17	**	**	**	**	**	**	17	16	**	**	**	12	**	17
	14%	**	**	**	**	**	**	14%	15%	**	**	**	11%	**	14%
Mobile phone	14	**	**	**	**	**	**	14	13	**	**	**	12	**	14
	12%	**	**	**	**	**	**	12%	12%	**	**	**	12%	**	12%
Other device	24	**	**	**	**	**	**	24	21	**	**	**	23	**	24
	20%	**	**	**	**	**	**	20%	20%	**	**	**	22%	**	20%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 197

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to music (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Listen to music

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	~b	~c	d	~e	f	~g	h	~i	~j	~k	~l
Unweighted total	182	182	-	-	182	73	109	73	109	-	-	-	-
Effective Weighted Sample	153	153	-	-	153	63	90	63	90	-	-	-	-
Total	119	119	-	-	119	48	71	48	71	-	-	-	-
TV	29	29	-	-	29	**	16	**	16	-	-	-	-
	25%	25%	-%	-%	25%	**	23%	**	23%	-%	-%	-%	-%
Tablet	28	28	-	-	28	**	19	**	19	-	-	-	-
	24%	24%	-%	-%	24%	**	26%	**	26%	-%	-%	-%	-%
Laptop/ netbook/ PC	16	16	-	-	16	**	12	**	12	-	-	-	-
	14%	14%	-%	-%	14%	**	16%	**	16%	-%	-%	-%	-%
Portable Media Player	14	14	-	-	14	**	8	**	8	-	-	-	-
	12%	12%	-%	-%	12%	**	11%	**	11%	-%	-%	-%	-%
Mobile phone	9	9	-	-	9	**	7	**	7	-	-	-	-
	8%	8%	-%	-%	8%	**	10%	**	10%	-%	-%	-%	-%
Other device	22	22	-	-	22	**	10	**	10	-	-	-	-
	18%	18%	-%	-%	18%	**	14%	**	14%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 197

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to music (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Listen to music

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~k	l	~m	n
Unweighted total	182	32	67	40	43	99	83	182	130	19	12	21	155	27	182
Effective Weighted Sample	153	27	54	33	38	81	71	153	127	17	12	20	135	18	153
Total	119	22	43	25	29	65	55	119	106	9	3	2	107	12	119
TV	29	**	**	**	**	**	**	29	26	**	**	**	28	**	29
	25%	**	**	**	**	**	**	25%	24%	**	**	**	26%	**	25%
Tablet	28	**	**	**	**	**	**	28	25	**	**	**	25	**	28
	24%	**	**	**	**	**	**	24%	23%	**	**	**	23%	**	24%
Laptop/ netbook/ PC	16	**	**	**	**	**	**	16	15	**	**	**	16	**	16
	14%	**	**	**	**	**	**	14%	14%	**	**	**	15%	**	14%
Portable Media Player	14	**	**	**	**	**	**	14	13	**	**	**	9	**	14
	12%	**	**	**	**	**	**	12%	13%	**	**	**	9%	**	12%
Mobile phone	9	**	**	**	**	**	**	9	8	**	**	**	8	**	9
	8%	**	**	**	**	**	**	8%	8%	**	**	**	8%	**	8%
Other device	22	**	**	**	**	**	**	22	19	**	**	**	21	**	22
	18%	**	**	**	**	**	**	18%	18%	**	**	**	20%	**	18%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 198

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56G (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Tablet	31	31	-	-	31	14	17	14	17	-	-	-	-
	16%	16%	-%	-%	16%	16%	17%	16%	17%	-%	-%	-%	-%
Games player	26	26	-	-	26	19	7	19	7	-	-	-	-
	14%	14%	-%	-%	14%	22%	7%	22%	7%	-%	-%	-%	-%
						f		h					
Laptop/ netbook/ PC	22	22	-	-	22	13	9	13	9	-	-	-	-
	12%	12%	-%	-%	12%	15%	9%	15%	9%	-%	-%	-%	-%
Mobile phone	7	7	-	-	7	2	5	2	5	-	-	-	-
	4%	4%	-%	-%	4%	2%	5%	2%	5%	-%	-%	-%	-%
TV	5	5	-	-	5	4	2	4	2	-	-	-	-
	3%	3%	-%	-%	3%	4%	2%	4%	2%	-%	-%	-%	-%
Portable Media Player	4	4	-	-	4	2	2	2	2	-	-	-	-
	2%	2%	-%	-%	2%	3%	2%	3%	2%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	1%	-%	1%	-%	-%	-%	-%	-%
Other device	5	5	-	-	5	2	3	2	3	-	-	-	-
	3%	3%	-%	-%	3%	2%	3%	2%	3%	-%	-%	-%	-%
Don't do this	109	109	-	-	109	42	67	42	67	-	-	-	-
	58%	58%	-%	-%	58%	49%	66%	49%	66%	-%	-%	-%	-%
						e		g					

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 198

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56G (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Tablet	31 16%	** **	** **	** **	** **	14 14%	17 18%	31 16%	27 16%	** **	** **	** **	27 16%	** **	31 16%
Games player	26 14%	** **	** **	** **	** **	14 14%	12 13%	26 14%	22 13%	** **	** **	** **	22 14%	** **	26 14%
Laptop/ netbook/ PC	22 12%	** **	** **	** **	** **	12 12%	11 11%	22 12%	20 12%	** **	** **	** **	20 12%	** **	22 12%
Mobile phone	7 4%	** **	** **	** **	** **	4 4%	3 4%	7 4%	7 4%	** **	** **	** **	6 4%	** **	7 4%
TV	5 3%	** **	** **	** **	** **	4 4%	1 1%	5 3%	5 3%	** **	** **	** **	3 2%	** **	5 3%
Portable Media Player	4 2%	** **	** **	** **	** **	2 2%	3 3%	4 2%	4 3%	** **	** **	** **	4 3%	** **	4 2%
E-book reader	1 *%	** **	** **	** **	** **	* *%	1 1%	1 *%	1 *%	** **	** **	** **	1 *%	** **	1 *%
Other device	5 3%	** **	** **	** **	** **	3 3%	2 2%	5 3%	4 2%	** **	** **	** **	5 3%	** **	5 3%
Don't do this	109 58%	** **	** **	** **	** **	56 59%	53 57%	109 58%	96 58%	** **	** **	** **	92 56%	** **	109 58%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 199

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Tablet	26	26	-	-	26	12	13	12	13	-	-	-	-
	14%	14%	-%	-%	14%	14%	13%	14%	13%	-%	-%	-%	-%
Games player	22	22	-	-	22	17	5	17	5	-	-	-	-
	12%	12%	-%	-%	12%	20%	5%	20%	5%	-%	-%	-%	-%
						f		h					
Laptop/ netbook/ PC	17	17	-	-	17	9	8	9	8	-	-	-	-
	9%	9%	-%	-%	9%	11%	8%	11%	8%	-%	-%	-%	-%
Mobile phone	4	4	-	-	4	1	4	1	4	-	-	-	-
	2%	2%	-%	-%	2%	1%	3%	1%	3%	-%	-%	-%	-%
Portable Media Player	4	4	-	-	4	2	2	2	2	-	-	-	-
	2%	2%	-%	-%	2%	2%	2%	2%	2%	-%	-%	-%	-%
TV	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Other device	4	4	-	-	4	2	2	2	2	-	-	-	-
	2%	2%	-%	-%	2%	2%	2%	2%	2%	-%	-%	-%	-%
Don't do this	109	109	-	-	109	42	67	42	67	-	-	-	-
	58%	58%	-%	-%	58%	49%	66%	49%	66%	-%	-%	-%	-%
						e		g					

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 199

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Tablet	26	**	**	**	**	12	14	26	23	**	**	**	23	**	26
	14%	**	**	**	**	12%	15%	14%	14%	**	**	**	14%	**	14%
Games player	22	**	**	**	**	11	12	22	18	**	**	**	21	**	22
	12%	**	**	**	**	11%	13%	12%	11%	**	**	**	13%	**	12%
Laptop/ netbook/ PC	17	**	**	**	**	9	8	17	16	**	**	**	16	**	17
	9%	**	**	**	**	9%	9%	9%	10%	**	**	**	10%	**	9%
Mobile phone	4	**	**	**	**	3	2	4	4	**	**	**	4	**	4
	2%	**	**	**	**	3%	2%	2%	3%	**	**	**	3%	**	2%
Portable Media Player	4	**	**	**	**	2	2	4	4	**	**	**	4	**	4
	2%	**	**	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%
TV	2	**	**	**	**	2	-	2	2	**	**	**	-	**	2
	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	-%	**	1%
Other device	4	**	**	**	**	2	2	4	3	**	**	**	4	**	4
	2%	**	**	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%
Don't do this	109	**	**	**	**	56	53	109	96	**	**	**	92	**	109
	58%	**	**	**	**	59%	57%	58%	58%	**	**	**	56%	**	58%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 200

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56G (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Play games with or against other people

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	127	127	-	-	127	73	54	73	54	-	-	-	-
Effective Weighted Sample	103	103	-	-	103	59	44	59	44	-	-	-	-
Total	79	79	-	-	79	44	35	44	35	-	-	-	-
Tablet	31	31	-	-	31	**	**	**	**	-	-	-	-
	39%	39%	-%	-%	39%	**	**	**	**	-%	-%	-%	-%
Games player	26	26	-	-	26	**	**	**	**	-	-	-	-
	33%	33%	-%	-%	33%	**	**	**	**	-%	-%	-%	-%
Laptop/ netbook/ PC	22	22	-	-	22	**	**	**	**	-	-	-	-
	28%	28%	-%	-%	28%	**	**	**	**	-%	-%	-%	-%
Mobile phone	7	7	-	-	7	**	**	**	**	-	-	-	-
	9%	9%	-%	-%	9%	**	**	**	**	-%	-%	-%	-%
TV	5	5	-	-	5	**	**	**	**	-	-	-	-
	7%	7%	-%	-%	7%	**	**	**	**	-%	-%	-%	-%
Portable Media Player	4	4	-	-	4	**	**	**	**	-	-	-	-
	6%	6%	-%	-%	6%	**	**	**	**	-%	-%	-%	-%
E-book reader	1	1	-	-	1	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%
Other device	5	5	-	-	5	**	**	**	**	-	-	-	-
	6%	6%	-%	-%	6%	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 200

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56G (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Play games with or against other people

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	127	23	41	31	32	64	63	127	87	9	15	16	109	18	127
Effective Weighted Sample	103	19	32	24	28	51	52	103	85	8	15	15	92	11	103
Total	79	15	25	18	22	40	40	79	70	5	3	1	72	7	79
Tablet	31 39%	** **	** **	** **	** **	** **	** **	31 39%	** **	** **	** **	** **	27 37%	** **	31 39%
Games player	26 33%	** **	** **	** **	** **	** **	** **	26 33%	** **	** **	** **	** **	22 31%	** **	26 33%
Laptop/ netbook/ PC	22 28%	** **	** **	** **	** **	** **	** **	22 28%	** **	** **	** **	** **	20 28%	** **	22 28%
Mobile phone	7 9%	** **	** **	** **	** **	** **	** **	7 9%	** **	** **	** **	** **	6 8%	** **	7 9%
TV	5 7%	** **	** **	** **	** **	** **	** **	5 7%	** **	** **	** **	** **	3 5%	** **	5 7%
Portable Media Player	4 6%	** **	** **	** **	** **	** **	** **	4 6%	** **	** **	** **	** **	4 6%	** **	4 6%
E-book reader	1 1%	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	1 1%	** **	1 1%
Other device	5 6%	** **	** **	** **	** **	** **	** **	5 6%	** **	** **	** **	** **	5 6%	** **	5 6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 201

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Play games with or against other people

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	127	127	-	-	127	73	54	73	54	-	-	-	-
Effective Weighted Sample	103	103	-	-	103	59	44	59	44	-	-	-	-
Total	79	79	-	-	79	44	35	44	35	-	-	-	-
Tablet	26	26	-	-	26	**	**	**	**	-	-	-	-
	32%	32%	-%	-%	32%	**	**	**	**	-%	-%	-%	-%
Games player	22	22	-	-	22	**	**	**	**	-	-	-	-
	28%	28%	-%	-%	28%	**	**	**	**	-%	-%	-%	-%
Laptop/ netbook/ PC	17	17	-	-	17	**	**	**	**	-	-	-	-
	22%	22%	-%	-%	22%	**	**	**	**	-%	-%	-%	-%
Mobile phone	4	4	-	-	4	**	**	**	**	-	-	-	-
	5%	5%	-%	-%	5%	**	**	**	**	-%	-%	-%	-%
Portable Media Player	4	4	-	-	4	**	**	**	**	-	-	-	-
	5%	5%	-%	-%	5%	**	**	**	**	-%	-%	-%	-%
TV	2	2	-	-	2	**	**	**	**	-	-	-	-
	2%	2%	-%	-%	2%	**	**	**	**	-%	-%	-%	-%
Other device	4	4	-	-	4	**	**	**	**	-	-	-	-
	5%	5%	-%	-%	5%	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 201

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Play games with or against other people

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	127	23	41	31	32	64	63	127	87	9	15	16	109	18	127
Effective Weighted Sample	103	19	32	24	28	51	52	103	85	8	15	15	92	11	103
Total	79	15	25	18	22	40	40	79	70	5	3	1	72	7	79
Tablet	26	**	**	**	**	**	**	26	**	**	**	**	23	**	26
	32%	**	**	**	**	**	**	32%	**	**	**	**	32%	**	32%
Games player	22	**	**	**	**	**	**	22	**	**	**	**	21	**	22
	28%	**	**	**	**	**	**	28%	**	**	**	**	29%	**	28%
Laptop/ netbook/ PC	17	**	**	**	**	**	**	17	**	**	**	**	16	**	17
	22%	**	**	**	**	**	**	22%	**	**	**	**	22%	**	22%
Mobile phone	4	**	**	**	**	**	**	4	**	**	**	**	4	**	4
	5%	**	**	**	**	**	**	5%	**	**	**	**	6%	**	5%
Portable Media Player	4	**	**	**	**	**	**	4	**	**	**	**	4	**	4
	5%	**	**	**	**	**	**	5%	**	**	**	**	5%	**	5%
TV	2	**	**	**	**	**	**	2	**	**	**	**	-	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	-%	**	2%
Other device	4	**	**	**	**	**	**	4	**	**	**	**	4	**	4
	5%	**	**	**	**	**	**	5%	**	**	**	**	5%	**	5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 202

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56H (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on their own (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Tablet	77	77	-	-	77	32	45	32	45	-	-	-	-
	41%	41%	-%	-%	41%	37%	44%	37%	44%	-%	-%	-%	-%
Games player	54	54	-	-	54	34	19	34	19	-	-	-	-
	29%	29%	-%	-%	29%	40%	19%	40%	19%	-%	-%	-%	-%
						f		h					
Laptop/ netbook/ PC	43	43	-	-	43	21	23	21	23	-	-	-	-
	23%	23%	-%	-%	23%	24%	22%	24%	22%	-%	-%	-%	-%
Mobile phone	26	26	-	-	26	10	16	10	16	-	-	-	-
	14%	14%	-%	-%	14%	12%	16%	12%	16%	-%	-%	-%	-%
Portable Media Player	9	9	-	-	9	6	4	6	4	-	-	-	-
	5%	5%	-%	-%	5%	7%	4%	7%	4%	-%	-%	-%	-%
TV	7	7	-	-	7	4	3	4	3	-	-	-	-
	4%	4%	-%	-%	4%	4%	3%	4%	3%	-%	-%	-%	-%
E-book reader	2	2	-	-	2	2	*	2	*	-	-	-	-
	1%	1%	-%	-%	1%	2%	*%	2%	*%	-%	-%	-%	-%
Other device	5	5	-	-	5	5	*	5	*	-	-	-	-
	3%	3%	-%	-%	3%	6%	*%	6%	*%	-%	-%	-%	-%
						f		h					
Don't do this	25	25	-	-	25	7	18	7	18	-	-	-	-
	13%	13%	-%	-%	13%	8%	18%	8%	18%	-%	-%	-%	-%
						e		g					

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 202

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56H (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on their own (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Tablet	77	**	**	**	**	45	32	77	68	**	**	**	64	**	77
	41%	**	**	**	**	47%	35%	41%	41%	**	**	**	39%	**	41%
Games player	54	**	**	**	**	28	26	54	46	**	**	**	49	**	54
	29%	**	**	**	**	29%	28%	29%	27%	**	**	**	30%	**	29%
Laptop/ netbook/ PC	43	**	**	**	**	24	20	43	38	**	**	**	38	**	43
	23%	**	**	**	**	25%	21%	23%	23%	**	**	**	23%	**	23%
Mobile phone	26	**	**	**	**	14	13	26	24	**	**	**	23	**	26
	14%	**	**	**	**	14%	14%	14%	14%	**	**	**	14%	**	14%
Portable Media Player	9	**	**	**	**	5	5	9	9	**	**	**	7	**	9
	5%	**	**	**	**	5%	5%	5%	5%	**	**	**	4%	**	5%
TV	7	**	**	**	**	4	3	7	6	**	**	**	5	**	7
	4%	**	**	**	**	4%	4%	4%	4%	**	**	**	3%	**	4%
E-book reader	2	**	**	**	**	1	1	2	2	**	**	**	2	**	2
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Other device	5	**	**	**	**	3	2	5	4	**	**	**	5	**	5
	3%	**	**	**	**	3%	2%	3%	2%	**	**	**	3%	**	3%
Don't do this	25	**	**	**	**	9	16	25	21	**	**	**	21	**	25
	13%	**	**	**	**	10%	17%	13%	13%	**	**	**	13%	**	13%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 203

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on their own (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Tablet	67	67	-	-	67	27	40	27	40	-	-	-	-
	35%	35%	-%	-%	35%	31%	39%	31%	39%	-%	-%	-%	-%
Games player	42	42	-	-	42	28	14	28	14	-	-	-	-
	22%	22%	-%	-%	22%	32%	14%	32%	14%	-%	-%	-%	-%
						f		h					
Laptop/ netbook/ PC	25	25	-	-	25	10	15	10	15	-	-	-	-
	13%	13%	-%	-%	13%	12%	15%	12%	15%	-%	-%	-%	-%
Mobile phone	15	15	-	-	15	5	10	5	10	-	-	-	-
	8%	8%	-%	-%	8%	6%	10%	6%	10%	-%	-%	-%	-%
Portable Media Player	6	6	-	-	6	3	3	3	3	-	-	-	-
	3%	3%	-%	-%	3%	3%	3%	3%	3%	-%	-%	-%	-%
TV	4	4	-	-	4	2	2	2	2	-	-	-	-
	2%	2%	-%	-%	2%	3%	2%	3%	2%	-%	-%	-%	-%
E-book reader	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Other device	4	4	-	-	4	4	*	4	*	-	-	-	-
	2%	2%	-%	-%	2%	5%	*%	5%	*%	-%	-%	-%	-%
						f		h					
Don't do this	25	25	-	-	25	7	18	7	18	-	-	-	-
	13%	13%	-%	-%	13%	8%	18%	8%	18%	-%	-%	-%	-%
						e		g					

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 203

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on their own (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Tablet	67	**	**	**	**	38	29	67	58	**	**	**	56	**	67
	35%	**	**	**	**	40%	31%	35%	35%	**	**	**	34%	**	35%
Games player	42	**	**	**	**	21	21	42	37	**	**	**	39	**	42
	22%	**	**	**	**	22%	22%	22%	22%	**	**	**	24%	**	22%
Laptop/ netbook/ PC	25	**	**	**	**	12	13	25	23	**	**	**	23	**	25
	13%	**	**	**	**	13%	14%	13%	14%	**	**	**	14%	**	13%
Mobile phone	15	**	**	**	**	7	8	15	14	**	**	**	13	**	15
	8%	**	**	**	**	8%	9%	8%	9%	**	**	**	8%	**	8%
Portable Media Player	6	**	**	**	**	2	3	6	5	**	**	**	5	**	6
	3%	**	**	**	**	3%	4%	3%	3%	**	**	**	3%	**	3%
TV	4	**	**	**	**	3	1	4	4	**	**	**	2	**	4
	2%	**	**	**	**	3%	2%	2%	2%	**	**	**	1%	**	2%
E-book reader	*	**	**	**	**	*	-	*	-	**	**	**	*	**	*
	*%	**	**	**	**	*%	-%	*%	-%	**	**	**	*%	**	*%
Other device	4	**	**	**	**	3	2	4	3	**	**	**	4	**	4
	2%	**	**	**	**	3%	2%	2%	2%	**	**	**	3%	**	2%
Don't do this	25	**	**	**	**	9	16	25	21	**	**	**	21	**	25
	13%	**	**	**	**	10%	17%	13%	13%	**	**	**	13%	**	13%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 204

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56H (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on their own (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Play games on their own

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	260	260	-	-	260	128	132	128	132	-	-	-	-
Effective Weighted Sample	214	214	-	-	214	106	107	106	107	-	-	-	-
Total	163	163	-	-	163	79	84	79	84	-	-	-	-
Tablet	77	77	-	-	77	32	45	32	45	-	-	-	-
	47%	47%	-%	-%	47%	40%	53%	40%	53%	-%	-%	-%	-%
Games player	54	54	-	-	54	34	19	34	19	-	-	-	-
	33%	33%	-%	-%	33%	43%	23%	43%	23%	-%	-%	-%	-%
						f		h					
Laptop/ netbook/ PC	43	43	-	-	43	21	23	21	23	-	-	-	-
	27%	27%	-%	-%	27%	26%	27%	26%	27%	-%	-%	-%	-%
Mobile phone	26	26	-	-	26	10	16	10	16	-	-	-	-
	16%	16%	-%	-%	16%	13%	19%	13%	19%	-%	-%	-%	-%
Portable Media Player	9	9	-	-	9	6	4	6	4	-	-	-	-
	6%	6%	-%	-%	6%	7%	4%	7%	4%	-%	-%	-%	-%
TV	7	7	-	-	7	4	3	4	3	-	-	-	-
	4%	4%	-%	-%	4%	5%	4%	5%	4%	-%	-%	-%	-%
E-book reader	2	2	-	-	2	2	*	2	*	-	-	-	-
	1%	1%	-%	-%	1%	3%	*%	3%	*%	-%	-%	-%	-%
Other device	5	5	-	-	5	5	*	5	*	-	-	-	-
	3%	3%	-%	-%	3%	6%	1%	6%	1%	-%	-%	-%	-%
						f		h					

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 204

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56H (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on their own (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Play games on their own

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	260	53	89	54	64	142	118	260	182	20	26	32	217	43	260
Effective Weighted Sample	214	45	68	45	56	112	101	214	178	18	26	30	184	30	214
Total	163	34	52	34	43	86	77	163	145	10	6	3	143	20	163
Tablet	77 47%	** **	** **	** **	** **	45 52%	32 42%	77 47%	68 47%	** **	** **	** **	64 45%	** **	77 47%
Games player	54 33%	** **	** **	** **	** **	28 32%	26 34%	54 33%	46 31%	** **	** **	** **	49 34%	** **	54 33%
Laptop/ netbook/ PC	43 27%	** **	** **	** **	** **	24 28%	20 25%	43 27%	38 27%	** **	** **	** **	38 26%	** **	43 27%
Mobile phone	26 16%	** **	** **	** **	** **	14 16%	13 16%	26 16%	24 17%	** **	** **	** **	23 16%	** **	26 16%
Portable Media Player	9 6%	** **	** **	** **	** **	5 5%	5 6%	9 6%	9 6%	** **	** **	** **	7 5%	** **	9 6%
TV	7 4%	** **	** **	** **	** **	4 4%	3 5%	7 4%	6 4%	** **	** **	** **	5 4%	** **	7 4%
E-book reader	2 1%	** **	** **	** **	** **	1 1%	1 2%	2 1%	2 1%	** **	** **	** **	2 2%	** **	2 1%
Other device	5 3%	** **	** **	** **	** **	3 4%	2 3%	5 3%	4 3%	** **	** **	** **	5 4%	** **	5 3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 205

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on their own (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Play games on their own

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	260	260	-	-	260	128	132	128	132	-	-	-	-
Effective Weighted Sample	214	214	-	-	214	106	107	106	107	-	-	-	-
Total	163	163	-	-	163	79	84	79	84	-	-	-	-
Tablet	67	67	-	-	67	27	40	27	40	-	-	-	-
	41%	41%	-%	-%	41%	34%	47%	34%	47%	-%	-%	-%	-%
Games player	42	42	-	-	42	28	14	28	14	-	-	-	-
	25%	25%	-%	-%	25%	35%	16%	35%	16%	-%	-%	-%	-%
Laptop/ netbook/ PC	25	25	-	-	25	10	15	10	15	-	-	-	-
	16%	16%	-%	-%	16%	13%	18%	13%	18%	-%	-%	-%	-%
Mobile phone	15	15	-	-	15	5	10	5	10	-	-	-	-
	9%	9%	-%	-%	9%	6%	12%	6%	12%	-%	-%	-%	-%
Portable Media Player	6	6	-	-	6	3	3	3	3	-	-	-	-
	4%	4%	-%	-%	4%	4%	4%	4%	4%	-%	-%	-%	-%
TV	4	4	-	-	4	2	2	2	2	-	-	-	-
	3%	3%	-%	-%	3%	3%	2%	3%	2%	-%	-%	-%	-%
E-book reader	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Other device	4	4	-	-	4	4	*	4	*	-	-	-	-
	3%	3%	-%	-%	3%	5%	*%	5%	*%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 205

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on their own (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Play games on their own

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	260	53	89	54	64	142	118	260	182	20	26	32	217	43	260
Effective Weighted Sample	214	45	68	45	56	112	101	214	178	18	26	30	184	30	214
Total	163	34	52	34	43	86	77	163	145	10	6	3	143	20	163
Tablet	67	**	**	**	**	38	29	67	58	**	**	**	56	**	67
	41%	**	**	**	**	44%	37%	41%	40%	**	**	**	39%	**	41%
Games player	42	**	**	**	**	21	21	42	37	**	**	**	39	**	42
	25%	**	**	**	**	24%	27%	25%	25%	**	**	**	28%	**	25%
Laptop/ netbook/ PC	25	**	**	**	**	12	13	25	23	**	**	**	23	**	25
	16%	**	**	**	**	14%	17%	16%	16%	**	**	**	16%	**	16%
Mobile phone	15	**	**	**	**	7	8	15	14	**	**	**	13	**	15
	9%	**	**	**	**	8%	10%	9%	10%	**	**	**	9%	**	9%
Portable Media Player	6	**	**	**	**	2	3	6	5	**	**	**	5	**	6
	4%	**	**	**	**	3%	4%	4%	3%	**	**	**	4%	**	4%
TV	4	**	**	**	**	3	1	4	4	**	**	**	2	**	4
	3%	**	**	**	**	3%	2%	3%	3%	**	**	**	2%	**	3%
E-book reader	*	**	**	**	**	*	-	*	-	**	**	**	*	**	*
	*%	**	**	**	**	*%	-%	*%	-%	**	**	**	*%	**	*%
Other device	4	**	**	**	**	3	2	4	3	**	**	**	4	**	4
	3%	**	**	**	**	3%	2%	3%	2%	**	**	**	3%	**	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 206

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56I (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos or videos with other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Tablet	9	9	-	-	9	4	5	4	5	-	-	-	-
	5%	5%	-%	-%	5%	4%	5%	4%	5%	-%	-%	-%	-%
Laptop/ netbook/ PC	9	9	-	-	9	5	4	5	4	-	-	-	-
	5%	5%	-%	-%	5%	6%	4%	6%	4%	-%	-%	-%	-%
Mobile phone	6	6	-	-	6	2	4	2	4	-	-	-	-
	3%	3%	-%	-%	3%	2%	4%	2%	4%	-%	-%	-%	-%
Portable Media Player	3	3	-	-	3	1	2	1	2	-	-	-	-
	1%	1%	-%	-%	1%	1%	2%	1%	2%	-%	-%	-%	-%
TV	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Games player	1	1	-	-	1	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	*%	-%	1%	-%	1%	-%	-%	-%	-%
Other device	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	1%	-%	1%	-%	-%	-%	-%	-%
Don't do this	165	165	-	-	165	74	91	74	91	-	-	-	-
	88%	88%	-%	-%	88%	86%	89%	86%	89%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 206

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56I (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos or videos with other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Tablet	9	**	**	**	**	7	2	9	7	**	**	**	8	**	9
	5%	**	**	**	**	7%	3%	5%	4%	**	**	**	5%	**	5%
Laptop/ netbook/ PC	9	**	**	**	**	4	4	9	7	**	**	**	8	**	9
	5%	**	**	**	**	4%	5%	5%	4%	**	**	**	5%	**	5%
Mobile phone	6	**	**	**	**	4	2	6	5	**	**	**	5	**	6
	3%	**	**	**	**	5%	2%	3%	3%	**	**	**	3%	**	3%
Portable Media Player	3	**	**	**	**	2	1	3	3	**	**	**	3	**	3
	1%	**	**	**	**	2%	1%	1%	2%	**	**	**	2%	**	1%
TV	2	**	**	**	**	-	2	2	1	**	**	**	1	**	2
	1%	**	**	**	**	-%	2%	1%	1%	**	**	**	1%	**	1%
Games player	1	**	**	**	**	-	1	1	1	**	**	**	1	**	1
	*%	**	**	**	**	-%	1%	*%	1%	**	**	**	1%	**	*%
Other device	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	**	**	**	**	1%	-%	*%	*%	**	**	**	*%	**	*%
Don't do this	165	**	**	**	**	81	84	165	146	**	**	**	143	**	165
	88%	**	**	**	**	85%	91%	88%	88%	**	**	**	87%	**	88%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 207

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos or videos with other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Laptop/ netbook/ PC	7	7	-	-	7	5	3	5	3	-	-	-	-
	4%	4%	-%	-%	4%	5%	3%	5%	3%	-%	-%	-%	-%
Tablet	7	7	-	-	7	4	4	4	4	-	-	-	-
	4%	4%	-%	-%	4%	4%	3%	4%	3%	-%	-%	-%	-%
Mobile phone	6	6	-	-	6	2	4	2	4	-	-	-	-
	3%	3%	-%	-%	3%	2%	4%	2%	4%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
TV	*	*	-	-	*	*	-	*	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%
Other device	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	1%	-%	1%	-%	-%	-%	-%	-%
Don't do this	165	165	-	-	165	74	91	74	91	-	-	-	-
	88%	88%	-%	-%	88%	86%	89%	86%	89%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 207

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos or videos with other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Laptop/ netbook/ PC	7	**	**	**	**	3	4	7	6	**	**	**	7	**	7
	4%	**	**	**	**	3%	5%	4%	4%	**	**	**	4%	**	4%
Tablet	7	**	**	**	**	5	2	7	6	**	**	**	6	**	7
	4%	**	**	**	**	5%	3%	4%	3%	**	**	**	4%	**	4%
Mobile phone	6	**	**	**	**	4	2	6	5	**	**	**	5	**	6
	3%	**	**	**	**	4%	2%	3%	3%	**	**	**	3%	**	3%
Portable Media Player	2	**	**	**	**	2	-	2	2	**	**	**	2	**	2
	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
TV	*	**	**	**	**	-	*	*	-	**	**	**	-	**	*
	*%	**	**	**	**	-%	*%	*%	-%	**	**	**	-%	**	*%
Other device	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	**	**	**	**	1%	-%	*%	*%	**	**	**	*%	**	*%
Don't do this	165	**	**	**	**	81	84	165	146	**	**	**	143	**	165
	88%	**	**	**	**	85%	91%	88%	88%	**	**	**	87%	**	88%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 208

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56I (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos or videos with other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Share photos or videos with other people

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	36	36	-	-	36	19	17	19	17	-	-	-	-
Effective Weighted Sample	29	29	-	-	29	16	14	16	14	-	-	-	-
Total	23	23	-	-	23	12	11	12	11	-	-	-	-
Tablet	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Laptop/ netbook/ PC	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Mobile phone	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Portable Media Player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
TV	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Games player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Other device	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 208

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56I (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos or videos with other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Share photos or videos with other people

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	36	10	12	8	6	22	14	36	23	5	5	3	30	6	36
Effective Weighted Sample	29	8	10	6	6	18	12	29	23	5	5	3	26	4	29
Total	23	7	8	4	4	14	9	23	20	2	1	*	21	2	23
Tablet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Laptop/ netbook/ PC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Portable Media Player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Games player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other device	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 209

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos or videos with other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Share photos or videos with other people

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	36	36	-	-	36	19	17	19	17	-	-	-	-
Effective Weighted Sample	29	29	-	-	29	16	14	16	14	-	-	-	-
Total	23	23	-	-	23	12	11	12	11	-	-	-	-
Laptop/ netbook/ PC	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Tablet	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Mobile phone	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Portable Media Player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
TV	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Other device	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 209

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos or videos with other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Share photos or videos with other people

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	36	10	12	8	6	22	14	36	23	5	5	3	30	6	36
Effective Weighted Sample	29	8	10	6	6	18	12	29	23	5	5	3	26	4	29
Total	23	7	8	4	4	14	9	23	20	2	1	*	21	2	23
Laptop/ netbook/ PC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tablet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Portable Media Player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other device	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 210

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56J (SHOWCARD) DEVICES USED BY THE CHILD TO - Send messages to other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Mobile phone	14	14	-	-	14	2	11	2	11	-	-	-	-
	7%	7%	-%	-%	7%	3%	11%	3%	11%	-%	-%	-%	-%
Laptop/ netbook/ PC	7	7	-	-	7	3	4	3	4	-	-	-	-
	4%	4%	-%	-%	4%	3%	4%	3%	4%	-%	-%	-%	-%
Tablet	7	7	-	-	7	2	5	2	5	-	-	-	-
	4%	4%	-%	-%	4%	2%	5%	2%	5%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Games player	1	1	-	-	1	1	-	1	-	-	-	-	-
	1%	1%	-%	-%	1%	1%	-%	1%	-%	-%	-%	-%	-%
TV	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Other device	3	3	-	-	3	2	1	2	1	-	-	-	-
	2%	2%	-%	-%	2%	2%	1%	2%	1%	-%	-%	-%	-%
Don't do this	155	155	-	-	155	75	80	75	80	-	-	-	-
	83%	83%	-%	-%	83%	88%	78%	88%	78%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 210

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56J (SHOWCARD) DEVICES USED BY THE CHILD TO - Send messages to other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Mobile phone	14	**	**	**	**	8	6	14	12	**	**	**	11	**	14
	7%	**	**	**	**	9%	6%	7%	7%	**	**	**	7%	**	7%
Laptop/ netbook/ PC	7	**	**	**	**	2	5	7	6	**	**	**	7	**	7
	4%	**	**	**	**	2%	5%	4%	4%	**	**	**	4%	**	4%
Tablet	7	**	**	**	**	4	3	7	6	**	**	**	6	**	7
	4%	**	**	**	**	4%	3%	4%	4%	**	**	**	3%	**	4%
Portable Media Player	2	**	**	**	**	2	-	2	2	**	**	**	2	**	2
	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
Games player	1	**	**	**	**	1	*	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	*%	1%	1%	**	**	**	1%	**	1%
TV	*	**	**	**	**	-	*	*	-	**	**	**	-	**	*
	*%	**	**	**	**	-%	*%	*%	-%	**	**	**	-%	**	*%
Other device	3	**	**	**	**	2	1	3	3	**	**	**	3	**	3
	2%	**	**	**	**	2%	1%	2%	2%	**	**	**	2%	**	2%
Don't do this	155	**	**	**	**	77	78	155	137	**	**	**	134	**	155
	83%	**	**	**	**	81%	84%	83%	82%	**	**	**	82%	**	83%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 211

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send messages to other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Mobile phone	14	14	-	-	14	2	11	2	11	-	-	-	-
	7%	7%	-%	-%	7%	3%	11%	3%	11%	-%	-%	-%	-%
Laptop/ netbook/ PC	7	7	-	-	7	2	4	2	4	-	-	-	-
	3%	3%	-%	-%	3%	3%	4%	3%	4%	-%	-%	-%	-%
Tablet	6	6	-	-	6	2	5	2	5	-	-	-	-
	3%	3%	-%	-%	3%	2%	5%	2%	5%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Games player	1	1	-	-	1	1	-	1	-	-	-	-	-
	1%	1%	-%	-%	1%	1%	-%	1%	-%	-%	-%	-%	-%
TV	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Other device	3	3	-	-	3	2	1	2	1	-	-	-	-
	2%	2%	-%	-%	2%	2%	1%	2%	1%	-%	-%	-%	-%
Don't do this	155	155	-	-	155	75	80	75	80	-	-	-	-
	83%	83%	-%	-%	83%	88%	78%	88%	78%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 211

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send messages to other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Mobile phone	14	**	**	**	**	8	6	14	12	**	**	**	11	**	14
	7%	**	**	**	**	8%	6%	7%	7%	**	**	**	7%	**	7%
Laptop/ netbook/ PC	7	**	**	**	**	2	5	7	6	**	**	**	6	**	7
	3%	**	**	**	**	2%	5%	3%	3%	**	**	**	4%	**	3%
Tablet	6	**	**	**	**	4	3	6	6	**	**	**	6	**	6
	3%	**	**	**	**	4%	3%	3%	4%	**	**	**	3%	**	3%
Portable Media Player	2	**	**	**	**	2	-	2	2	**	**	**	2	**	2
	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
Games player	1	**	**	**	**	1	*	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	*%	1%	1%	**	**	**	1%	**	1%
TV	*	**	**	**	**	-	*	*	-	**	**	**	-	**	*
	*%	**	**	**	**	-%	*%	*%	-%	**	**	**	-%	**	*%
Other device	3	**	**	**	**	2	1	3	3	**	**	**	3	**	3
	2%	**	**	**	**	2%	1%	2%	2%	**	**	**	2%	**	2%
Don't do this	155	**	**	**	**	77	78	155	137	**	**	**	134	**	155
	83%	**	**	**	**	81%	84%	83%	82%	**	**	**	82%	**	83%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 212

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56J (SHOWCARD) DEVICES USED BY THE CHILD TO - Send messages to other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Send messages to other people

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	48	48	-	-	48	16	32	16	32	-	-	-	-
Effective Weighted Sample	40	40	-	-	40	13	27	13	27	-	-	-	-
Total	33	33	-	-	33	10	23	10	23	-	-	-	-
Mobile phone	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Laptop/ netbook/ PC	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Tablet	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Portable Media Player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Games player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
TV	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Other device	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 212

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56J (SHOWCARD) DEVICES USED BY THE CHILD TO - Send messages to other people (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Send messages to other people

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	48	13	14	11	10	27	21	48	34	4	6	4	40	8	48
Effective Weighted Sample	40	10	12	8	10	22	18	40	34	4	6	4	35	6	40
Total	33	8	10	7	8	18	15	33	29	2	1	*	29	4	33
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Laptop/ netbook/ PC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tablet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Portable Media Player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Games player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other device	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 213

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send messages to other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Send messages to other people

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	48	48	-	-	48	16	32	16	32	-	-	-	-
Effective Weighted Sample	40	40	-	-	40	13	27	13	27	-	-	-	-
Total	33	33	-	-	33	10	23	10	23	-	-	-	-
Mobile phone	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Laptop/ netbook/ PC	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Tablet	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Portable Media Player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Games player	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
TV	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%
Other device	**	**	-	-	**	**	**	**	**	-	-	-	-
	**	**	-%	-%	**	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 213

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send messages to other people (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Send messages to other people

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	48	13	14	11	10	27	21	48	34	4	6	4	40	8	48
Effective Weighted Sample	40	10	12	8	10	22	18	40	34	4	6	4	35	6	40
Total	33	8	10	7	8	18	15	33	29	2	1	*	29	4	33
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Laptop/ netbook/ PC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tablet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Portable Media Player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Games player	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other device	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 214

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56K (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for their school work (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Laptop/ netbook/ PC	89	89	-	-	89	44	45	44	45	-	-	-	-
	48%	48%	-%	-%	48%	52%	44%	52%	44%	-%	-%	-%	-%
Tablet	38	38	-	-	38	13	25	13	25	-	-	-	-
	20%	20%	-%	-%	20%	15%	24%	15%	24%	-%	-%	-%	-%
TV	9	9	-	-	9	2	7	2	7	-	-	-	-
	5%	5%	-%	-%	5%	2%	7%	2%	7%	-%	-%	-%	-%
Mobile phone	6	6	-	-	6	2	4	2	4	-	-	-	-
	3%	3%	-%	-%	3%	2%	4%	2%	4%	-%	-%	-%	-%
Portable Media Player	1	1	-	-	1	1	-	1	-	-	-	-	-
	1%	1%	-%	-%	1%	1%	-%	1%	-%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	*%	-%	1%	-%	1%	-%	-%	-%	-%
Games player	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Other device	1	1	-	-	1	*	1	*	1	-	-	-	-
	1%	1%	-%	-%	1%	*%	1%	*%	1%	-%	-%	-%	-%
Don't do this	65	65	-	-	65	30	35	30	35	-	-	-	-
	35%	35%	-%	-%	35%	35%	34%	35%	34%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 214

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56K (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for their school work (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Laptop/ netbook/ PC	89	**	**	**	**	46	43	89	82	**	**	**	79	**	89
	48%	**	**	**	**	48%	47%	48%	49%	**	**	**	48%	**	48%
Tablet	38	**	**	**	**	20	19	38	31	**	**	**	33	**	38
	20%	**	**	**	**	20%	20%	20%	18%	**	**	**	20%	**	20%
TV	9	**	**	**	**	4	5	9	8	**	**	**	6	**	9
	5%	**	**	**	**	4%	6%	5%	5%	**	**	**	4%	**	5%
Mobile phone	6	**	**	**	**	3	3	6	5	**	**	**	5	**	6
	3%	**	**	**	**	3%	3%	3%	3%	**	**	**	3%	**	3%
Portable Media Player	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
E-book reader	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	**	**	**	**	1%	-%	*%	1%	**	**	**	1%	**	*%
Games player	*	**	**	**	**	-	*	*	-	**	**	**	-	**	*
	*%	**	**	**	**	-%	*%	*%	-%	**	**	**	-%	**	*%
Other device	1	**	**	**	**	1	-	1	1	**	**	**	*	**	1
	1%	**	**	**	**	1%	-%	1%	*%	**	**	**	*%	**	1%
Don't do this	65	**	**	**	**	31	34	65	57	**	**	**	57	**	65
	35%	**	**	**	**	33%	36%	35%	34%	**	**	**	35%	**	35%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 215

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for their school work (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Laptop/ netbook/ PC	86	86	-	-	86	43	43	43	43	-	-	-	-
	46%	46%	-%	-%	46%	50%	42%	50%	42%	-%	-%	-%	-%
Tablet	29	29	-	-	29	10	19	10	19	-	-	-	-
	16%	16%	-%	-%	16%	12%	19%	12%	19%	-%	-%	-%	-%
Mobile phone	4	4	-	-	4	1	3	1	3	-	-	-	-
	2%	2%	-%	-%	2%	1%	3%	1%	3%	-%	-%	-%	-%
TV	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Portable Media Player	1	1	-	-	1	1	-	1	-	-	-	-	-
	1%	1%	-%	-%	1%	1%	-%	1%	-%	-%	-%	-%	-%
Other device	1	1	-	-	1	*	1	*	1	-	-	-	-
	1%	1%	-%	-%	1%	*%	1%	*%	1%	-%	-%	-%	-%
Don't do this	65	65	-	-	65	30	35	30	35	-	-	-	-
	35%	35%	-%	-%	35%	35%	34%	35%	34%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 215

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for their school work (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Laptop/ netbook/ PC	86	**	**	**	**	44	42	86	79	**	**	**	76	**	86
	46%	**	**	**	**	46%	45%	46%	47%	**	**	**	46%	**	46%
Tablet	29	**	**	**	**	16	14	29	23	**	**	**	25	**	29
	16%	**	**	**	**	16%	15%	16%	14%	**	**	**	15%	**	16%
Mobile phone	4	**	**	**	**	2	2	4	4	**	**	**	4	**	4
	2%	**	**	**	**	2%	3%	2%	2%	**	**	**	2%	**	2%
TV	2	**	**	**	**	1	1	2	2	**	**	**	1	**	2
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	*%	**	1%
Portable Media Player	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
Other device	1	**	**	**	**	1	-	1	1	**	**	**	*	**	1
	1%	**	**	**	**	1%	-%	1%	*%	**	**	**	*%	**	1%
Don't do this	65	**	**	**	**	31	34	65	57	**	**	**	57	**	65
	35%	**	**	**	**	33%	36%	35%	34%	**	**	**	35%	**	35%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 216

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56K (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for their school work (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Find information for their school work

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	186	186	-	-	186	87	99	87	99	-	-	-	-
Effective Weighted Sample	158	158	-	-	158	75	83	75	83	-	-	-	-
Total	123	123	-	-	123	56	67	56	67	-	-	-	-
Laptop/ netbook/ PC	89	89	-	-	89	**	**	**	**	-	-	-	-
	73%	73%	-%	-%	73%	**	**	**	**	-%	-%	-%	-%
Tablet	38	38	-	-	38	**	**	**	**	-	-	-	-
	31%	31%	-%	-%	31%	**	**	**	**	-%	-%	-%	-%
TV	9	9	-	-	9	**	**	**	**	-	-	-	-
	7%	7%	-%	-%	7%	**	**	**	**	-%	-%	-%	-%
Mobile phone	6	6	-	-	6	**	**	**	**	-	-	-	-
	5%	5%	-%	-%	5%	**	**	**	**	-%	-%	-%	-%
Portable Media Player	1	1	-	-	1	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%
E-book reader	1	1	-	-	1	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%
Games player	*	*	-	-	*	**	**	**	**	-	-	-	-
	*%	*%	-%	-%	*%	**	**	**	**	-%	-%	-%	-%
Other device	1	1	-	-	1	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 216

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56K (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for their school work (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Find information for their school work

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	186	35	64	43	44	99	87	186	135	14	19	18	154	32	186
Effective Weighted Sample	158	30	52	37	40	81	77	158	132	14	19	17	135	23	158
Total	123	23	41	29	30	64	59	123	109	8	4	2	107	16	123
Laptop/ netbook/ PC	89	**	**	**	**	**	**	89	82	**	**	**	79	**	89
	73%	**	**	**	**	**	**	73%	75%	**	**	**	74%	**	73%
Tablet	38	**	**	**	**	**	**	38	31	**	**	**	33	**	38
	31%	**	**	**	**	**	**	31%	28%	**	**	**	31%	**	31%
TV	9	**	**	**	**	**	**	9	8	**	**	**	6	**	9
	7%	**	**	**	**	**	**	7%	8%	**	**	**	6%	**	7%
Mobile phone	6	**	**	**	**	**	**	6	5	**	**	**	5	**	6
	5%	**	**	**	**	**	**	5%	5%	**	**	**	5%	**	5%
Portable Media Player	1	**	**	**	**	**	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	**	**	1%	1%	**	**	**	1%	**	1%
E-book reader	1	**	**	**	**	**	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	**	**	1%	1%	**	**	**	1%	**	1%
Games player	*	**	**	**	**	**	**	*	-	**	**	**	-	**	*
	*%	**	**	**	**	**	**	*%	-%	**	**	**	-%	**	*%
Other device	1	**	**	**	**	**	**	1	1	**	**	**	*	**	1
	1%	**	**	**	**	**	**	1%	1%	**	**	**	*%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 217

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for their school work (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Find information for their school work

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	186	186	-	-	186	87	99	87	99	-	-	-	-
Effective Weighted Sample	158	158	-	-	158	75	83	75	83	-	-	-	-
Total	123	123	-	-	123	56	67	56	67	-	-	-	-
Laptop/ netbook/ PC	86	86	-	-	86	**	**	**	**	-	-	-	-
	70%	70%	-%	-%	70%	**	**	**	**	-%	-%	-%	-%
Tablet	29	29	-	-	29	**	**	**	**	-	-	-	-
	24%	24%	-%	-%	24%	**	**	**	**	-%	-%	-%	-%
Mobile phone	4	4	-	-	4	**	**	**	**	-	-	-	-
	4%	4%	-%	-%	4%	**	**	**	**	-%	-%	-%	-%
TV	2	2	-	-	2	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%
Portable Media Player	1	1	-	-	1	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%
Other device	1	1	-	-	1	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 217

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for their school work (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Find information for their school work

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	186	35	64	43	44	99	87	186	135	14	19	18	154	32	186
Effective Weighted Sample	158	30	52	37	40	81	77	158	132	14	19	17	135	23	158
Total	123	23	41	29	30	64	59	123	109	8	4	2	107	16	123
Laptop/ netbook/ PC	86	**	**	**	**	**	**	86	79	**	**	**	76	**	86
	70%	**	**	**	**	**	**	70%	72%	**	**	**	71%	**	70%
Tablet	29	**	**	**	**	**	**	29	23	**	**	**	25	**	29
	24%	**	**	**	**	**	**	24%	21%	**	**	**	24%	**	24%
Mobile phone	4	**	**	**	**	**	**	4	4	**	**	**	4	**	4
	4%	**	**	**	**	**	**	4%	4%	**	**	**	4%	**	4%
TV	2	**	**	**	**	**	**	2	2	**	**	**	1	**	2
	1%	**	**	**	**	**	**	1%	1%	**	**	**	1%	**	1%
Portable Media Player	1	**	**	**	**	**	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	**	**	1%	1%	**	**	**	1%	**	1%
Other device	1	**	**	**	**	**	**	1	1	**	**	**	*	**	1
	1%	**	**	**	**	**	**	1%	1%	**	**	**	*%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 218

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56L (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Laptop/ netbook/ PC	46	46	-	-	46	25	21	25	21	-	-	-	-
	25%	25%	-%	-%	25%	30%	20%	30%	20%	-%	-%	-%	-%
Tablet	45	45	-	-	45	17	28	17	28	-	-	-	-
	24%	24%	-%	-%	24%	20%	27%	20%	27%	-%	-%	-%	-%
TV	13	13	-	-	13	10	4	10	4	-	-	-	-
	7%	7%	-%	-%	7%	11%	4%	11%	4%	-%	-%	-%	-%
						f		h					
Mobile phone	13	13	-	-	13	5	8	5	8	-	-	-	-
	7%	7%	-%	-%	7%	5%	8%	5%	8%	-%	-%	-%	-%
Games player	5	5	-	-	5	3	2	3	2	-	-	-	-
	3%	3%	-%	-%	3%	4%	2%	4%	2%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Other device	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	1%	-%	1%	-%	-%	-%	-%	-%
Don't do this	83	83	-	-	83	36	47	36	47	-	-	-	-
	44%	44%	-%	-%	44%	43%	46%	43%	46%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 218

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56L (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Laptop/ netbook/ PC	46	**	**	**	**	26	21	46	42	**	**	**	44	**	46
	25%	**	**	**	**	27%	22%	25%	25%	**	**	**	27%	**	25%
Tablet	45	**	**	**	**	24	21	45	36	**	**	**	39	**	45
	24%	**	**	**	**	25%	23%	24%	22%	**	**	**	24%	**	24%
TV	13	**	**	**	**	6	7	13	13	**	**	**	13	**	13
	7%	**	**	**	**	6%	8%	7%	8%	**	**	**	8%	**	7%
Mobile phone	13	**	**	**	**	7	6	13	13	**	**	**	10	**	13
	7%	**	**	**	**	7%	7%	7%	8%	**	**	**	6%	**	7%
Games player	5	**	**	**	**	1	4	5	5	**	**	**	5	**	5
	3%	**	**	**	**	1%	4%	3%	3%	**	**	**	3%	**	3%
Portable Media Player	2	**	**	**	**	1	1	2	2	**	**	**	2	**	2
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
E-book reader	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
Other device	1	**	**	**	**	1	-	1	-	**	**	**	1	**	1
	*0%	**	**	**	**	1%	-%	*0%	-%	**	**	**	*0%	**	*0%
Don't do this	83	**	**	**	**	42	41	83	74	**	**	**	70	**	83
	44%	**	**	**	**	44%	44%	44%	45%	**	**	**	43%	**	44%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 219

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	300	300	-	-	300	141	159	141	159	-	-	-	-
Effective Weighted Sample	246	246	-	-	246	116	130	116	130	-	-	-	-
Total	188	188	-	-	188	86	102	86	102	-	-	-	-
Tablet	40	40	-	-	40	14	26	14	26	-	-	-	-
	21%	21%	-%	-%	21%	17%	25%	17%	25%	-%	-%	-%	-%
Laptop/ netbook/ PC	39	39	-	-	39	23	17	23	17	-	-	-	-
	21%	21%	-%	-%	21%	27%	16%	27%	16%	-%	-%	-%	-%
						f		h					
TV	11	11	-	-	11	8	4	8	4	-	-	-	-
	6%	6%	-%	-%	6%	9%	4%	9%	4%	-%	-%	-%	-%
Mobile phone	9	9	-	-	9	2	7	2	7	-	-	-	-
	5%	5%	-%	-%	5%	3%	7%	3%	7%	-%	-%	-%	-%
Games player	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
E-book reader	1	1	-	-	1	1	1	1	1	-	-	-	-
	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Don't do this	83	83	-	-	83	36	47	36	47	-	-	-	-
	44%	44%	-%	-%	44%	43%	46%	43%	46%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 219

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	300	58	99	66	77	157	143	300	208	24	30	38	246	54	300
Effective Weighted Sample	246	49	76	54	67	125	121	246	203	22	30	36	210	37	246
Total	188	37	58	41	52	95	92	188	166	12	7	4	164	24	188
Tablet	40	**	**	**	**	21	19	40	32	**	**	**	34	**	40
	21%	**	**	**	**	22%	20%	21%	19%	**	**	**	21%	**	21%
Laptop/ netbook/ PC	39	**	**	**	**	21	18	39	35	**	**	**	37	**	39
	21%	**	**	**	**	22%	20%	21%	21%	**	**	**	23%	**	21%
TV	11	**	**	**	**	5	7	11	11	**	**	**	11	**	11
	6%	**	**	**	**	5%	7%	6%	7%	**	**	**	7%	**	6%
Mobile phone	9	**	**	**	**	4	5	9	9	**	**	**	6	**	9
	5%	**	**	**	**	4%	6%	5%	5%	**	**	**	4%	**	5%
Games player	2	**	**	**	**	*	2	2	1	**	**	**	2	**	2
	1%	**	**	**	**	*%	2%	1%	1%	**	**	**	1%	**	1%
Portable Media Player	2	**	**	**	**	1	1	2	2	**	**	**	2	**	2
	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
E-book reader	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
Don't do this	83	**	**	**	**	42	41	83	74	**	**	**	70	**	83
	44%	**	**	**	**	44%	44%	44%	45%	**	**	**	43%	**	44%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 220

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56L (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look around online to pass the time or have fun

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	161	161	-	-	161	76	85	76	85	-	-	-	-
Effective Weighted Sample	136	136	-	-	136	66	70	66	70	-	-	-	-
Total	105	105	-	-	105	49	55	49	55	-	-	-	-
Laptop/ netbook/ PC	46	46	-	-	46	**	**	**	**	-	-	-	-
	44%	44%	-%	-%	44%	**	**	**	**	-%	-%	-%	-%
Tablet	45	45	-	-	45	**	**	**	**	-	-	-	-
	43%	43%	-%	-%	43%	**	**	**	**	-%	-%	-%	-%
TV	13	13	-	-	13	**	**	**	**	-	-	-	-
	13%	13%	-%	-%	13%	**	**	**	**	-%	-%	-%	-%
Mobile phone	13	13	-	-	13	**	**	**	**	-	-	-	-
	12%	12%	-%	-%	12%	**	**	**	**	-%	-%	-%	-%
Games player	5	5	-	-	5	**	**	**	**	-	-	-	-
	5%	5%	-%	-%	5%	**	**	**	**	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	**	**	**	**	-	-	-	-
	2%	2%	-%	-%	2%	**	**	**	**	-%	-%	-%	-%
E-book reader	1	1	-	-	1	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%
Other device	1	1	-	-	1	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 220

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP56L (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look around online to pass the time or have fun

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	161	29	53	42	37	82	79	161	115	15	14	17	140	21	161
Effective Weighted Sample	136	25	43	35	32	68	67	136	112	14	14	16	120	16	136
Total	105	19	34	27	25	53	51	105	92	8	3	2	93	11	105
Laptop/ netbook/ PC	46	**	**	**	**	**	**	46	42	**	**	**	44	**	46
	44%	**	**	**	**	**	**	44%	46%	**	**	**	48%	**	44%
Tablet	45	**	**	**	**	**	**	45	36	**	**	**	39	**	45
	43%	**	**	**	**	**	**	43%	39%	**	**	**	42%	**	43%
TV	13	**	**	**	**	**	**	13	13	**	**	**	13	**	13
	13%	**	**	**	**	**	**	13%	14%	**	**	**	14%	**	13%
Mobile phone	13	**	**	**	**	**	**	13	13	**	**	**	10	**	13
	12%	**	**	**	**	**	**	12%	14%	**	**	**	11%	**	12%
Games player	5	**	**	**	**	**	**	5	5	**	**	**	5	**	5
	5%	**	**	**	**	**	**	5%	5%	**	**	**	5%	**	5%
Portable Media Player	2	**	**	**	**	**	**	2	2	**	**	**	2	**	2
	2%	**	**	**	**	**	**	2%	2%	**	**	**	2%	**	2%
E-book reader	1	**	**	**	**	**	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	**	**	1%	2%	**	**	**	1%	**	1%
Other device	1	**	**	**	**	**	**	1	-	**	**	**	1	**	1
	1%	**	**	**	**	**	**	1%	-%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 221

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look around online to pass the time or have fun

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	161	161	-	-	161	76	85	76	85	-	-	-	-
Effective Weighted Sample	136	136	-	-	136	66	70	66	70	-	-	-	-
Total	105	105	-	-	105	49	55	49	55	-	-	-	-
Tablet	40	40	-	-	40	**	**	**	**	-	-	-	-
	38%	38%	-%	-%	38%	**	**	**	**	-%	-%	-%	-%
Laptop/ netbook/ PC	39	39	-	-	39	**	**	**	**	-	-	-	-
	38%	38%	-%	-%	38%	**	**	**	**	-%	-%	-%	-%
TV	11	11	-	-	11	**	**	**	**	-	-	-	-
	11%	11%	-%	-%	11%	**	**	**	**	-%	-%	-%	-%
Mobile phone	9	9	-	-	9	**	**	**	**	-	-	-	-
	9%	9%	-%	-%	9%	**	**	**	**	-%	-%	-%	-%
Games player	2	2	-	-	2	**	**	**	**	-	-	-	-
	2%	2%	-%	-%	2%	**	**	**	**	-%	-%	-%	-%
Portable Media Player	2	2	-	-	2	**	**	**	**	-	-	-	-
	2%	2%	-%	-%	2%	**	**	**	**	-%	-%	-%	-%
E-book reader	1	1	-	-	1	**	**	**	**	-	-	-	-
	1%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 221

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere and whose child uses any device to - Look around online to pass the time or have fun

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	161	29	53	42	37	82	79	161	115	15	14	17	140	21	161
Effective Weighted Sample	136	25	43	35	32	68	67	136	112	14	14	16	120	16	136
Total	105	19	34	27	25	53	51	105	92	8	3	2	93	11	105
Tablet	40 38%	** **	** **	** **	** **	** **	** **	40 38%	32 35%	** **	** **	** **	34 37%	** **	40 38%
Laptop/ netbook/ PC	39 38%	** **	** **	** **	** **	** **	** **	39 38%	35 38%	** **	** **	** **	37 40%	** **	39 38%
TV	11 11%	** **	** **	** **	** **	** **	** **	11 11%	11 12%	** **	** **	** **	11 12%	** **	11 11%
Mobile phone	9 9%	** **	** **	** **	** **	** **	** **	9 9%	9 9%	** **	** **	** **	6 7%	** **	9 9%
Games player	2 2%	** **	** **	** **	** **	** **	** **	2 2%	1 2%	** **	** **	** **	2 2%	** **	2 2%
Portable Media Player	2 2%	** **	** **	** **	** **	** **	** **	2 2%	2 2%	** **	** **	** **	2 2%	** **	2 2%
E-book reader	1 1%	** **	** **	** **	** **	** **	** **	1 1%	1 2%	** **	** **	** **	1 1%	** **	1 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 222

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A Please think about how your child uses his/ her mobile phone on a typical school day. How many calls would you say he/ she makes on his/ her mobile phone - both before and after school? Please think about calls made by dialling using the phone as well as using apps such as Viber, Skype or FaceTime. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 ~i	FEMALE 8-11 ~j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
None	147	**	63	75	147	79	68	**	**	**	**	45	30
	36%	**	54% cd	27%	36% c	39%	33%	**	**	**	**	31%	22%
Up to 2	156	**	40	114	156	80	76	**	**	**	**	60	54
	38%	**	35%	40%	38%	39%	37%	**	**	**	**	41%	40%
Up to 5	69	**	4	65	69	32	37	**	**	**	**	31	34
	17%	**	4%	23% bd	17% b	16%	18%	**	**	**	**	21%	25%
Up to 10	30	**	6	24	30	11	19	**	**	**	**	9	15
	7%	**	5%	8%	7%	5%	9%	**	**	**	**	6%	11%
Up to 15	5	**	2	2	5	2	2	**	**	**	**	1	1
	1%	**	2%	1%	1%	1%	1%	**	**	**	**	1%	1%
Up to 20	2	**	-	2	2	1	2	**	**	**	**	1	2
	1%	**	-%	1%	1%	*%	1%	**	**	**	**	*%	1%
Mean number of calls	2.1	**	1.3	2.5 bd	2.1 b	1.8	2.3 e	**	**	**	**	2.1	2.9 k
Standard deviation	2.91	**	2.53	3.01	2.91	2.63	3.14	**	**	**	**	2.69	3.30
Standard error	.11	**	.19	.14	.11	.15	.17	**	**	**	**	.17	.22

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 222

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A Please think about how your child uses his/ her mobile phone on a typical school day. How many calls would you say he/ she makes on his/ her mobile phone - both before and after school? Please think about calls made by dialling using the phone as well as using apps such as Viber, Skype or FaceTime. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
None	147 36%	31 33%	45 37%	27 32%	45 41%	76 35%	71 37%	147 36%	126 36%	** **	** **	** **	122 35%	25 44%	147 36%
Up to 2	156 38%	36 38%	47 38%	32 38%	41 38%	83 38%	73 38%	156 38%	135 38%	** **	** **	** **	129 37%	27 45%	156 38%
Up to 5	69 17%	20 21% b	14 12%	19 23% b	17 15%	34 16%	35 18%	69 17%	58 16% m	** **	** **	** **	66 19% m	3 6%	69 17% m
Up to 10	30 7%	7 7%	13 11% d	6 7%	5 4%	20 9%	10 5%	30 7%	27 8%	** **	** **	** **	26 8%	3 6%	30 7%
Up to 15	5 1%	1 2%	2 2%	- -%	1 1%	4 2%	1 1%	5 1%	4 1%	** **	** **	** **	5 1%	- -%	5 1%
Up to 20	2 1%	- -%	1 1%	* *%	1 1%	1 *%	1 1%	2 1%	2 *%	** **	** **	** **	2 1%	- -%	2 1%
Mean number of calls	2.1	2.1	2.3	2.1	1.9	2.2	2.0	2.1	2.1 m	**	**	**	2.2 m	1.3	2.1 m
Standard deviation	2.91	2.54	3.33	2.64	2.91	3.01	2.79	2.91	2.83	**	**	**	3.01	2.07	2.91
Standard error	.11	.21	.24	.23	.22	.16	.16	.11	.14	**	**	**	.13	.19	.11
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 223

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58B And how many calls would you say he/ she makes using his/ her mobile phone on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
None	133	**	57	68	133	70	63	**	**	**	**	41	27
	33%	**	49%	24%	33%	34%	31%	**	**	**	**	28%	20%
			cd	c									
Up to 2	136	**	38	95	136	74	62	**	**	**	**	53	42
	33%	**	33%	34%	33%	36%	30%	**	**	**	**	36%	31%
Up to 5	72	**	11	61	72	32	40	**	**	**	**	28	32
	18%	**	10%	22%	18%	16%	19%	**	**	**	**	19%	24%
			b	b									
Up to 10	50	**	4	46	50	20	30	**	**	**	**	19	27
	12%	**	4%	16%	12%	10%	15%	**	**	**	**	13%	20%
				b	b								
Up to 15	8	**	3	5	8	5	3	**	**	**	**	2	3
	2%	**	3%	2%	2%	2%	2%	**	**	**	**	2%	2%
Up to 20	8	**	2	5	8	3	4	**	**	**	**	3	2
	2%	**	2%	2%	2%	2%	2%	**	**	**	**	2%	2%
Over 20	1	**	-	1	1	*	1	**	**	**	**	*	1
	*%	**	-%	*%	*%	*%	*%	**	**	**	**	*%	1%
Don't know	1	**	-	1	1	-	1	**	**	**	**	-	1
	*%	**	-%	*%	*%	-%	1%	**	**	**	**	-%	1%
Mean number of calls	3.1	**	1.9	3.8	3.1	2.7	3.6	**	**	**	**	3.2	4.3
				b	b								
Standard deviation	5.72	**	3.77	6.36	5.72	4.25	6.88	**	**	**	**	4.60	7.81
Standard error	.22	**	.29	.30	.22	.23	.38	**	**	**	**	.30	.52

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 223

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58B And how many calls would you say he/ she makes using his/ her mobile phone on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
None	133 33%	33 35%	41 34%	22 27%	37 34%	74 34%	59 31%	133 33%	117 33%	** **	** **	** **	112 32%	21 36%	133 33%
Up to 2	136 33%	29 31%	38 31%	32 39%	36 33%	68 31%	68 35%	136 33%	123 35%	** **	** **	** **	114 32%	22 37%	136 33%
Up to 5	72 18%	14 15%	23 19%	13 16%	22 21%	37 17%	35 18%	72 18%	58 16%	** **	** **	** **	64 18%	8 14%	72 18%
Up to 10	50 12%	12 12%	15 12%	13 15%	11 10%	26 12%	23 12%	50 12%	41 12%	** **	** **	** **	45 13%	5 9%	50 12%
Up to 15	8 2%	4 5% df	2 1%	1 2%	1 1%	6 3%	2 1%	8 2%	5 1%	** **	** **	** **	8 2%	* 1%	8 2%
Up to 20	8 2%	2 2%	3 2%	1 2%	2 2%	4 2%	4 2%	8 2%	6 2%	** **	** **	** **	7 2%	1 2%	8 2%
Over 20	1 *%	- -%	1 1%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	** **	** **	** **	1 *%	- -%	1 *%
Don't know	1 *%	1 1%	- -%	* *%	- -%	1 *%	* *%	1 *%	1 *%	** **	** **	** **	* *%	1 2% l	1 *%
Mean number of calls	3.1	3.0	3.4	3.1	3.0	3.3	3.0	3.1	2.8	**	**	**	3.3	2.3	3.1
Standard deviation	5.72	4.23	8.18	3.87	4.63	6.74	4.31	5.72	3.78	**	**	**	6.00	3.52	5.72
Standard error	.22	.35	.59	.34	.35	.36	.25	.22	.19	**	**	**	.26	.32	.22
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 224

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
None	108	**	49	51	108	59	49	**	**	**	**	32	18
	26%	**	42%	18%	26%	29%	24%	**	**	**	**	22%	13%
			cd	c								l	
Up to 5	48	**	16	31	48	24	24	**	**	**	**	15	15
	12%	**	13%	11%	12%	12%	12%	**	**	**	**	10%	11%
Up to 10	63	**	20	43	63	35	28	**	**	**	**	25	18
	15%	**	17%	15%	15%	17%	14%	**	**	**	**	17%	14%
Up to 15	54	**	15	37	54	29	24	**	**	**	**	23	15
	13%	**	13%	13%	13%	14%	12%	**	**	**	**	15%	11%
Up to 20	32	**	4	27	32	13	18	**	**	**	**	12	15
	8%	**	4%	10%	8%	6%	9%	**	**	**	**	8%	11%
				b									
Up to 25	20	**	-	20	20	9	11	**	**	**	**	9	11
	5%	**	-%	7%	5%	4%	5%	**	**	**	**	6%	8%
				b	b								
Up to 30	16	**	2	14	16	6	10	**	**	**	**	5	9
	4%	**	2%	5%	4%	3%	5%	**	**	**	**	3%	7%
Up to 35	11	**	1	10	11	7	4	**	**	**	**	7	4
	3%	**	1%	4%	3%	3%	2%	**	**	**	**	5%	3%
Up to 40	9	**	-	9	9	1	8	**	**	**	**	1	8
	2%	**	-%	3%	2%	1%	4%	**	**	**	**	1%	6%
				b			e						k
Over 40	48	**	9	39	48	21	27	**	**	**	**	18	22
	12%	**	7%	14%	12%	10%	13%	**	**	**	**	12%	16%
Don't know	1	**	-	1	1	-	1	**	**	**	**	-	1
	*%	**	-%	*%	*%	-%	1%	**	**	**	**	-%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 224

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
								MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	5-7	5-7	8-11	8-11	12-15	12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Mean number of calls		16.7	**	10.5	19.8	16.7	14.6	18.8	**	**	**	**	16.9	22.9
					bd	b		e						k
Standard deviation		22.38	**	19.65	23.09	22.38	20.01	24.40	**	**	**	**	20.53	25.31
Standard error		.88	**	1.51	1.08	.88	1.11	1.36	**	**	**	**	1.34	1.69
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 224

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
None	108	24	31	19	34	56	53	108	93	**	**	**	90	18	108
	26%	25%	26%	23%	31%	26%	27%	26%	27%	**	**	**	26%	30%	26%
Up to 5	48	9	18	9	12	27	21	48	43	**	**	**	37	11	48
	12%	9%	15%	11%	11%	12%	11%	12%	12%	**	**	**	10%	19%	12%
														l	
Up to 10	63	20	16	14	14	36	28	63	57	**	**	**	52	12	63
	15%	21%	13%	17%	13%	16%	14%	15%	16%	**	**	**	15%	20%	15%
Up to 15	54	9	17	11	16	26	27	54	46	**	**	**	48	5	54
	13%	9%	14%	14%	14%	12%	14%	13%	13%	**	**	**	14%	9%	13%
Up to 20	32	6	10	3	13	16	16	32	25	**	**	**	27	5	32
	8%	6%	8%	4%	12%	7%	8%	8%	7%	**	**	**	8%	8%	8%
					c										
Up to 25	20	4	3	7	5	7	13	20	18	**	**	**	19	1	20
	5%	5%	2%	9%	5%	3%	7%	5%	5%	**	**	**	5%	2%	5%
				be											
Up to 30	16	7	2	6	1	9	7	16	15	**	**	**	16	*	16
	4%	7%	2%	7%	1%	4%	4%	4%	4%	**	**	**	5%	*%	4%
		bd		bd											
Up to 35	11	4	3	3	1	8	4	11	7	**	**	**	10	1	11
	3%	4%	3%	3%	1%	3%	2%	3%	2%	**	**	**	3%	3%	3%
Up to 40	9	1	2	1	5	3	6	9	7	**	**	**	8	1	9
	2%	1%	1%	2%	5%	1%	3%	2%	2%	**	**	**	2%	2%	2%
					e										
Over 40	48	10	19	9	10	29	19	48	39	**	**	**	44	4	48
	12%	11%	15%	11%	9%	13%	10%	12%	11%	**	**	**	13%	7%	12%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 224

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Don't know	1 *%	1 1%	- -%	* *%	- -%	1 *%	* *%	1 *%	1 *%	** **	** **	** **	* *%	1 2% l	1 *%
Mean number of calls	16.7	16.5	18.2	16.4	15.3	17.5	15.8	16.7	15.8 m	**	**	**	17.6 m	11.2	16.7 m
Standard deviation	22.38	20.05	27.10	18.53	21.25	24.25	20.07	22.38	20.51	**	**	**	23.03	17.05	22.38
Standard error	.88	1.64	1.95	1.62	1.61	1.31	1.15	.88	1.01	**	**	**	1.00	1.57	.88
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents of children with a smartphone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	491	10	103	378	491	243	248	3	7	49	54	191	187
Effective Weighted Sample	379	7	81	292	379	185	194	1	5	36	45	148	144
Total	314	5	74	236	314	151	163	1	4	32	42	119	117
None	70	**	27	40	70	36	34	**	**	**	**	24	16
	22%	**	36%	17%	22%	24%	21%	**	**	**	**	20%	13%
			cd										
Up to 5	32	**	10	22	32	15	17	**	**	**	**	10	11
	10%	**	13%	9%	10%	10%	11%	**	**	**	**	9%	10%
Up to 10	56	**	15	40	56	31	24	**	**	**	**	24	17
	18%	**	21%	17%	18%	21%	15%	**	**	**	**	20%	14%
Up to 15	37	**	9	27	37	20	18	**	**	**	**	15	13
	12%	**	12%	12%	12%	13%	11%	**	**	**	**	13%	11%
Up to 20	25	**	3	22	25	11	14	**	**	**	**	11	11
	8%	**	4%	9%	8%	7%	9%	**	**	**	**	9%	9%
Up to 25	16	**	-	16	16	7	10	**	**	**	**	7	10
	5%	**	-%	7%	5%	4%	6%	**	**	**	**	5%	8%
				b	b								
Up to 30	15	**	2	13	15	6	10	**	**	**	**	5	9
	5%	**	3%	6%	5%	4%	6%	**	**	**	**	4%	8%
Up to 35	9	**	1	9	9	6	3	**	**	**	**	6	3
	3%	**	1%	4%	3%	4%	2%	**	**	**	**	5%	2%
Up to 40	7	**	-	7	7	1	7	**	**	**	**	1	7
	2%	**	-%	3%	2%	*%	4%	**	**	**	**	1%	6%
						e						k	
Over 40	45	**	7	38	45	19	25	**	**	**	**	17	21
	14%	**	9%	16%	14%	13%	16%	**	**	**	**	14%	18%
Don't know	1	**	-	1	1	-	1	**	**	**	**	-	1
	*%	**	-%	1%	*%	-%	1%	**	**	**	**	-%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents of children with a smartphone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Mean number of calls		18.8	**	12.6	21.2	18.8	16.7	20.9	**	**	**	**	18.4	24.0
					b	b		e						k
Standard deviation		23.78	**	21.85	24.15	23.78	21.25	25.82	**	**	**	**	21.61	26.29
Standard error		1.08	**	2.15	1.25	1.08	1.36	1.65	**	**	**	**	1.56	1.93
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents of children with a smartphone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	491	120	148	103	120	268	223	491	310	55	67	59	405	86	491
Effective Weighted Sample	379	94	113	80	92	207	172	379	297	48	65	56	320	59	379
Total	314	78	92	67	78	170	144	314	269	24	14	6	270	44	314
None	70	15	21	12	22	36	34	70	61	**	**	**	58	**	70
	22%	19%	23%	18%	28%	21%	23%	22%	23%	**	**	**	22%	**	22%
Up to 5	32	8	11	7	6	19	13	32	29	**	**	**	23	**	32
	10%	10%	12%	10%	8%	11%	9%	10%	11%	**	**	**	9%	**	10%
Up to 10	56	18	14	12	12	33	23	56	50	**	**	**	45	**	56
	18%	24%	15%	18%	15%	19%	16%	18%	19%	**	**	**	16%	**	18%
Up to 15	37	8	11	9	9	19	18	37	32	**	**	**	33	**	37
	12%	10%	12%	13%	12%	11%	12%	12%	12%	**	**	**	12%	**	12%
Up to 20	25	5	9	3	9	14	12	25	20	**	**	**	23	**	25
	8%	6%	10%	5%	11%	8%	8%	8%	7%	**	**	**	9%	**	8%
Up to 25	16	4	2	5	5	6	10	16	14	**	**	**	16	**	16
	5%	5%	3%	8%	6%	4%	7%	5%	5%	**	**	**	6%	**	5%
Up to 30	15	6	2	6	1	9	7	15	15	**	**	**	15	**	15
	5%	8%	3%	9%	1%	5%	5%	5%	5%	**	**	**	6%	**	5%
Up to 35	9	4	2	3	1	6	4	9	6	**	**	**	8	**	9
	3%	5%	2%	4%	1%	3%	2%	3%	2%	**	**	**	3%	**	3%
Up to 40	7	1	1	1	4	2	6	7	6	**	**	**	6	**	7
	2%	1%	1%	2%	6%	1%	4%	2%	2%	**	**	**	2%	**	2%
Over 40	45	8	18	9	10	26	18	45	37	**	**	**	42	**	45
	14%	11%	20%	13%	12%	16%	13%	14%	14%	**	**	**	15%	**	14%
Don't know	1	1	-	*	-	1	*	1	1	**	**	**	*	**	1
	*%	1%	-%	*%	-%	1%	*%	*%	*%	**	**	**	*%	**	*%
Mean number of calls	18.8	17.2	21.2	18.3	18.1	19.4	18.2	18.8	17.9	**	**	**	20.0	**	18.8
Standard deviation	23.78	19.44	29.83	18.88	23.58	25.64	21.47	23.78	21.90	**	**	**	24.42	**	23.78
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents of children with a smartphone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Standard error	1.08	1.78	2.45	1.87	2.15	1.57	1.44	1.08	1.25	**	**	**	1.22	**	1.08
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 226

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A How many text-based messages would you say he/ she sends from the phone on a typical school day - before school, during school and after school? Please think about messages over the mobile network as well as any text-based messages they may send through Instant Messaging apps such as BBMs, Apple iMessage or apps such as WhatsApp, Kik, SnapChat, Yahoo Messenger, Viber or Skype. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
None	73	**	37	29	73	41	32	**	**	**	**	19	10
	18%	**	32%	10%	18%	20%	16%	**	**	**	**	13%	7%
			cd		c								
Up to 2	83	**	37	44	83	51	32	**	**	**	**	30	14
	20%	**	32%	15%	20%	25%	16%	**	**	**	**	20%	10%
			cd			f						l	
Up to 5	74	**	18	54	74	33	41	**	**	**	**	26	29
	18%	**	16%	19%	18%	16%	20%	**	**	**	**	17%	21%
Up to 10	66	**	12	54	66	33	33	**	**	**	**	28	25
	16%	**	10%	19%	16%	16%	16%	**	**	**	**	19%	19%
				b									
Up to 15	23	**	3	20	23	7	16	**	**	**	**	6	14
	6%	**	3%	7%	6%	3%	8%	**	**	**	**	4%	10%
						e							k
Up to 20	34	**	2	32	34	15	19	**	**	**	**	14	17
	8%	**	2%	11%	8%	8%	9%	**	**	**	**	10%	13%
				b	b								
Over 20	56	**	5	51	56	25	31	**	**	**	**	23	27
	14%	**	4%	18%	14%	12%	15%	**	**	**	**	16%	20%
				b	b								
Mean number of text-based messages	13.2	**	5.5	16.8	13.2	11.1	15.4	**	**	**	**	13.9	20.0
				bd	b		e						k
Standard deviation	25.15	**	13.13	28.33	25.15	21.02	28.59	**	**	**	**	23.53	32.51
Standard error	.99	**	1.01	1.32	.99	1.16	1.59	**	**	**	**	1.53	2.16
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 226

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A How many text-based messages would you say he/ she sends from the phone on a typical school day - before school, during school and after school? Please think about messages over the mobile network as well as any text-based messages they may send through Instant Messaging apps such as BBMs, Apple iMessage or apps such as WhatsApp, Kik, SnapChat, Yahoo Messenger, Viber or Skype. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
None	73	11	22	18	22	33	40	73	61	**	**	**	60	13	73
	18%	12%	18%	22%	20%	15%	21%	18%	17%	**	**	**	17%	22%	18%
Up to 2	83	21	23	12	26	44	39	83	77	**	**	**	72	11	83
	20%	22%	19%	15%	24%	20%	20%	20%	22%	**	**	**	21%	18%	20%
Up to 5	74	16	25	12	20	42	33	74	68	**	**	**	64	10	74
	18%	17%	21%	15%	19%	19%	17%	18%	19%	**	**	**	18%	17%	18%
Up to 10	66	20	13	18	15	33	33	66	54	**	**	**	56	10	66
	16%	21%	11%	22%	14%	15%	17%	16%	15%	**	**	**	16%	17%	16%
Up to 15	23	3	10	4	6	12	11	23	21	**	**	**	18	5	23
	6%	3%	8%	5%	6%	6%	5%	6%	6%	**	**	**	5%	9%	6%
Up to 20	34	8	12	7	8	20	14	34	27	**	**	**	31	3	34
	8%	8%	10%	8%	7%	9%	7%	8%	8%	**	**	**	9%	5%	8%
Over 20	56	17	16	11	12	33	23	56	43	**	**	**	49	7	56
	14%	18%	13%	13%	11%	15%	12%	14%	12%	**	**	**	14%	12%	14%
Mean number of text-based messages	13.2	17.4	12.4	12.7	10.9	14.6	11.7	13.2	12.3	**	**	**	13.3	12.9	13.2
		df													
Standard deviation	25.15	36.23	20.57	20.68	20.68	28.53	20.65	25.15	23.60	**	**	**	24.78	27.51	25.15
Standard error	.99	2.95	1.48	1.80	1.56	1.54	1.18	.99	1.16	**	**	**	1.07	2.52	.99
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 227

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59B And how many text-based messages would you say he/ she sends from the phone on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
None	74	**	37	32	74	41	33	**	**	**	**	20	12
	18%	**	32%	11%	18%	20%	16%	**	**	**	**	14%	9%
			cd	c									
Up to 2	61	**	27	31	61	35	26	**	**	**	**	22	9
	15%	**	23%	11%	15%	17%	13%	**	**	**	**	15%	7%
			cd									l	
Up to 5	62	**	24	36	62	38	24	**	**	**	**	22	14
	15%	**	21%	13%	15%	19%	12%	**	**	**	**	15%	10%
			c			f							
Up to 10	53	**	9	44	53	25	28	**	**	**	**	22	22
	13%	**	8%	15%	13%	12%	14%	**	**	**	**	15%	16%
				b									
Up to 15	30	**	3	28	30	10	20	**	**	**	**	10	18
	7%	**	2%	10%	7%	5%	10%	**	**	**	**	7%	13%
				b	b		e						
Up to 20	39	**	6	33	39	17	23	**	**	**	**	14	19
	10%	**	6%	12%	10%	8%	11%	**	**	**	**	9%	14%
				b									
Over 20	89	**	10	80	89	39	50	**	**	**	**	37	43
	22%	**	8%	28%	22%	19%	25%	**	**	**	**	25%	32%
				bd	b								
Mean number of text-based messages	20.4	**	7.5	26.3	20.4	17.0	23.8	**	**	**	**	21.6	31.4
				bd	b								k
Standard deviation	45.80	**	15.41	53.11	45.80	41.68	49.46	**	**	**	**	48.00	57.87
Standard error	1.80	**	1.19	2.47	1.80	2.30	2.75	**	**	**	**	3.12	3.84

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 227

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59B And how many text-based messages would you say he/ she sends from the phone on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
None	74	15	22	16	21	37	37	74	64	**	**	**	65	9	74
	18%	16%	18%	19%	19%	17%	19%	18%	18%	**	**	**	19%	15%	18%
Up to 2	61	15	20	10	16	35	26	61	55	**	**	**	54	8	61
	15%	16%	17%	13%	14%	16%	14%	15%	16%	**	**	**	15%	13%	15%
Up to 5	62	17	16	10	18	33	29	62	57	**	**	**	51	11	62
	15%	18%	13%	12%	17%	15%	15%	15%	16%	**	**	**	14%	19%	15%
Up to 10	53	12	15	14	12	27	26	53	44	**	**	**	46	7	53
	13%	12%	13%	17%	11%	12%	14%	13%	12%	**	**	**	13%	13%	13%
Up to 15	30	5	11	5	9	16	14	30	28	**	**	**	26	4	30
	7%	5%	9%	6%	8%	7%	7%	7%	8%	**	**	**	8%	6%	7%
Up to 20	39	6	11	11	12	17	23	39	34	**	**	**	32	7	39
	10%	6%	9%	13%	11%	8%	12%	10%	10%	**	**	**	9%	12%	10%
Over 20	89	26	26	17	20	52	37	89	70	**	**	**	77	13	89
	22%	28%	21%	21%	19%	24%	19%	22%	20%	**	**	**	22%	22%	22%
Mean number of text-based messages	20.4	23.1	18.4	22.2	18.8	20.5	20.3	20.4	18.3	**	**	**	20.0	22.5	20.4
Standard deviation	45.80	51.17	35.43	56.16	42.75	42.99	48.90	45.80	41.64	**	**	**	43.18	59.54	45.80
Standard error	1.80	4.16	2.55	4.89	3.23	2.32	2.79	1.80	2.04	**	**	**	1.87	5.46	1.80

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 228

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
None	56	**	27	24	56	32	25	**	**	**	**	15	9
	14%	**	24%	8%	14%	16%	12%	**	**	**	**	10%	6%
			cd		c								
Up to 10	42	**	22	17	42	23	19	**	**	**	**	12	5
	10%	**	19%	6%	10%	11%	10%	**	**	**	**	8%	4%
			cd		c								
Up to 20	54	**	27	26	54	34	20	**	**	**	**	19	7
	13%	**	24%	9%	13%	17%	10%	**	**	**	**	13%	5%
			cd			f						l	
Up to 30	29	**	6	22	29	15	13	**	**	**	**	11	11
	7%	**	5%	8%	7%	7%	6%	**	**	**	**	8%	8%
Up to 40	28	**	4	22	28	16	12	**	**	**	**	13	10
	7%	**	4%	8%	7%	8%	6%	**	**	**	**	9%	7%
Up to 50	28	**	6	22	28	14	14	**	**	**	**	13	9
	7%	**	5%	8%	7%	7%	7%	**	**	**	**	9%	7%
Up to 60	8	**	*	7	8	2	5	**	**	**	**	2	5
	2%	**	*%	2%	2%	1%	3%	**	**	**	**	1%	4%
Up to 70	18	**	5	13	18	6	12	**	**	**	**	4	9
	4%	**	5%	5%	4%	3%	6%	**	**	**	**	3%	7%
Up to 80	12	**	2	10	12	4	9	**	**	**	**	4	6
	3%	**	2%	4%	3%	2%	4%	**	**	**	**	3%	5%
Up to 90	18	**	2	16	18	10	8	**	**	**	**	9	7
	4%	**	2%	6%	4%	5%	4%	**	**	**	**	6%	5%
Up to 100	2	**	-	2	2	1	1	**	**	**	**	1	1
	*%	**	-%	1%	*%	*%	1%	**	**	**	**	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 228

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Up to 110	8	**	1	7	8	3	5	**	**	**	**	2	5
	2%	**	1%	3%	2%	1%	3%	**	**	**	**	1%	4%
Up to 120	9	**	1	8	9	3	6	**	**	**	**	2	6
	2%	**	1%	3%	2%	2%	3%	**	**	**	**	1%	4%
Over 120	97	**	10	87	97	42	55	**	**	**	**	40	47
	24%	**	8%	31%	24%	20%	27%	**	**	**	**	27%	35%
				bd	b								
Mean number of text-based messages	106.8	**	42.3	136.8	106.8	89.3	124.4	**	**	**	**	112.8	162.6
				bd	b		e						k
Standard deviation	207.81	**	92.51	236.72	207.81	176.96	233.82	**	**	**	**	199.95	269.17
Standard error	8.14	**	7.12	11.00	8.14	9.79	12.99	**	**	**	**	13.02	17.87
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 228

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
None	56	7	18	14	18	24	32	56	47	**	**	**	48	8	56
	14%	7%	14%	17%	17%	11%	17%	14%	13%	**	**	**	14%	13%	14%
			a	a	a		a	a							
Up to 10	42	15	10	8	8	26	16	42	37	**	**	**	36	6	42
	10%	16% df	9%	10%	8%	12%	9%	10%	10%	**	**	**	10%	11%	10%
Up to 20	54	13	16	8	17	29	25	54	50	**	**	**	44	9	54
	13%	13%	13%	9%	16%	13%	13%	13%	14%	**	**	**	13%	16%	13%
Up to 30	29	5	12	3	9	17	12	29	27	**	**	**	25	4	29
	7%	5%	10%	4%	8%	8%	6%	7%	8%	**	**	**	7%	6%	7%
Up to 40	28	5	8	6	9	13	15	28	24	**	**	**	24	3	28
	7%	5%	6%	7%	8%	6%	8%	7%	7%	**	**	**	7%	6%	7%
Up to 50	28	9	7	9	3	16	12	28	24	**	**	**	25	3	28
	7%	9% d	6%	11% d	3%	7%	6%	7%	7%	**	**	**	7%	5%	7%
Up to 60	8	3	3	1	2	5	3	8	6	**	**	**	7	1	8
	2%	3%	2%	1%	2%	2%	1%	2%	2%	**	**	**	2%	1%	2%
Up to 70	18	4	3	3	8	8	11	18	16	**	**	**	15	3	18
	4%	5%	3%	3%	7%	3%	6%	4%	4%	**	**	**	4%	5%	4%
Up to 80	12	2	5	4	1	7	6	12	11	**	**	**	11	1	12
	3%	2%	4%	5%	1%	3%	3%	3%	3%	**	**	**	3%	2%	3%
Up to 90	18	4	5	4	5	9	10	18	15	**	**	**	14	5	18
	4%	4%	4%	5%	5%	4%	5%	4%	4%	**	**	**	4%	8%	4%
Up to 100	2	*	*	*	1	*	1	2	1	**	**	**	2	*	2
	*%	*%	*%	*%	1%	*%	1%	*%	*%	**	**	**	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 228

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Up to 110	8	3	2	1	3	5	4	8	8	**	**	**	7	2	8
	2%	3%	2%	1%	2%	2%	2%	2%	2%	**	**	**	2%	3%	2%
Up to 120	9	2	2	3	2	4	5	9	8	**	**	**	7	2	9
	2%	2%	2%	4%	1%	2%	3%	2%	2%	**	**	**	2%	3%	2%
Over 120	97	25	31	19	23	56	41	97	77	**	**	**	85	12	97
	24%	26%	26%	22%	21%	26%	21%	24%	22%	**	**	**	24%	20%	24%
Mean number of text-based messages	106.8	133.1	98.9	107.9	91.9	113.9	98.8	106.8	97.9	**	**	**	106.3	109.7	106.8
Standard deviation	207.81	276.99	170.17	201.12	179.77	223.35	188.96	207.81	191.99	**	**	**	199.53	253.74	207.81
Standard error	8.14	22.54	12.25	17.51	13.59	12.04	10.78	8.14	9.42	**	**	**	8.65	23.26	8.14
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 229

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents of children with a smartphone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	491	10	103	378	491	243	248	3	7	49	54	191	187
Effective Weighted Sample	379	7	81	292	379	185	194	1	5	36	45	148	144
Total	314	5	74	236	314	151	163	1	4	32	42	119	117
None	31	**	12	17	31	18	13	**	**	**	**	10	7
	10%	**	17%	7%	10%	12%	8%	**	**	**	**	9%	6%
Up to 10	33	**	18	12	33	18	15	**	**	**	**	9	3
	11%	**	25% cd	5%	11% c	12%	9%	**	**	**	**	8% l	3%
Up to 20	38	**	17	21	38	21	17	**	**	**	**	15	6
	12%	**	23% cd	9%	12%	14%	10%	**	**	**	**	12% l	5%
Up to 30	20	**	3	16	20	11	9	**	**	**	**	8	9
	7%	**	4%	7%	7%	7%	6%	**	**	**	**	7%	7%
Up to 40	19	**	2	17	19	11	8	**	**	**	**	10	7
	6%	**	2%	7%	6%	7%	5%	**	**	**	**	9%	6%
Up to 50	22	**	4	18	22	11	11	**	**	**	**	9	9
	7%	**	5%	8%	7%	7%	7%	**	**	**	**	8%	7%
Up to 60	5	**	-	5	5	1	4	**	**	**	**	1	4
	2%	**	-%	2%	2%	1%	3%	**	**	**	**	1%	3%
Up to 70	16	**	5	11	16	5	11	**	**	**	**	2	8
	5%	**	7%	5%	5%	3%	7%	**	**	**	**	2%	7% k
Up to 80	11	**	1	10	11	4	8	**	**	**	**	4	6
	4%	**	2%	4%	4%	3%	5%	**	**	**	**	3%	5%
Up to 90	15	**	*	14	15	8	6	**	**	**	**	8	6
	5%	**	1%	6% b	5%	5%	4%	**	**	**	**	7%	5%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 229

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents of children with a smartphone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	491	10	103	378	491	243	248	3	7	49	54	191	187	
Effective Weighted Sample	379	7	81	292	379	185	194	1	5	36	45	148	144	
Total	314	5	74	236	314	151	163	1	4	32	42	119	117	
Up to 100	2	**	-	2	2	1	1	**	**	**	**	1	1	
	1%	**	-%	1%	1%	1%	1%	**	**	**	**	1%	1%	
Up to 110	7	**	1	6	7	3	4	**	**	**	**	2	4	
	2%	**	1%	3%	2%	2%	2%	**	**	**	**	2%	3%	
Up to 120	9	**	1	8	9	3	6	**	**	**	**	2	6	
	3%	**	2%	3%	3%	2%	4%	**	**	**	**	2%	5%	
Over 120	87	**	8	79	87	38	49	**	**	**	**	37	42	
	28%	**	11%	33%	28%	25%	30%	**	**	**	**	31%	36%	
				b	b									
Mean number of text-based messages	126.7	**	50.6	152.9	126.7	108.5	143.6	**	**	**	**	129.0	177.1	
				b	b									
Standard deviation	231.00	**	105.99	254.76	231.00	199.10	256.55	**	**	**	**	217.78	286.30	
Standard error	10.42	**	10.44	13.10	10.42	12.77	16.29	**	**	**	**	15.76	20.94	
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 229

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents of children with a smartphone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	491	120	148	103	120	268	223	491	310	55	67	59	405	86	491
Effective Weighted Sample	379	94	113	80	92	207	172	379	297	48	65	56	320	59	379
Total	314	78	92	67	78	170	144	314	269	24	14	6	270	44	314
None	31	4	10	8	9	14	17	31	26	**	**	**	27	**	31
	10%	5%	11%	12%	11%	8%	12%	10%	10%	**	**	**	10%	**	10%
Up to 10	33	12	8	7	6	20	13	33	30	**	**	**	29	**	33
	11%	16%	9%	10%	8%	12%	9%	11%	11%	**	**	**	11%	**	11%
Up to 20	38	11	9	5	13	20	18	38	35	**	**	**	31	**	38
	12%	13%	10%	8%	16%	12%	12%	12%	13%	**	**	**	12%	**	12%
Up to 30	20	4	9	2	5	13	7	20	20	**	**	**	18	**	20
	7%	5%	9%	4%	7%	8%	5%	7%	7%	**	**	**	7%	**	7%
Up to 40	19	5	6	4	4	11	8	19	16	**	**	**	16	**	19
	6%	6%	6%	6%	6%	6%	6%	6%	6%	**	**	**	6%	**	6%
Up to 50	22	7	6	6	3	13	9	22	18	**	**	**	21	**	22
	7%	9%	7%	9%	4%	8%	6%	7%	7%	**	**	**	8%	**	7%
Up to 60	5	2	1	1	1	3	2	5	4	**	**	**	5	**	5
	2%	2%	2%	1%	2%	2%	1%	2%	1%	**	**	**	2%	**	2%
Up to 70	16	3	3	3	7	6	10	16	14	**	**	**	14	**	16
	5%	4%	3%	4%	9%	4%	7%	5%	5%	**	**	**	5%	**	5%
Up to 80	11	2	4	4	1	6	6	11	10	**	**	**	10	**	11
	4%	2%	5%	6%	2%	3%	4%	4%	4%	**	**	**	4%	**	4%
Up to 90	15	3	3	4	4	6	9	15	12	**	**	**	10	**	15
	5%	4%	3%	7%	5%	3%	6%	5%	4%	**	**	**	4%	**	5%
Up to 100	2	*	*	*	1	*	1	2	1	**	**	**	2	**	2
	1%	*%	*%	*%	2%	*%	1%	1%	*%	**	**	**	1%	**	1%
Up to 110	7	2	2	1	2	4	3	7	7	**	**	**	6	**	7
	2%	3%	2%	2%	2%	2%	2%	2%	3%	**	**	**	2%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 229

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents of children with a smartphone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	491	120	148	103	120	268	223	491	310	55	67	59	405	86	491
Effective Weighted Sample	379	94	113	80	92	207	172	379	297	48	65	56	320	59	379
Total	314	78	92	67	78	170	144	314	269	24	14	6	270	44	314
Up to 120	9	2	2	3	2	4	5	9	8	**	**	**	7	**	9
	3%	3%	2%	5%	2%	2%	3%	3%	3%	**	**	**	3%	**	3%
Over 120	87	22	28	18	19	50	37	87	69	**	**	**	76	**	87
	28%	28%	31%	26%	25%	30%	25%	28%	26%	**	**	**	28%	**	28%
Mean number of text-based messages	126.7	149.5	119.1	127.5	112.1	133.1	119.2	126.7	116.4	**	**	**	125.3	**	126.7
Standard deviation	231.00	301.85	189.71	219.13	204.65	247.25	210.85	231.00	214.09	**	**	**	221.09	**	231.00
Standard error	10.42	27.55	15.59	21.59	18.68	15.10	14.12	10.42	12.16	**	**	**	10.99	**	10.42
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 230

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60 (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Limit how often credit can be put on the phone	151	**	45	105	151	69	82	**	**	**	**	52	53
	37%	**	39%	37%	37%	34%	40%	**	**	**	**	35%	39%
No calls to premium rate numbers	107	**	24	80	107	56	51	**	**	**	**	41	39
	26%	**	21%	28%	26%	27%	25%	**	**	**	**	28%	29%
No texts to premium rate numbers	99	**	22	75	99	49	51	**	**	**	**	36	39
	24%	**	19%	27%	24%	24%	25%	**	**	**	**	24%	29%
Regularly check what they're doing with the phone	96	**	31	62	96	46	50	**	**	**	**	29	33
	23%	**	27%	22%	23%	23%	24%	**	**	**	**	20%	24%
No in app/ online purchasing	72	**	18	52	72	33	39	**	**	**	**	24	28
	18%	**	15%	18%	18%	16%	19%	**	**	**	**	16%	21%
Only calls/ texts to an agreed list of people	69	**	30	37	69	25	44	**	**	**	**	14	23
	17%	**	26%	13%	17%	12%	21%	**	**	**	**	9%	17%
			cd				e						k
Child is responsible for paying top-ups/ bills	48	**	7	40	48	23	25	**	**	**	**	20	20
	12%	**	6%	14%	12%	11%	12%	**	**	**	**	14%	15%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 230

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60 (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227	
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172	
Total	409	10	116	283	409	205	204	4	6	54	62	147	136	
Only to make/ receive voice calls or send texts, nothing else	37	**	13	21	37	16	21	**	**	**	**	10	11	
	9%	**	11%	7%	9%	8%	10%	**	**	**	**	6%	8%	
No downloading of apps/ applications onto the phone	36	**	13	22	36	15	22	**	**	**	**	8	14	
	9%	**	11%	8%	9%	7%	11%	**	**	**	**	6%	10%	
Only send pictures/ videos to an agreed list of people	35	**	13	21	35	13	22	**	**	**	**	6	15	
	9%	**	11%	7%	9%	6%	11%	**	**	**	**	4%	11% k	
Can only visit certain websites or use certain apps on the phone	34	**	11	22	34	12	22	**	**	**	**	6	16	
	8%	**	9%	8%	8%	6%	11%	**	**	**	**	4%	11% k	
No going online/ using apps to go online	34	**	10	22	34	18	16	**	**	**	**	13	9	
	8%	**	9%	8%	8%	9%	8%	**	**	**	**	9%	7%	
App store password is not known by the child	28	**	8	19	28	15	13	**	**	**	**	12	7	
	7%	**	7%	7%	7%	7%	6%	**	**	**	**	8%	5%	
Other	9	**	3	6	9	4	5	**	**	**	**	4	2	
	2%	**	3%	2%	2%	2%	2%	**	**	**	**	3%	2%	
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 230

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60 (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
ANY RULES OR RESTRICTIONS	291	**	79	204	291	137	154	**	**	**	**	101	104
	71%	**	69%	72%	71%	67%	75%	**	**	**	**	69%	76%
						e							
No, do not have ANY rules or restrictions	119	**	36	79	119	68	51	**	**	**	**	46	33
	29%	**	31%	28%	29%	33%	25%	**	**	**	**	31%	24%
						f							
ANY RULES OR RESTRICTIONS - FOR COMPARISON WITH 2013	289	**	79	203	289	137	152	**	**	**	**	101	102
	71%	**	68%	72%	71%	67%	74%	**	**	**	**	69%	75%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 230

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60 (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Limit how often credit can be put on the phone	151 37%	39 41%	40 32%	29 35%	44 40%	78 36%	73 38%	151 37%	131 37%	** **	** **	** **	126 36%	25 43%	151 37%
No calls to premium rate numbers	107 26%	30 32%	30 25%	21 25%	26 24%	61 28%	46 24%	107 26%	97 28%	** **	** **	** **	95 27%	12 20%	107 26%
No texts to premium rate numbers	99 24%	27 28%	28 23%	20 24%	24 22%	55 25%	44 23%	99 24%	91 26%	** **	** **	** **	88 25%	11 18%	99 24%
Regularly check what they're doing with the phone	96 23%	17 18%	32 26%	21 26%	25 23%	50 23%	46 24%	96 23%	84 24%	** **	** **	** **	87 25%	9 15%	96 23%
No in app/ online purchasing	72 18%	21 23%	18 15%	14 17%	18 17%	39 18%	33 17%	72 18%	67 19%	** **	** **	** **	64 18%	8 14%	72 18%
Only calls/ texts to an agreed list of people	69 17%	8 9%	22 18%	15 18%	24 22%	30 14%	39 20%	69 17%	62 18%	** **	** **	** **	65 19%	4 6%	69 17%
Child is responsible for paying top-ups/ bills	48 12%	9 10%	17 14%	11 13%	11 10%	26 12%	22 11%	48 12%	38 11%	** **	** **	** **	39 11%	9 15%	48 12%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 230

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60 (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Only to make/ receive voice calls or send texts, nothing else	37 9%	7 8%	9 7%	8 10%	13 12%	16 7%	21 11%	37 9%	33 9%	** **	** **	** **	34 10%	3 5%	37 9%
No downloading of apps/ applications onto the phone	36 9%	11 12%	8 7%	6 7%	11 10%	19 9%	17 9%	36 9%	34 10%	** **	** **	** **	33 9%	3 6%	36 9%
Only send pictures/ videos to an agreed list of people	35 9%	10 10%	10 8%	7 8%	9 8%	19 9%	16 8%	35 9%	33 9%	** **	** **	** **	30 9%	5 8%	35 9%
Can only visit certain websites or use certain apps on the phone	34 8%	6 6%	13 11%	6 7%	10 9%	19 9%	16 8%	34 8%	29 8%	** **	** **	** **	32 9%	3 4%	34 8%
No going online/ using apps to go online	34 8%	8 8%	10 8%	6 8%	10 10%	17 8%	17 9%	34 8%	31 9%	** **	** **	** **	31 9%	4 6%	34 8%
App store password is not known by the child	28 7%	6 6%	5 4%	9 11% be	8 7%	10 5%	17 9%	28 7%	26 7%	** **	** **	** **	25 7%	3 4%	28 7%
Other	9 2%	2 2%	2 2%	3 4%	2 2%	4 2%	5 3%	9 2%	6 2%	** **	** **	** **	8 2%	1 1%	9 2%
ANY RULES OR RESTRICTIONS	291 71%	67 70%	86 70%	57 69%	81 74%	153 70%	138 72%	291 71%	250 71%	** **	** **	** **	249 71%	42 72%	291 71%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 230

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60 (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
No, do not have ANY rules or restrictions	119	28	36	26	28	64	54	119	100	**	**	**	102	17	119
	29%	30%	30%	31%	26%	30%	28%	29%	29%	**	**	**	29%	28%	29%
ANY RULES OR RESTRICTIONS - FOR COMPARISON WITH 2013	289	67	86	56	80	152	136	289	249	**	**	**	247	42	289
	71%	70%	70%	68%	74%	70%	71%	71%	71%	**	**	**	70%	72%	71%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 231

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - What they see or read on their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227	
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172	
Total	409	10	116	283	409	205	204	4	6	54	62	147	136	
Very concerned	42	**	15	26	42	23	19	**	**	**	**	16	9	
	10%	**	13%	9%	10%	11%	9%	**	**	**	**	11%	7%	
Fairly concerned	69	**	14	54	69	30	39	**	**	**	**	24	30	
	17%	**	12%	19%	17%	15%	19%	**	**	**	**	17%	22%	
TOTAL CONCERNED	111	**	30	80	111	53	57	**	**	**	**	41	39	
	27%	**	26%	28%	27%	26%	28%	**	**	**	**	28%	29%	
Neither/ nor	34	**	3	30	34	21	13	**	**	**	**	17	13	
	8%	**	3%	11%	8%	10%	6%	**	**	**	**	12%	9%	
				b	b									
Not very concerned	82	**	22	59	82	33	49	**	**	**	**	26	33	
	20%	**	19%	21%	20%	16%	24%	**	**	**	**	18%	24%	
							e							
Not at all concerned	179	**	59	111	179	94	85	**	**	**	**	61	51	
	44%	**	51%	39%	44%	46%	42%	**	**	**	**	41%	37%	
			c											
TOTAL NOT CONCERNED	261	**	82	171	261	127	134	**	**	**	**	87	84	
	64%	**	71%	60%	64%	62%	65%	**	**	**	**	59%	62%	
			c											
Don't know	4	**	1	3	4	3	*	**	**	**	**	2	*	
	1%	**	1%	1%	1%	2%	*%	**	**	**	**	2%	*%	
TOTAL NEITHER/ DON'T KNOW	37	**	4	32	37	24	13	**	**	**	**	19	13	
	9%	**	4%	11%	9%	12%	6%	**	**	**	**	13%	10%	
				b	b	f								

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 231

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - What they see or read on their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	42 10%	11 11%	9 7%	11 13%	11 10%	20 9%	22 12%	42 10%	40 11%	** **	** **	** **	36 10%	5 9%	42 10%
Fairly concerned	69 17%	21 22%	19 16%	10 13%	19 17%	40 18%	29 15%	69 17%	63 18%	** **	** **	** **	58 16%	11 19%	69 17%
TOTAL CONCERNED	111 27%	31 33%	28 23%	21 26%	30 28%	59 27%	52 27%	111 27%	103 29%	** **	** **	** **	94 27%	17 28%	111 27%
Neither/ nor	34 8%	10 11%	10 8%	7 9%	6 6%	20 9%	14 7%	34 8%	29 8%	** **	** **	** **	29 8%	5 8%	34 8%
Not very concerned	82 20%	18 19%	26 21%	20 24%	18 16%	44 20%	38 20%	82 20%	71 20%	** **	** **	** **	72 21%	10 17%	82 20%
Not at all concerned	179 44%	35 37%	58 48%	34 41%	52 47%	94 43%	86 45%	179 44%	144 41%	** **	** **	** **	152 43%	27 47%	179 44%
TOTAL NOT CONCERNED	261 64%	53 56%	84 69%	54 65%	70 64%	137 63%	124 65%	261 64%	215 61%	** **	** **	** **	224 64%	37 63%	261 64%
Don't know	4 1%	- -%	1 1%	- -%	3 3%	1 *%	3 2%	4 1%	3 1%	** **	** **	** **	3 1%	* *%	4 1%
TOTAL NEITHER/ DON'T KNOW	37 9%	10 11%	11 9%	7 9%	9 8%	21 10%	17 9%	37 9%	33 9%	** **	** **	** **	32 9%	5 8%	37 9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 232

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much time they spend using the phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Very concerned	48	**	12	35	48	22	26	**	**	**	**	15	20
	12%	**	11%	13%	12%	11%	13%	**	**	**	**	10%	15%
Fairly concerned	61	**	10	50	61	30	31	**	**	**	**	24	26
	15%	**	9%	18%	15%	15%	15%	**	**	**	**	16%	19%
				b									
TOTAL CONCERNED	109	**	22	85	109	51	57	**	**	**	**	39	46
	27%	**	19%	30%	27%	25%	28%	**	**	**	**	27%	34%
				b									
Neither/ nor	34	**	7	27	34	19	15	**	**	**	**	16	11
	8%	**	6%	9%	8%	9%	7%	**	**	**	**	11%	8%
Not very concerned	66	**	16	50	66	33	33	**	**	**	**	27	23
	16%	**	14%	18%	16%	16%	16%	**	**	**	**	18%	17%
Not at all concerned	198	**	71	119	198	99	100	**	**	**	**	64	55
	49%	**	61%	42%	49%	48%	49%	**	**	**	**	43%	41%
			cd										
TOTAL NOT CONCERNED	264	**	87	169	264	132	132	**	**	**	**	90	79
	65%	**	75%	60%	65%	65%	65%	**	**	**	**	62%	58%
			cd										
Don't know	2	**	-	2	2	2	-	**	**	**	**	2	-
	*%	**	-%	1%	*%	1%	-%	**	**	**	**	1%	-%
TOTAL NEITHER/ DON'T KNOW	36	**	7	29	36	21	15	**	**	**	**	17	11
	9%	**	6%	10%	9%	10%	7%	**	**	**	**	12%	8%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 232

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much time they spend using the phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	48	13	10	11	13	24	24	48	45	**	**	**	44	4	48
	12%	14%	8%	13%	12%	11%	13%	12%	13%	**	**	**	12%	7%	12%
Fairly concerned	61	19	14	12	16	33	28	61	55	**	**	**	51	10	61
	15%	20%	11%	15%	15%	15%	15%	15%	16%	**	**	**	15%	16%	15%
		b													
TOTAL CONCERNED	109	32	24	23	29	56	52	109	100	**	**	**	95	14	109
	27%	34%	19%	28%	27%	26%	27%	27%	29%	**	**	**	27%	23%	27%
		b													
Neither/ nor	34	11	15	4	6	25	9	34	29	**	**	**	28	6	34
	8%	11%	12%	4%	5%	12%	5%	8%	8%	**	**	**	8%	10%	8%
		f	cdf			cdf									
Not very concerned	66	14	17	15	21	31	35	66	55	**	**	**	59	7	66
	16%	14%	14%	18%	19%	14%	18%	16%	16%	**	**	**	17%	12%	16%
Not at all concerned	198	38	66	42	52	104	94	198	166	**	**	**	167	32	198
	49%	40%	54%	50%	48%	48%	49%	49%	47%	**	**	**	48%	54%	49%
		a													
TOTAL NOT CONCERNED	264	51	84	56	73	135	130	264	221	**	**	**	226	38	264
	65%	54%	68%	68%	67%	62%	67%	65%	63%	**	**	**	64%	66%	65%
		a		a	a		a	a							
Don't know	2	1	*	-	1	1	1	2	1	**	**	**	1	1	2
	*%	1%	*%	-%	1%	*%	*%	*%	*%	**	**	**	*%	1%	*%
TOTAL NEITHER/ DON'T KNOW	36	11	15	4	6	26	10	36	30	**	**	**	30	7	36
	9%	12%	12%	4%	6%	12%	5%	9%	9%	**	**	**	8%	11%	9%
		cf	cf			cf									

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 233

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Very concerned	47	**	15	32	47	27	21	**	**	**	**	20	12
	12%	**	13%	11%	12%	13%	10%	**	**	**	**	14%	9%
Fairly concerned	43	**	11	31	43	22	21	**	**	**	**	14	16
	10%	**	10%	11%	10%	11%	10%	**	**	**	**	10%	12%
TOTAL CONCERNED	90	**	27	62	90	49	41	**	**	**	**	34	28
	22%	**	23%	22%	22%	24%	20%	**	**	**	**	23%	21%
Neither/ nor	35	**	6	29	35	18	17	**	**	**	**	15	14
	9%	**	5%	10%	9%	9%	9%	**	**	**	**	10%	10%
Not very concerned	85	**	18	67	85	41	45	**	**	**	**	33	34
	21%	**	16%	24%	21%	20%	22%	**	**	**	**	23%	25%
Not at all concerned	197	**	65	123	197	96	101	**	**	**	**	63	60
	48%	**	56%	43%	48%	47%	49%	**	**	**	**	43%	44%
			c										
TOTAL NOT CONCERNED	282	**	83	190	282	136	146	**	**	**	**	96	94
	69%	**	72%	67%	69%	66%	71%	**	**	**	**	65%	69%
Don't know	2	**	-	2	2	2	-	**	**	**	**	2	-
	*%	**	-%	1%	*%	1%	-%	**	**	**	**	1%	-%
TOTAL NEITHER/ DON'T KNOW	37	**	6	31	37	20	17	**	**	**	**	16	14
	9%	**	5%	11%	9%	10%	9%	**	**	**	**	11%	10%
			b										

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 233

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	47	12	10	11	15	22	25	47	45	**	**	**	42	5	47
	12%	13%	8%	13%	14%	10%	13%	12%	13%	**	**	**	12%	9%	12%
Fairly concerned	43	15	8	7	12	23	20	43	41	**	**	**	38	4	43
	10%	15%	7%	9%	11%	11%	10%	10%	12%	**	**	**	11%	8%	10%
		b													
TOTAL CONCERNED	90	27	18	18	27	45	45	90	86	**	**	**	80	10	90
	22%	28%	15%	22%	25%	21%	23%	22%	25%	**	**	**	23%	17%	22%
		b			b		b								
Neither/ nor	35	9	11	7	9	19	16	35	31	**	**	**	31	5	35
	9%	9%	9%	8%	8%	9%	8%	9%	9%	**	**	**	9%	8%	9%
Not very concerned	85	22	27	16	20	50	36	85	73	**	**	**	74	11	85
	21%	24%	22%	19%	18%	23%	19%	21%	21%	**	**	**	21%	19%	21%
Not at all concerned	197	37	65	42	52	102	95	197	160	**	**	**	163	33	197
	48%	39%	53%	51%	48%	47%	49%	48%	46%	**	**	**	47%	57%	48%
		a													
TOTAL NOT CONCERNED	282	59	93	58	72	152	130	282	233	**	**	**	238	44	282
	69%	62%	76%	70%	66%	70%	68%	69%	66%	**	**	**	68%	76%	69%
		a													
Don't know	2	-	1	*	1	1	1	2	1	**	**	**	2	-	2
	*%	-%	1%	*%	1%	*%	*%	*%	*%	**	**	**	1%	-%	*%
TOTAL NEITHER/ DON'T KNOW	37	9	11	7	10	20	17	37	32	**	**	**	33	5	37
	9%	9%	9%	8%	9%	9%	9%	9%	9%	**	**	**	9%	8%	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 234

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much money is spent on their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227	
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172	
Total	409	10	116	283	409	205	204	4	6	54	62	147	136	
Very concerned	36	**	11	25	36	20	16	**	**	**	**	13	12	
	9%	**	10%	9%	9%	10%	8%	**	**	**	**	9%	9%	
Fairly concerned	44	**	9	34	44	22	22	**	**	**	**	19	15	
	11%	**	8%	12%	11%	11%	11%	**	**	**	**	13%	11%	
TOTAL CONCERNED	80	**	20	59	80	42	38	**	**	**	**	31	28	
	19%	**	18%	21%	19%	20%	19%	**	**	**	**	21%	20%	
Neither/ nor	39	**	1	37	39	21	18	**	**	**	**	18	18	
	9%	**	1%	13%	9%	10%	9%	**	**	**	**	13%	13%	
				b	b									
Not very concerned	75	**	13	61	75	41	34	**	**	**	**	32	29	
	18%	**	12%	22%	18%	20%	17%	**	**	**	**	22%	21%	
				b										
Not at all concerned	213	**	79	125	213	100	113	**	**	**	**	64	61	
	52%	**	68%	44%	52%	49%	55%	**	**	**	**	43%	45%	
			cd	c										
TOTAL NOT CONCERNED	288	**	92	186	288	141	147	**	**	**	**	96	90	
	70%	**	80%	66%	70%	69%	72%	**	**	**	**	65%	66%	
			cd											
Don't know	3	**	1	1	3	1	1	**	**	**	**	1	*	
	1%	**	1%	*%	1%	1%	1%	**	**	**	**	1%	*%	
TOTAL NEITHER/ DON'T KNOW	42	**	3	38	42	22	20	**	**	**	**	20	18	
	10%	**	2%	13%	10%	11%	10%	**	**	**	**	13%	14%	
				b	b									

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 234

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much money is spent on their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	36	8	8	7	12	17	19	36	34	**	**	**	35	1	36
	9%	9%	7%	9%	11%	8%	10%	9%	10%	**	**	**	10%	2%	9%
									m				m		m
Fairly concerned	44	7	12	8	16	20	24	44	39	**	**	**	39	5	44
	11%	8%	10%	10%	14%	9%	12%	11%	11%	**	**	**	11%	8%	11%
TOTAL CONCERNED	80	16	21	16	28	36	43	80	74	**	**	**	74	6	80
	19%	17%	17%	19%	26%	17%	23%	19%	21%	**	**	**	21%	10%	19%
					e				m				m		m
Neither/ nor	39	12	8	10	9	20	18	39	34	**	**	**	33	6	39
	9%	13%	7%	11%	8%	9%	10%	9%	10%	**	**	**	9%	10%	9%
Not very concerned	75	24	23	13	15	48	28	75	65	**	**	**	63	13	75
	18%	26%	19%	16%	13%	22%	14%	18%	18%	**	**	**	18%	22%	18%
		df				df									
Not at all concerned	213	43	70	45	56	112	100	213	176	**	**	**	179	34	213
	52%	45%	57%	54%	51%	52%	52%	52%	50%	**	**	**	51%	58%	52%
		a													
TOTAL NOT CONCERNED	288	67	93	58	70	160	128	288	241	**	**	**	241	47	288
	70%	71%	76%	70%	64%	74%	67%	70%	69%	**	**	**	69%	80%	70%
		d													
Don't know	3	*	*	-	2	1	2	3	2	**	**	**	2	*	3
	1%	%	%	-	2%	%	1%	1%	1%	**	**	**	1%	%	1%
TOTAL NEITHER/ DON'T KNOW	42	12	9	10	11	21	21	42	36	**	**	**	35	6	42
	10%	13%	7%	11%	10%	10%	11%	10%	10%	**	**	**	10%	10%	10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 235

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Them giving out their personal details to inappropriate people (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227	
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172	
Total	409	10	116	283	409	205	204	4	6	54	62	147	136	
Very concerned	61	**	20	41	61	35	26	**	**	**	**	25	16	
	15%	**	17%	15%	15%	17%	13%	**	**	**	**	17%	12%	
Fairly concerned	46	**	6	39	46	20	26	**	**	**	**	16	23	
	11%	**	6%	14% b	11%	10%	13%	**	**	**	**	11%	17%	
TOTAL CONCERNED	107	**	26	81	107	54	53	**	**	**	**	41	39	
	26%	**	23%	28%	26%	26%	26%	**	**	**	**	28%	29%	
Neither/ nor	31	**	8	23	31	15	16	**	**	**	**	9	14	
	8%	**	7%	8%	8%	7%	8%	**	**	**	**	6%	10%	
Not very concerned	77	**	17	59	77	37	40	**	**	**	**	30	29	
	19%	**	15%	21%	19%	18%	20%	**	**	**	**	21%	21%	
Not at all concerned	192	**	64	120	192	98	94	**	**	**	**	65	54	
	47%	**	55% c	42%	47%	48%	46%	**	**	**	**	44%	40%	
TOTAL NOT CONCERNED	269	**	81	179	269	134	134	**	**	**	**	95	83	
	66%	**	70%	63%	66%	66%	66%	**	**	**	**	65%	61%	
Don't know	2	**	1	1	2	1	1	**	**	**	**	1	*	
	1%	**	1%	*%	1%	*%	1%	**	**	**	**	1%	*%	
TOTAL NEITHER/ DON'T KNOW	33	**	9	24	33	16	17	**	**	**	**	10	14	
	8%	**	8%	8%	8%	8%	9%	**	**	**	**	7%	10%	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 235

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Them giving out their personal details to inappropriate people (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	61	19	12	12	18	32	29	61	58	**	**	**	55	6	61
	15%	20%	10%	14%	16%	15%	15%	15%	17%	**	**	**	16%	10%	15%
		b													
Fairly concerned	46	14	12	6	13	26	20	46	40	**	**	**	38	8	46
	11%	15%	10%	8%	12%	12%	10%	11%	11%	**	**	**	11%	14%	11%
TOTAL CONCERNED	107	34	24	18	31	58	49	107	98	**	**	**	93	14	107
	26%	35%	20%	22%	29%	27%	26%	26%	28%	**	**	**	27%	24%	26%
		bcd													
Neither/ nor	31	7	10	7	7	17	14	31	27	**	**	**	27	5	31
	8%	8%	8%	9%	6%	8%	7%	8%	8%	**	**	**	8%	8%	8%
Not very concerned	77	15	26	19	17	41	36	77	68	**	**	**	67	10	77
	19%	15%	21%	23%	16%	19%	19%	19%	19%	**	**	**	19%	17%	19%
Not at all concerned	192	40	62	39	52	101	91	192	155	**	**	**	162	30	192
	47%	42%	50%	47%	48%	47%	47%	47%	44%	**	**	**	46%	51%	47%
TOTAL NOT CONCERNED	269	54	88	58	69	142	127	269	223	**	**	**	229	40	269
	66%	57%	72%	69%	63%	65%	66%	66%	64%	**	**	**	65%	68%	66%
		a													
Don't know	2	-	*	-	2	*	2	2	2	**	**	**	2	*	2
	1%	-%	*%	-%	2%	*%	1%	1%	1%	**	**	**	1%	*%	1%
					e										
TOTAL NEITHER/ DON'T KNOW	33	7	10	7	9	17	16	33	29	**	**	**	28	5	33
	8%	8%	8%	9%	8%	8%	8%	8%	8%	**	**	**	8%	9%	8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 236

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Downloading malicious or bogus apps (that could download viruses to the phone or steal personal information) (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227	
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172	
Total	409	10	116	283	409	205	204	4	6	54	62	147	136	
Very concerned	49	**	14	35	49	26	23	**	**	**	**	19	16	
	12%	**	12%	12%	12%	12%	11%	**	**	**	**	13%	12%	
Fairly concerned	53	**	12	40	53	28	24	**	**	**	**	24	17	
	13%	**	11%	14%	13%	14%	12%	**	**	**	**	16%	12%	
TOTAL CONCERNED	102	**	26	75	102	54	48	**	**	**	**	43	32	
	25%	**	23%	26%	25%	26%	23%	**	**	**	**	29%	24%	
Neither/ nor	26	**	6	19	26	13	13	**	**	**	**	10	9	
	6%	**	5%	7%	6%	6%	6%	**	**	**	**	7%	7%	
Not very concerned	72	**	13	57	72	33	39	**	**	**	**	26	32	
	18%	**	11%	20% b	18%	16%	19%	**	**	**	**	18%	23%	
Not at all concerned	204	**	67	130	204	101	103	**	**	**	**	67	63	
	50%	**	58% c	46%	50%	50%	50%	**	**	**	**	46%	46%	
TOTAL NOT CONCERNED	276	**	80	187	276	134	142	**	**	**	**	92	94	
	67%	**	69%	66%	67%	66%	69%	**	**	**	**	63%	69%	
Don't know	6	**	3	2	6	4	2	**	**	**	**	2	1	
	1%	**	3%	1%	1%	2%	1%	**	**	**	**	1%	1%	
TOTAL NEITHER/ DON'T KNOW	31	**	9	21	31	17	15	**	**	**	**	12	10	
	8%	**	8%	8%	8%	8%	7%	**	**	**	**	8%	7%	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 236

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Downloading malicious or bogus apps (that could download viruses to the phone or steal personal information) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	49 12%	16 17% b	7 5%	12 14% b	15 13% b	22 10%	26 14% b	49 12% b	46 13%	** **	** **	** **	42 12%	7 12%	49 12%
Fairly concerned	53 13%	19 20% bcf	13 11%	8 9%	13 12%	32 15%	21 11%	53 13%	48 14%	** **	** **	** **	42 12%	11 18%	53 13%
TOTAL CONCERNED	102 25%	34 36% bcefg	20 16%	20 24%	28 26%	54 25% b	48 25% b	102 25% b	94 27%	** **	** **	** **	84 24%	18 31%	102 25%
Neither/ nor	26 6%	6 6%	10 8%	2 3%	8 7%	16 7%	10 5%	26 6%	23 7%	** **	** **	** **	22 6%	4 7%	26 6%
Not very concerned	72 18%	11 11%	28 23% a	17 21%	16 15%	39 18%	33 17%	72 18%	64 18%	** **	** **	** **	65 18%	8 13%	72 18%
Not at all concerned	204 50%	44 46%	64 52%	43 52%	53 49%	108 50%	97 50%	204 50%	164 47%	** **	** **	** **	175 50%	29 50%	204 50%
TOTAL NOT CONCERNED	276 67%	55 57%	92 75% ad	60 73% a	70 64%	146 67%	130 68%	276 67% a	228 65%	** **	** **	** **	240 68%	37 63%	276 67%
Don't know	6 1%	- -%	1 1%	1 1%	4 3% ae	1 1%	4 2%	6 1%	5 2%	** **	** **	** **	6 2%	* *%	6 1%
TOTAL NEITHER/ DON'T KNOW	31 8%	6 6%	11 9%	3 4%	11 10%	17 8%	15 8%	31 8%	29 8%	** **	** **	** **	27 8%	4 7%	31 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 237

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61G (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Very concerned	42	**	14	27	42	22	20	**	**	**	**	15	12
	10%	**	12%	10%	10%	11%	10%	**	**	**	**	10%	9%
Fairly concerned	64	**	16	47	64	29	36	**	**	**	**	20	27
	16%	**	14%	17%	16%	14%	18%	**	**	**	**	14%	20%
TOTAL CONCERNED	106	**	31	75	106	50	56	**	**	**	**	35	40
	26%	**	27%	26%	26%	25%	27%	**	**	**	**	24%	29%
Neither/ nor	37	**	7	28	37	19	17	**	**	**	**	15	14
	9%	**	6%	10%	9%	9%	8%	**	**	**	**	10%	10%
Not very concerned	63	**	15	46	63	29	34	**	**	**	**	22	24
	15%	**	13%	16%	15%	14%	17%	**	**	**	**	15%	17%
Not at all concerned	188	**	58	123	188	97	90	**	**	**	**	67	56
	46%	**	50%	43%	46%	47%	44%	**	**	**	**	46%	41%
TOTAL NOT CONCERNED	251	**	73	169	251	126	124	**	**	**	**	89	79
	61%	**	64%	60%	61%	62%	61%	**	**	**	**	61%	58%
Don't know	16	**	4	11	16	9	7	**	**	**	**	8	4
	4%	**	4%	4%	4%	4%	3%	**	**	**	**	5%	3%
TOTAL NEITHER/ DON'T KNOW	52	**	11	40	52	28	24	**	**	**	**	23	17
	13%	**	10%	14%	13%	14%	12%	**	**	**	**	15%	13%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 237

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61G (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts) (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	42	13	9	10	9	22	19	42	39	**	**	**	36	6	42
	10%	14%	7%	12%	8%	10%	10%	10%	11%	**	**	**	10%	10%	10%
Fairly concerned	64	18	17	11	19	34	30	64	60	**	**	**	55	9	64
	16%	18%	14%	13%	18%	16%	16%	16%	17%	**	**	**	16%	16%	16%
TOTAL CONCERNED	106	31	26	21	28	57	49	106	99	**	**	**	91	15	106
	26%	32%	21%	26%	26%	26%	26%	26%	28%	**	**	**	26%	26%	26%
		b													
Neither/ nor	37	13	8	10	6	21	15	37	31	**	**	**	32	5	37
	9%	14%	7%	12%	5%	10%	8%	9%	9%	**	**	**	9%	9%	9%
		d													
Not very concerned	63	9	24	10	19	33	30	63	53	**	**	**	55	8	63
	15%	9%	20%	13%	18%	15%	16%	15%	15%	**	**	**	16%	14%	15%
		a													
Not at all concerned	188	42	56	38	52	98	90	188	154	**	**	**	160	28	188
	46%	44%	46%	45%	48%	45%	47%	46%	44%	**	**	**	46%	47%	46%
TOTAL NOT CONCERNED	251	51	80	48	72	131	120	251	207	**	**	**	215	36	251
	61%	53%	66%	58%	66%	60%	62%	61%	59%	**	**	**	61%	61%	61%
		a			a										
Don't know	16	*	8	4	4	8	8	16	13	**	**	**	13	3	16
	4%	*%	6%	5%	3%	4%	4%	4%	4%	**	**	**	4%	5%	4%
		a	a				a								
TOTAL NEITHER/ DON'T KNOW	52	13	16	14	9	29	23	52	45	**	**	**	45	8	52
	13%	14%	13%	16%	8%	13%	12%	13%	13%	**	**	**	13%	13%	13%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 238

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61H (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227	
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172	
Total	409	10	116	283	409	205	204	4	6	54	62	147	136	
Very concerned	59	**	20	38	59	30	29	**	**	**	**	21	16	
	14%	**	17%	13%	14%	15%	14%	**	**	**	**	15%	12%	
Fairly concerned	58	**	14	44	58	25	33	**	**	**	**	17	27	
	14%	**	12%	16%	14%	12%	16%	**	**	**	**	12%	20% k	
TOTAL CONCERNED	117	**	34	82	117	55	62	**	**	**	**	39	44	
	29%	**	29%	29%	29%	27%	30%	**	**	**	**	26%	32%	
Neither/ nor	24	**	4	20	24	12	12	**	**	**	**	9	11	
	6%	**	3%	7%	6%	6%	6%	**	**	**	**	6%	8%	
Not very concerned	79	**	21	59	79	38	41	**	**	**	**	30	28	
	19%	**	18%	21%	19%	18%	20%	**	**	**	**	21%	21%	
Not at all concerned	187	**	58	120	187	98	89	**	**	**	**	68	52	
	46%	**	50%	42%	46%	48%	43%	**	**	**	**	46%	38%	
TOTAL NOT CONCERNED	266	**	78	179	266	136	130	**	**	**	**	98	81	
	65%	**	68%	63%	65%	66%	64%	**	**	**	**	67%	59%	
Don't know	2	**	-	2	2	2	1	**	**	**	**	2	1	
	1%	**	-%	1%	1%	1%	%	**	**	**	**	1%	1%	
TOTAL NEITHER/ DON'T KNOW	27	**	4	22	27	14	13	**	**	**	**	10	12	
	6%	**	3%	8%	6%	7%	6%	**	**	**	**	7%	9%	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 238

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61H (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	59	15	14	11	19	28	30	59	55	**	**	**	51	7	59
	14%	15%	11%	13%	18%	13%	16%	14%	16%	**	**	**	15%	12%	14%
Fairly concerned	58	18	15	9	16	32	26	58	53	**	**	**	52	7	58
	14%	19%	12%	11%	15%	15%	13%	14%	15%	**	**	**	15%	11%	14%
TOTAL CONCERNED	117	32	28	20	36	61	56	117	108	**	**	**	103	14	117
	29%	34%	23%	24%	33%	28%	29%	29%	31%	**	**	**	29%	23%	29%
		b													
Neither/ nor	24	10	3	6	4	14	10	24	22	**	**	**	18	6	24
	6%	11%	3%	7%	4%	6%	5%	6%	6%	**	**	**	5%	11%	6%
		bdg													
Not very concerned	79	13	30	17	19	43	36	79	69	**	**	**	73	6	79
	19%	14%	25%	20%	17%	20%	19%	19%	20%	**	**	**	21%	10%	19%
		a							m				m		m
Not at all concerned	187	39	60	40	48	98	88	187	150	**	**	**	154	33	187
	46%	41%	49%	48%	44%	45%	46%	46%	43%	**	**	**	44%	55%	46%
													h		
TOTAL NOT CONCERNED	266	52	90	57	67	142	124	266	219	**	**	**	228	38	266
	65%	55%	74%	69%	62%	65%	65%	65%	62%	**	**	**	65%	65%	65%
			adg	a		a		a							
Don't know	2	*	1	-	2	1	2	2	2	**	**	**	2	*	2
	1%	*%	*%	-%	2%	*%	1%	1%	1%	**	**	**	1%	*%	1%
TOTAL NEITHER/ DON'T KNOW	27	11	4	6	6	15	12	27	24	**	**	**	20	7	27
	6%	11%	3%	7%	6%	7%	6%	6%	7%	**	**	**	6%	11%	6%
		b													

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 239

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61I (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - The possibility of them bullying others or making negative comments about other people via their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227	
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172	
Total	409	10	116	283	409	205	204	4	6	54	62	147	136	
Very concerned	47	**	17	30	47	25	22	**	**	**	**	16	14	
	12%	**	15%	10%	12%	12%	11%	**	**	**	**	11%	10%	
Fairly concerned	38	**	12	26	38	12	26	**	**	**	**	8	17	
	9%	**	11%	9%	9%	6%	13%	**	**	**	**	6%	12%	
							e					k	k	
TOTAL CONCERNED	85	**	29	55	85	37	48	**	**	**	**	24	31	
	21%	**	25%	19%	21%	18%	23%	**	**	**	**	16%	23%	
Neither/ nor	25	**	3	21	25	11	13	**	**	**	**	8	13	
	6%	**	3%	7%	6%	6%	6%	**	**	**	**	6%	9%	
Not very concerned	63	**	13	50	63	33	30	**	**	**	**	26	24	
	15%	**	12%	18%	15%	16%	15%	**	**	**	**	18%	17%	
Not at all concerned	234	**	70	155	234	121	113	**	**	**	**	87	68	
	57%	**	61%	55%	57%	59%	55%	**	**	**	**	59%	50%	
TOTAL NOT CONCERNED	297	**	84	205	297	155	143	**	**	**	**	113	92	
	73%	**	72%	72%	73%	76%	70%	**	**	**	**	77%	67%	
												l	l	
Don't know	2	**	-	2	2	2	1	**	**	**	**	2	1	
	1%	**	-%	1%	1%	1%	*%	**	**	**	**	1%	1%	
TOTAL NEITHER/ DON'T KNOW	27	**	3	23	27	13	14	**	**	**	**	10	13	
	7%	**	3%	8%	7%	6%	7%	**	**	**	**	7%	10%	
				b										

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 239

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61I (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - The possibility of them bullying others or making negative comments about other people via their mobile phone (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	47 12%	8 8%	12 10%	10 12%	18 16% ae	19 9%	28 15% e	47 12%	45 13%	** **	** **	** **	43 12%	4 7%	47 12%
Fairly concerned	38 9%	12 13%	10 8%	7 8%	9 8%	22 10%	16 8%	38 9%	35 10%	** **	** **	** **	35 10%	3 4%	38 9%
TOTAL CONCERNED	85 21%	20 21%	21 18%	17 20%	27 25%	41 19%	44 23%	85 21%	80 23% m	** **	** **	** **	78 22% m	7 11%	85 21% m
Neither/ nor	25 6%	8 9%	6 5%	4 5%	6 5%	15 7%	10 5%	25 6%	22 6%	** **	** **	** **	21 6%	3 6%	25 6%
Not very concerned	63 15%	16 16%	22 18%	13 16%	13 12%	37 17%	26 14%	63 15%	56 16%	** **	** **	** **	55 16%	9 15%	63 15%
Not at all concerned	234 57%	51 54%	72 59%	49 59%	62 57%	123 57%	111 58%	234 57%	191 54%	** **	** **	** **	194 55%	40 68% hl	234 57%
TOTAL NOT CONCERNED	297 73%	67 70%	94 77%	62 75%	74 68%	160 74%	137 71%	297 73%	247 70%	** **	** **	** **	249 71%	48 82% hl	297 73%
Don't know	2 1%	* *%	1 *%	- -%	2 2%	1 *%	2 1%	2 1%	2 1%	** **	** **	** **	2 1%	* *%	2 1%
TOTAL NEITHER/ DON'T KNOW	27 7%	8 9%	7 6%	4 5%	7 7%	15 7%	12 6%	27 7%	24 7%	** **	** **	** **	23 7%	4 6%	27 7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 240

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61J (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Sharing of inappropriate/ personal photos/ videos with others (SINGLE CODE)

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Very concerned	56	**	19	36	56	28	28	**	**	**	**	19	17
	14%	**	17%	13%	14%	14%	13%	**	**	**	**	13%	12%
Fairly concerned	34	**	6	28	34	13	21	**	**	**	**	12	16
	8%	**	5%	10%	8%	6%	10%	**	**	**	**	8%	12%
TOTAL CONCERNED	89	**	25	63	89	41	48	**	**	**	**	30	33
	22%	**	22%	22%	22%	20%	24%	**	**	**	**	21%	24%
Neither/ nor	31	**	4	26	31	21	10	**	**	**	**	16	10
	8%	**	4%	9%	8%	10%	5%	**	**	**	**	11%	7%
				b		f							
Not very concerned	60	**	12	47	60	23	37	**	**	**	**	18	28
	15%	**	10%	17%	15%	11%	18%	**	**	**	**	13%	21%
						e							k
Not at all concerned	224	**	72	144	224	117	107	**	**	**	**	80	64
	55%	**	62%	51%	55%	57%	52%	**	**	**	**	55%	47%
			c										
TOTAL NOT CONCERNED	283	**	84	191	283	140	144	**	**	**	**	99	92
	69%	**	72%	67%	69%	68%	70%	**	**	**	**	67%	68%
Don't know	5	**	3	3	5	3	2	**	**	**	**	2	1
	1%	**	2%	1%	1%	2%	1%	**	**	**	**	1%	1%
TOTAL NEITHER/ DON'T KNOW	37	**	7	29	37	24	13	**	**	**	**	18	11
	9%	**	6%	10%	9%	12%	6%	**	**	**	**	12%	8%
						f							

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 240

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61J (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Sharing of inappropriate/ personal photos/ videos with others (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Very concerned	56	16	11	13	16	27	29	56	54	**	**	**	50	6	56
	14%	17%	9%	16%	14%	12%	15%	14%	15%	**	**	**	14%	10%	14%
		b													
Fairly concerned	34	11	9	3	10	20	13	34	30	**	**	**	30	3	34
	8%	12%	7%	4%	9%	9%	7%	8%	9%	**	**	**	9%	6%	8%
		c													
TOTAL CONCERNED	89	28	20	17	26	47	42	89	84	**	**	**	80	9	89
	22%	29%	16%	20%	24%	22%	22%	22%	24%	**	**	**	23%	16%	22%
		b													
Neither/ nor	31	9	8	7	8	16	15	31	27	**	**	**	25	6	31
	8%	9%	6%	8%	7%	7%	8%	8%	8%	**	**	**	7%	10%	8%
Not very concerned	60	12	21	11	15	34	26	60	50	**	**	**	53	7	60
	15%	13%	17%	13%	14%	15%	14%	15%	14%	**	**	**	15%	12%	15%
Not at all concerned	224	47	72	47	58	118	105	224	185	**	**	**	189	35	224
	55%	49%	59%	56%	54%	55%	55%	55%	53%	**	**	**	54%	60%	55%
TOTAL NOT CONCERNED	283	59	93	58	73	152	131	283	235	**	**	**	242	42	283
	69%	62%	76%	70%	67%	70%	68%	69%	67%	**	**	**	69%	71%	69%
		a													
Don't know	5	-	2	1	2	2	3	5	5	**	**	**	4	2	5
	1%	-%	2%	2%	2%	1%	2%	1%	1%	**	**	**	1%	3%	1%
TOTAL NEITHER/ DON'T KNOW	37	9	9	8	10	18	18	37	32	**	**	**	29	8	37
	9%	9%	8%	10%	9%	8%	10%	9%	9%	**	**	**	8%	13%	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 241

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S MOBILE PHONE USE - TOTAL CONCERNED

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Being bullied via calls/ texts/ emails/ messages to their mobile phone (CONTACT)	117	**	34	82	117	55	62	**	**	**	**	39	44
	29%	**	29%	29%	29%	27%	30%	**	**	**	**	26%	32%
What they see or read on their mobile phone (CONTENT)	111	**	30	80	111	53	57	**	**	**	**	41	39
	27%	**	26%	28%	27%	26%	28%	**	**	**	**	28%	29%
How much time they spend using the phone	109	**	22	85	109	51	57	**	**	**	**	39	46
	27%	**	19%	30%	27%	25%	28%	**	**	**	**	27%	34%
				b									
Them giving out their personal details to inappropriate people (CONDUCT AND CONTACT)	107	**	26	81	107	54	53	**	**	**	**	41	39
	26%	**	23%	28%	26%	26%	26%	**	**	**	**	28%	29%
Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts) (CONDUCT & CONTENT & CONTACT)	106	**	31	75	106	50	56	**	**	**	**	35	40
	26%	**	27%	26%	26%	25%	27%	**	**	**	**	24%	29%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 241

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S MOBILE PHONE USE - TOTAL CONCERNED

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Downloading malicious or bogus apps (that could download viruses to the phone or steal personal information) (CONDUCT & CONTENT)	102 25%	** **	26 23%	75 26%	102 25%	54 26%	48 23%	** **	** **	** **	** **	43 29%	32 24%
Who they are in contact with using their mobile phone (CONTACT)	90 22%	** **	27 23%	62 22%	90 22%	49 24%	41 20%	** **	** **	** **	** **	34 23%	28 21%
Sharing of inappropriate/ personal photos/ videos with others (CONDUCT)	89 22%	** **	25 22%	63 22%	89 22%	41 20%	48 24%	** **	** **	** **	** **	30 21%	33 24%
The possibility of them bullying others or making negative comments about other people via their mobile phone (CONDUCT)	85 21%	** **	29 25%	55 19%	85 21%	37 18%	48 23%	** **	** **	** **	** **	24 16%	31 23%
How much money is spent on their mobile phone	80 19%	** **	20 18%	59 21%	80 19%	42 20%	38 19%	** **	** **	** **	** **	31 21%	28 20%
ANY OF THESE	217 53%	** **	53 46%	162 57%	217 53%	101 49%	116 57%	** **	** **	** **	** **	76 52%	87 63%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 241

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S MOBILE PHONE USE - TOTAL CONCERNED

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
NONE OF THESE	192	**	62	121	192	104	89	**	**	**	**	71	50
	47%	**	54%	43%	47%	51%	43%	**	**	**	**	48%	37%
			c									l	
ANY CONTENT, CONTACT, CONDUCT	196	**	51	144	196	94	103	**	**	**	**	70	75
	48%	**	44%	51%	48%	46%	50%	**	**	**	**	47%	55%
ANY CONTACT RELATED	174	**	46	127	174	82	92	**	**	**	**	59	68
	43%	**	40%	45%	43%	40%	45%	**	**	**	**	40%	50%
ANY CONDUCT RELATED	171	**	45	124	171	82	88	**	**	**	**	61	64
	42%	**	39%	44%	42%	40%	43%	**	**	**	**	41%	47%
ANY CONTENT RELATED	156	**	40	114	156	75	81	**	**	**	**	58	57
	38%	**	35%	40%	38%	37%	39%	**	**	**	**	39%	42%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 241

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S MOBILE PHONE USE - TOTAL CONCERNED

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Being bullied via calls/ texts/ emails/ messages to their mobile phone (CONTACT)	117 29%	32 34% b	28 23%	20 24%	36 33%	61 28%	56 29%	117 29%	108 31%	** **	** **	** **	103 29%	14 23%	117 29%
What they see or read on their mobile phone (CONTENT)	111 27%	31 33%	28 23%	21 26%	30 28%	59 27%	52 27%	111 27%	103 29%	** **	** **	** **	94 27%	17 28%	111 27%
How much time they spend using the phone	109 27%	32 34% b	24 19%	23 28%	29 27%	56 26%	52 27%	109 27%	100 29%	** **	** **	** **	95 27%	14 23%	109 27%
Them giving out their personal details to inappropriate people (CONDUCT AND CONTACT)	107 26%	34 35% bcg	24 20%	18 22%	31 29%	58 27%	49 26%	107 26%	98 28%	** **	** **	** **	93 27%	14 24%	107 26%
Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts) (CONDUCT & CONTENT & CONTACT)	106 26%	31 32% b	26 21%	21 26%	28 26%	57 26%	49 26%	106 26%	99 28%	** **	** **	** **	91 26%	15 26%	106 26%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 241

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S MOBILE PHONE USE - TOTAL CONCERNED

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Downloading malicious or bogus apps (that could download viruses to the phone or steal personal information) (CONDUCT & CONTENT)	102 25%	34 36% bcefg	20 16%	20 24%	28 26%	54 25% b	48 25% b	102 25% b	94 27%	** **	** **	** **	84 24%	18 31%	102 25%
Who they are in contact with using their mobile phone (CONTACT)	90 22%	27 28% b	18 15%	18 22%	27 25% b	45 21%	45 23% b	90 22%	86 25%	** **	** **	** **	80 23%	10 17%	90 22%
Sharing of inappropriate/ personal photos/ videos with others (CONDUCT)	89 22%	28 29% b	20 16%	17 20%	26 24%	47 22%	42 22%	89 22%	84 24%	** **	** **	** **	80 23%	9 16%	89 22%
The possibility of them bullying others or making negative comments about other people via their mobile phone (CONDUCT)	85 21%	20 21%	21 18%	17 20%	27 25%	41 19%	44 23%	85 21%	80 23% m	** **	** **	** **	78 22% m	7 11%	85 21% m
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 241

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S MOBILE PHONE USE - TOTAL CONCERNED

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
How much money is spent on their mobile phone	80 19%	16 17%	21 17%	16 19%	28 26% e	36 17%	43 23%	80 19%	74 21% m	** **	** **	** **	74 21% m	6 10%	80 19% m
ANY OF THESE	217 53%	57 60% b	57 46%	45 54%	59 54%	113 52%	104 54%	217 53%	198 56%	** **	** **	** **	189 54%	28 48%	217 53%
NONE OF THESE	192 47%	38 40%	66 54% a	38 46%	50 46%	104 48%	88 46%	192 47%	153 44%	** **	** **	** **	162 46%	31 52%	192 47%
ANY CONTENT, CONTACT, CONDUCT	196 48%	51 53% b	50 41%	40 48%	56 51%	101 46%	96 50%	196 48%	182 52%	** **	** **	** **	170 49%	26 45%	196 48%
ANY CONTACT RELATED	174 43%	46 48%	44 36%	32 39%	52 48%	90 41%	84 44%	174 43%	161 46%	** **	** **	** **	151 43%	23 39%	174 43%
ANY CONDUCT RELATED	171 42%	46 49% b	43 35%	33 40%	49 45%	89 41%	82 43%	171 42%	157 45%	** **	** **	** **	149 43%	22 37%	171 42%
ANY CONTENT RELATED	156 38%	44 46% b	39 32%	34 41%	39 36%	83 38%	73 38%	156 38%	143 41%	** **	** **	** **	133 38%	23 39%	156 38%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 242

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP62 The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on their mobile device. Did you know about this bar on adult content before today? (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	Total	~a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								~g	~h	~i	~j	k	l
Significance Level: 95%													
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Yes	201	**	63	131	201	101	99	**	**	**	**	69	63
	49%	**	54%	46%	49%	49%	49%	**	**	**	**	47%	46%
No	186	**	48	135	186	92	94	**	**	**	**	70	65
	45%	**	41%	48%	45%	45%	46%	**	**	**	**	48%	48%
Don't know	23	**	5	17	23	11	12	**	**	**	**	8	8
	6%	**	5%	6%	6%	6%	6%	**	**	**	**	6%	6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 242

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP62 The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on their mobile device. Did you know about this bar on adult content before today? (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Yes	201 49%	48 50%	59 48%	35 42%	59 54%	107 49%	94 49%	201 49%	174 50% m	** **	** **	** **	183 52% m	18 30%	201 49% m
No	186 45%	41 43%	54 44%	44 53%	46 42%	95 44%	91 47%	186 45%	158 45%	** **	** **	** **	145 41%	40 69% hln	186 45%
Don't know	23 6%	6 6%	10 8%	3 4%	4 4%	16 7%	7 4%	23 6%	19 6%	** **	** **	** **	22 6%	1 2%	23 6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 243

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP63 Could your child's mobile phone be used to go online? (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Yes	332	**	81	246	332	162	170	**	**	**	**	126	120
	81%	**	70%	87%	81%	79%	83%	**	**	**	**	86%	88%
				bd	b								
No	76	**	34	37	76	42	33	**	**	**	**	21	17
	18%	**	29%	13%	18%	21%	16%	**	**	**	**	14%	12%
			cd		c								
Don't know	2	**	1	*	2	1	1	**	**	**	**	*	*
	*%	**	1%	*%	*%	*%	*%	**	**	**	**	*%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 243

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP63 Could your child's mobile phone be used to go online? (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Yes	332	81	99	69	84	180	152	332	286	**	**	**	287	45	332
	81%	85%	81%	82%	77%	83%	79%	81%	81%	**	**	**	82%	77%	81%
No	76	14	23	15	25	36	39	76	65	**	**	**	62	13	76
	18%	15%	18%	18%	22%	17%	20%	18%	19%	**	**	**	18%	23%	18%
Don't know	2	*	1	-	1	1	1	2	-	**	**	**	2	-	2
	*%	*%	1%	-%	1%	*%	*%	*%	-%	**	**	**	*%	-%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 244

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP64 Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated? (SINGLE CODE)

Base : Parents whose child has a mobile phone that can be used to go online

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	519	12	114	393	519	260	259	5	7	54	60	201	192
Effective Weighted Sample	399	8	89	303	399	197	202	3	5	39	50	156	147
Total	332	6	81	246	332	162	170	2	4	34	47	126	120
Yes - bar on adult content is set up and in place	113	**	33	77	113	54	59	**	**	**	**	41	36
	34%	**	41%	31%	34%	33%	35%	**	**	**	**	32%	30%
No - bar on adult content has been deactivated	46	**	9	37	46	24	22	**	**	**	**	18	19
	14%	**	11%	15%	14%	15%	13%	**	**	**	**	14%	16%
Don't know whether bar on adult content is in place or not	173	**	39	132	173	84	88	**	**	**	**	67	65
	52%	**	49%	54%	52%	52%	52%	**	**	**	**	53%	54%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 244

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP64 Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated? (SINGLE CODE)

Base : Parents whose child has a mobile phone that can be used to go online

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	519	124	155	106	134	279	240	519	328	56	69	66	431	88	519
Effective Weighted Sample	399	98	119	82	100	217	182	399	314	49	67	62	339	61	399
Total	332	81	99	69	84	180	152	332	286	25	15	7	287	45	332
Yes - bar on adult content is set up and in place	113 34%	28 34%	34 34%	21 30%	31 37%	62 34%	52 34%	113 34%	103 36%	** **	** **	** **	101 35%	** **	113 34%
No - bar on adult content has been deactivated	46 14%	17 20% df	14 14%	10 15%	6 7%	30 17% d	16 10%	46 14% d	37 13%	** **	** **	** **	41 14%	** **	46 14%
Don't know whether bar on adult content is in place or not	173 52%	37 45%	51 52%	38 55%	47 56%	88 49%	85 56%	173 52%	145 51%	** **	** **	** **	144 50%	** **	173 52%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 245

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP65 And can you tell me why the bar on adult content was deactivated on your child's phone? (MULTI CODE)

Base : Parents whose child has a mobile phone that can be used to go online where the bar on accessing adult content has been deactivated

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	81	1	12	68	81	44	37	1	-	8	4	35	33
Effective Weighted Sample	60	1	9	51	60	32	28	1	-	5	3	26	25
Total	46	1	9	37	46	24	22	1	-	5	3	18	19
Trust my child to be sensible/ responsible	**	**	**	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	**	**	-%	**	**	**	**
Child too old for setting these controls	**	**	**	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	**	**	-%	**	**	**	**
Child is always supervised when using their phone to go online	**	**	**	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	**	**	-%	**	**	**	**
Child inherited a phone that belonged to an adult	**	**	**	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	**	**	-%	**	**	**	**
Child learns how to use their phone safely at school	**	**	**	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	**	**	-%	**	**	**	**
Wouldn't work/ they'd find a way around any controls	**	**	**	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	**	**	-%	**	**	**	**
Other	**	**	**	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	**	**	-%	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 245

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP65 And can you tell me why the bar on adult content was deactivated on your child's phone? (MULTI CODE)

Base : Parents whose child has a mobile phone that can be used to go online where the bar on accessing adult content has been deactivated

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL ~g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN ~l	RURAL ~m	ALL ~n
Significance Level: 95%															
Unweighted total	81	30	22	17	12	52	29	81	44	12	20	5	69	12	81
Effective Weighted Sample	60	22	17	13	8	38	21	60	42	11	19	5	52	8	60
Total	46	17	14	10	6	30	16	46	37	4	4	1	41	5	46
Trust my child to be sensible/ responsible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Child too old for setting these controls	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Child is always supervised when using their phone to go online	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Child inherited a phone that belonged to an adult	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Child learns how to use their phone safely at school	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 246

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP66 Which of these best describes the mobile package your child uses most often? (SINGLE CODE)

Base : Parents whose child has a mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	651	19	169	463	651	327	324	9	10	82	87	236	227
Effective Weighted Sample	502	14	132	357	502	253	248	6	8	62	70	185	172
Total	409	10	116	283	409	205	204	4	6	54	62	147	136
Prepay/ Pay as you go	227	**	76	143	227	119	108	**	**	**	**	80	63
	55%	**	66%	50%	55%	58%	53%	**	**	**	**	54%	46%
			cd										
Postpay/ monthly contract	175	**	39	136	175	81	94	**	**	**	**	63	73
	43%	**	33%	48%	43%	40%	46%	**	**	**	**	43%	53%
			b										
Other	3	**	1	2	3	2	2	**	**	**	**	2	1
	1%	**	1%	1%	1%	1%	1%	**	**	**	**	1%	*%
Don't know	3	**	-	2	3	3	1	**	**	**	**	2	1
	1%	**	-%	1%	1%	1%	*%	**	**	**	**	1%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 246

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP66 Which of these best describes the mobile package your child uses most often? (SINGLE CODE)

Base : Parents whose child has a mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	651	151	193	132	175	344	307	651	415	71	81	84	532	119	651
Effective Weighted Sample	502	117	150	101	133	268	234	502	394	61	78	80	422	81	502
Total	409	95	122	83	109	217	192	409	351	32	17	9	351	59	409
Prepay/ Pay as you go	227	41	62	47	76	103	124	227	198	**	**	**	196	31	227
	55%	43%	51%	57%	70%	48%	64%	55%	56%	**	**	**	56%	53%	55%
				a	abceg		abeg	ae							
Postpay/ monthly contract	175	52	58	33	32	110	65	175	146	**	**	**	148	27	175
	43%	55%	47%	40%	29%	51%	34%	43%	42%	**	**	**	42%	46%	43%
		cdfg	df			dfg		df							
Other	3	1	2	1	1	2	1	3	3	**	**	**	3	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	**	1%	1%	1%
Don't know	3	1	*	2	-	2	2	3	3	**	**	**	3	-	3
	1%	1%	*%	2%	-%	1%	1%	1%	1%	**	**	**	1%	-%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 247

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP67 (SHOWCARD) In the last twelve months, have you or your child received a bill that is higher than normal for your child's mobile phone use or app use for any of the following reasons? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone on a monthly contract

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	283	1	52	230	283	134	149	-	1	24	28	110	120
Effective Weighted Sample	216	1	42	173	216	101	115	-	1	19	23	82	92
Total	175	1	39	136	175	81	94	-	1	18	21	63	73
Child made more calls than included in their allowance	11 6%	** **	** **	8 6%	11 6%	3 3%	9 9%	- -%	** **	** **	** **	2 3%	6 9%
Child used more data than was included in their monthly allowance	7 4%	** **	** **	6 5%	7 4%	3 3%	5 5%	- -%	** **	** **	** **	3 4%	4 5%
Child rang premium rate numbers or other numbers not included in their monthly allowance	3 2%	** **	** **	2 2%	3 2%	2 3%	1 1%	- -%	** **	** **	** **	2 3%	* %*
Child paid for apps using their phone	3 2%	** **	** **	3 2%	3 2%	2 2%	1 1%	- -%	** **	** **	** **	2 3%	1 2%
Child's phone used by friends/ schoolmates	3 2%	** **	** **	3 2%	3 2%	2 2%	1 1%	- -%	** **	** **	** **	2 3%	1 1%
Child downloaded paid for content or applications, e.g. games, ringtones or other apps	2 1%	** **	** **	2 2%	2 1%	1 2%	1 1%	- -%	** **	** **	** **	1 2%	1 1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 247

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP67 (SHOWCARD) In the last twelve months, have you or your child received a bill that is higher than normal for your child's mobile phone use or app use for any of the following reasons? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone on a monthly contract

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	283	1	52	230	283	134	149	-	1	24	28	110	120
Effective Weighted Sample	216	1	42	173	216	101	115	-	1	19	23	82	92
Total	175	1	39	136	175	81	94	-	1	18	21	63	73
Child downloaded malicious apps or software which charged their account without their knowledge	1 1%	** **	** **	1 1%	1 1%	1 1%	* *%	- -%	** **	** **	** **	1 2%	* *%
Child made in-app purchases using their phone	1 1%	** **	** **	1 1%	1 1%	1 1%	* *%	- -%	** **	** **	** **	1 2%	* *%
Other	1 *%	** **	** **	1 1%	1 *%	1 1%	* *%	- -%	** **	** **	** **	1 1%	* *%
ANY OF THESE	27 16%	** **	** **	23 17%	27 16%	11 14%	16 17%	- -%	** **	** **	** **	11 17%	12 16%
Not received a bill for the child's phone that is much higher than normal	148 84%	** **	** **	113 83%	148 84%	70 86%	78 83%	- -%	** **	** **	** **	53 83%	61 84%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 247

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP67 (SHOWCARD) In the last twelve months, have you or your child received a bill that is higher than normal for your child's mobile phone use or app use for any of the following reasons? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone on a monthly contract

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	283	86	95	49	53	181	102	283	170	33	52	28	238	45	283
Effective Weighted Sample	216	66	73	39	39	138	78	216	162	29	51	27	181	35	216
Total	175	52	58	33	32	110	65	175	146	15	11	3	148	27	175
Child made more calls than included in their allowance	11 6%	** **	** **	** **	** **	6 5%	5 8%	11 6%	8 5%	** **	** **	** **	10 7%	** **	11 6%
Child used more data than was included in their monthly allowance	7 4%	** **	** **	** **	** **	4 4%	3 4%	7 4%	4 3%	** **	** **	** **	4 3%	** **	7 4%
Child rang premium rate numbers or other numbers not included in their monthly allowance	3 2%	** **	** **	** **	** **	2 2%	1 2%	3 2%	3 2%	** **	** **	** **	2 2%	** **	3 2%
Child paid for apps using their phone	3 2%	** **	** **	** **	** **	1 1%	2 3%	3 2%	3 2%	** **	** **	** **	2 1%	** **	3 2%
Child's phone used by friends/ schoolmates	3 2%	** **	** **	** **	** **	1 1%	1 2%	3 2%	2 2%	** **	** **	** **	2 1%	** **	3 2%
Child downloaded paid for content or applications, e.g. games, ringtones or other apps	2 1%	** **	** **	** **	** **	2 2%	* *%	2 1%	1 1%	** **	** **	** **	2 2%	** **	2 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 247

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP67 (SHOWCARD) In the last twelve months, have you or your child received a bill that is higher than normal for your child's mobile phone use or app use for any of the following reasons? Any others? (MULTI CODE)

Base : Parents whose child has a mobile phone on a monthly contract

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	283	86	95	49	53	181	102	283	170	33	52	28	238	45	283
Effective Weighted Sample	216	66	73	39	39	138	78	216	162	29	51	27	181	35	216
Total	175	52	58	33	32	110	65	175	146	15	11	3	148	27	175
Child downloaded malicious apps or software which charged their account without their knowledge	1 1%	** **	** **	** **	** **	1 1%	* *%	1 1%	1 1%	** **	** **	** **	* *0%	** **	1 1%
Child made in-app purchases using their phone	1 1%	** **	** **	** **	** **	1 1%	* *%	1 1%	1 1%	** **	** **	** **	* *0%	** **	1 1%
Other	1 *%	** **	** **	** **	** **	* *0%	* 1%	1 *%	- -0%	** **	** **	** **	1 1%	** **	1 *%
ANY OF THESE	27 16%	** **	** **	** **	** **	16 14%	12 18%	27 16%	20 13%	** **	** **	** **	21 14%	** **	27 16%
Not received a bill for the child's phone that is much higher than normal	148 84%	** **	** **	** **	** **	94 86%	54 82%	148 84%	127 87%	** **	** **	** **	127 86%	** **	148 84%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 248

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP68 (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
On a games console connected to a TV (like an Xbox/ PlayStation/ Wii)	519 52%	113 41%	202 56% a	203 56% a	519 52% a	330 66% f	188 38%	67 51% hl	46 33%	125 68% ghjl	77 42% h	138 75% ghjl	66 37%
On a hand held games console (like a Sony PSP/ PS Vita/ Nintendo DS)	386 39%	107 39%	160 44% cd	120 33%	386 39% c	226 45% f	160 32%	62 46% hl	45 32%	89 48% hjl	71 39% l	75 41% l	44 25%
On a computer/ laptop/ netbook	315 31%	68 25%	123 34% a	124 34% a	315 31% a	169 34%	145 29%	32 24%	36 26%	67 37% gh	56 31%	70 38% gh	54 30%
On a tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	298 30%	81 30%	114 31%	103 28%	298 30%	143 29%	155 31%	30 23%	50 36% g	59 32% g	55 31%	54 29%	50 28%
On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry)	256 26%	43 16%	74 20%	139 38% abd	256 26% ab	131 26%	125 25%	22 17%	21 15%	37 20%	37 21%	71 39% ghij	67 37% ghij

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 248

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP68 (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
On a portable media player (like an iPod Touch)	54	5	22	27	54	33	21	2	3	13	9	18	9
	5%	2%	6%	7%	5%	7%	4%	2%	2%	7%	5%	10%	5%
			a	a	a	f				gh		ghj	
On an MP3 player (like an iPod)	19	2	5	12	19	11	8	*	2	4	1	7	5
	2%	1%	1%	3%	2%	2%	2%	*%	1%	2%	1%	4%	3%
				a								gj	g
On a Smart TV directly- not using a games console connected to the TV	15	2	4	8	15	8	7	1	2	3	1	4	4
	1%	1%	1%	2%	1%	2%	1%	*%	1%	2%	1%	2%	2%
On a Personal Digital Assistant/ PDA (like a Palm)	4	1	1	2	4	3	1	-	1	1	-	2	-
	*%	*%	*%	1%	*%	1%	*%	-%	1%	1%	-%	1%	-%
Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass	2	1	-	1	2	-	2	-	1	-	-	-	1
	*%	*%	-%	*%	*%	-%	*%	-%	1%	-%	-%	-%	*%
USE ANY OF THESE DEVICES TO PLAY GAMES	855	220	329	306	855	455	400	109	111	173	156	173	133
	85%	81%	90%	84%	85%	91%	80%	82%	79%	94%	86%	94%	74%
			acd		a	f				ghil	l	ghil	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 248

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QP68 (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
USE HANDHELD PLAYER OR CONSOLE TO PLAY GAMES	669	159	265	245	669	411	258	94	65	155	110	161	84
	67%	58%	73%	67%	67%	82%	52%	71%	46%	85%	61%	88%	47%
No, never/ Does not play games	145	53	35	57	145	45	100	24	29	10	24	10	47
	15%	19%	10%	16%	15%	9%	20%	18%	21%	6%	14%	6%	26%
		bd		b	b		e	ik	ik		ik		ijk

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 248

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP68 (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
On a games console connected to a TV (like an Xbox/ PlayStation/ Wii)	519 52%	113 53%	150 51%	108 56%	148 50%	263 52%	256 52%	519 52%	433 51%	53 59% hm	23 57% m	10 51%	454 53%	65 46%	519 52%
On a hand held games console (like a Sony PSP/ PS Vita/ Nintendo DS)	386 39%	80 37%	122 42%	76 39%	108 36%	202 40%	184 37%	386 39%	335 39% jk	33 37%	12 31%	6 29%	325 38% k	61 43% jk	386 39% jk
On a computer/ laptop/ netbook	315 31%	80 37% df	98 33% d	58 30%	79 26%	177 35% df	137 28%	315 31%	288 34% ijkm	16 17%	7 18%	3 17%	283 33% ijkm	31 22%	315 31% ijkm
On a tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	298 30%	72 34% df	100 34% df	57 29%	69 23%	172 34% df	126 26%	298 30% d	254 30%	26 29%	12 30%	6 32%	254 30%	45 32%	298 30%
On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry)	256 26%	54 25%	77 26%	50 26%	75 25%	131 26%	125 25%	256 26%	235 28% ikm	10 11%	8 21% i	3 14%	227 26% ik	29 21% i	256 26% ik

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QP68 (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
On a portable media player (like an iPod Touch)	54 5%	14 7%	17 6%	11 5%	13 4%	31 6%	23 5%	54 5%	48 6% k	4 4%	2 5%	* 2%	44 5%	10 7% k	54 5%
On an MP3 player (like an iPod)	19 2%	4 2%	6 2%	1 1%	7 2%	11 2%	8 2%	19 2%	18 2% ik	- -%	1 2%	- -%	16 2%	3 2% ik	19 2%
On a Smart TV directly- not using a games console connected to the TV	15 1%	1 1%	2 1%	5 2% e	7 2% e	3 1%	11 2% be	15 1%	13 2%	1 2%	- -%	- -%	15 2%	- -%	15 1%
On a Personal Digital Assistant/ PDA (like a Palm)	4 *%	- -%	- -%	1 1%	3 1% e	- -%	4 1% e	4 *%	4 *%	- -%	- -%	- -%	4 *%	- -%	4 *%
Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass	2 *%	1 *%	- -%	1 1%	- -%	1 *%	1 *%	2 *%	2 *%	- -%	- -%	- -%	1 *%	1 1%	2 *%
USE ANY OF THESE DEVICES TO PLAY GAMES	855 85%	184 86%	246 83%	170 87%	255 86%	429 85%	425 86%	855 85%	732 86% km	74 82%	33 83%	15 77%	742 86% km	112 80%	855 85% km

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 248

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP68 (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
USE HANDHELD PLAYER OR CONSOLE TO PLAY GAMES	669 67%	144 68%	194 66%	134 69%	197 66%	339 67%	331 67%	669 67%	566 67%	65 72% k	27 66%	12 60%	579 67%	90 64%	669 67%
No, never/ Does not play games	145 15%	29 14%	49 17%	24 13%	43 14%	78 15%	67 14%	145 15%	118 14%	16 18%	7 17%	5 23% hln	117 14%	28 20% hln	145 15%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 249

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70A Please think about the time your child spends playing these types of games at home or elsewhere on a typical school day. How many hours would you say he/ she spends playing these types of games at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1397	357	545	495	1397	757	640	183	174	292	253	282	213
Effective Weighted Sample	1100	291	419	390	1100	596	504	150	141	226	193	220	170
Total	855	220	329	306	855	455	400	109	111	173	156	173	133
None	106	35	37	34	106	43	63	13	23	16	22	14	19
	12%	16%	11%	11%	12%	9%	16%	12%	21%	9%	14%	8%	14%
						e			gik				
Up to 1 hour	539	158	213	169	539	261	278	79	79	104	109	78	90
	63%	72%	65%	55%	63%	57%	70%	72%	71%	60%	70%	45%	68%
		bcd	c		c		e	ik	ik	k	ik		k
Up to 2 hours	137	21	55	61	137	93	44	13	8	38	18	43	18
	16%	10%	17%	20%	16%	21%	11%	12%	8%	22%	11%	25%	14%
			a	a	a	f				ghijl		ghijl	
Up to 3 hours	46	3	18	24	46	37	9	3	1	12	7	23	2
	5%	1%	6%	8%	5%	8%	2%	2%	1%	7%	4%	13%	1%
			a	a	a	f				hl	h	ghijl	
Up to 4 hours	20	2	4	14	20	15	5	2	-	3	1	10	4
	2%	1%	1%	5%	2%	3%	1%	2%	-%	2%	1%	6%	3%
				abd		f						hij	h
Up to 5 hours	4	*	*	3	4	4	-	*	-	*	-	3	-
	*%	*%	*%	1%	*%	1%	-%	*%	-%	*%	-%	2%	-%
						f							
Up to 6 hours	*	-	-	*	*	*	-	-	-	-	-	*	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%
Up to 8 hours	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	1%	-%
Over 8 hours	*	-	-	*	*	*	-	-	-	-	-	*	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%
Mean number of hours	1.1	.8	1.1	1.3	1.1	1.3	.9	1.0	.7	1.2	.9	1.6	1.0
			a	abd	a	f		h		ghijl	h	ghijl	h
Standard deviation	.96	.67	.82	1.18	.96	1.08	.73	.75	.54	.87	.74	1.32	.82
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70A Please think about the time your child spends playing these types of games at home or elsewhere on a typical school day. How many hours would you say he/ she spends playing these types of games at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
Standard error	.03	.04	.04	.05	.03	.04	.03	.06	.04	.05	.05	.08	.06
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 249

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70A Please think about the time your child spends playing these types of games at home or elsewhere on a typical school day. How many hours would you say he/ she spends playing these types of games at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1397	290	405	287	415	695	702	1397	921	171	156	149	1162	235	1397
Effective Weighted Sample	1100	234	316	222	327	550	550	1100	868	146	151	140	940	162	1100
Total	855	184	246	170	255	429	425	855	732	74	33	15	742	112	855
None	106 12%	33 18% bdfg	30 12%	20 12%	23 9%	63 15% df	43 10%	106 12%	95 13% i	5 7%	5 14% i	2 12%	91 12%	15 14%	106 12%
Up to 1 hour	539 63%	114 62%	154 63%	106 62%	165 65%	268 62%	271 64%	539 63%	463 63%	45 60%	21 64%	11 71% m	475 64%	64 57%	539 63%
Up to 2 hours	137 16%	22 12%	47 19% a	23 14%	45 18%	69 16%	68 16%	137 16%	118 16%	13 18%	4 12%	2 11%	115 15%	22 20% k	137 16%
Up to 3 hours	46 5%	9 5%	8 3%	15 9% be	14 6%	17 4%	29 7% be	46 5%	36 5%	8 11% hijkl	1 4%	* 3%	38 5%	7 7%	46 5%
Up to 4 hours	20 2%	5 3%	6 2%	5 3%	5 2%	10 2%	10 2%	20 2%	17 2%	3 4%	* 1%	* 2%	18 2%	2 2%	20 2%
Up to 5 hours	4 *% hlmn	- -%	1 1%	1 1%	1 *% hlmn	1 *% hlmn	3 1%	4 *% hlmn	3 *% hlmn	* *% hlmn	1 2% hlmn	- -% hlmn	4 1% hlmn	- -% hlmn	4 *% hlmn
Up to 6 hours	* *% hlmn	- -%	- -%	- -%	* *% hlmn	- -%	* *% hlmn	* *% hlmn	- -%	- -%	- -%	* 1% hlmn	* *% hlmn	- -%	* *% hlmn
Up to 8 hours	1 *% hlmn	- -%	- -%	- -%	1 *% hlmn	- -%	1 *% hlmn	1 *% hlmn	1 *% hlmn	- -%	* 1% hlmn	- -%	1 *% hlmn	- -%	1 *% hlmn
Over 8 hours	* *% hlmn	* *% hlmn	- -%	- -%	- -%	* *% hlmn	- -%	* *% hlmn	- -%	- -%	* 1% hlmn	- -%	* *% hlmn	- -%	* *% hlmn
Mean number of hours	1.1	1.0	1.1	1.2 ae	1.2 abe	1.0	1.2 abe	1.1	1.1	1.3 hklmn	1.2	.9	1.1	1.1	1.1 k
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 249

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70A Please think about the time your child spends playing these types of games at home or elsewhere on a typical school day. How many hours would you say he/ she spends playing these types of games at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Standard deviation	.96	.94	.88	1.02	.99	.90	1.00	.96	.93	1.00	1.36	.89	.96	.92	.96
Standard error	.03	.06	.04	.06	.05	.03	.04	.03	.03	.08	.11	.07	.03	.06	.03

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 250

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70B And how many hours would you say he/ she spends playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1397	357	545	495	1397	757	640	183	174	292	253	282	213
Effective Weighted Sample	1100	291	419	390	1100	596	504	150	141	226	193	220	170
Total	855	220	329	306	855	455	400	109	111	173	156	173	133
None	37 4%	8 4%	18 6%	10 3%	37 4%	10 2%	27 7% e	4 4%	4 4%	4 2%	14 9% ghik	2 1%	9 6% ik
Up to 1 hour	384 45%	132 60% bcd	137 42%	114 37%	384 45% c	160 35%	225 56% e	55 51% ik	77 70% gijkl	57 33%	81 52% ik	48 27%	67 50% ik
Up to 2 hours	242 28%	54 25%	96 29%	92 30%	242 28%	147 32% f	95 24%	33 31% h	21 19%	59 34% hj	37 24%	55 32% h	37 28%
Up to 3 hours	79 9%	14 7%	36 11%	29 10%	79 9%	55 12% f	24 6%	9 8%	6 5%	25 14% hjl	11 7%	22 12% hl	8 6%
Up to 4 hours	50 6%	6 3%	21 6% a	24 8% a	50 6% a	35 8% f	15 4%	5 4%	1 1%	14 8% h	7 4%	16 9% hj	7 6% h
Up to 5 hours	33 4%	4 2%	14 4%	15 5%	33 4%	24 5% f	9 2%	2 2%	2 2%	9 5%	5 3%	12 7% ghl	2 2%
Up to 6 hours	19 2%	* *%	6 2% a	12 4% a	19 2% a	17 4% f	2 1%	* *%	- -%	5 3% h	2 1%	12 7% ghijl	1 1%
Up to 7 hours	5 1%	- -%	1 *%	4 1%	5 1%	3 1%	2 *%	- -%	- -%	1 1%	- -%	2 1%	2 1%
Up to 8 hours	3 *%	- -%	- -%	3 1% b	3 *%	2 1%	* *%	- -%	- -%	- -%	- -%	2 1%	* *%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 250

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70B And how many hours would you say he/ she spends playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1397	357	545	495	1397	757	640	183	174	292	253	282	213
Effective Weighted Sample	1100	291	419	390	1100	596	504	150	141	226	193	220	170
Total	855	220	329	306	855	455	400	109	111	173	156	173	133
Over 8 hours	3	*	-	2	3	3	-	*	-	-	-	2	-
	*%	*%	-%	1%	*%	1%	-%	*%	-%	-%	-%	1%	-%
Mean number of hours	1.9	1.4	1.9	2.2	1.9	2.2	1.5	1.6	1.2	2.2	1.5	2.7	1.6
			a	abd	a	f		h		ghij	h	ghijl	h
Standard deviation	1.50	1.04	1.36	1.81	1.50	1.65	1.19	1.13	.91	1.40	1.22	1.98	1.33
Standard error	.04	.06	.06	.08	.04	.06	.05	.08	.07	.08	.08	.12	.09

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 250

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70B And how many hours would you say he/ she spends playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1397	290	405	287	415	695	702	1397	921	171	156	149	1162	235	1397
Effective Weighted Sample	1100	234	316	222	327	550	550	1100	868	146	151	140	940	162	1100
Total	855	184	246	170	255	429	425	855	732	74	33	15	742	112	855
None	37 4%	11 6%	10 4%	5 3%	10 4%	21 5%	15 4%	37 4%	33 4%	2 2%	2 5%	1 4%	32 4%	5 4%	37 4%
Up to 1 hour	384 45%	83 45%	112 45%	77 45%	113 44%	195 45%	190 45%	384 45%	332 45%	29 39%	17 50%	6 41%	332 45%	52 47%	384 45%
Up to 2 hours	242 28%	56 30%	73 30%	46 27%	67 26%	129 30%	113 27%	242 28%	210 29%	21 28%	7 20%	4 29%	214 29%	28 25%	242 28%
Up to 3 hours	79 9%	13 7%	21 8%	17 10%	29 11%	34 8%	46 11%	79 9%	67 9%	7 9%	3 9%	2 15%	67 9%	12 11%	79 9%
Up to 4 hours	50 6%	11 6%	15 6%	9 5%	16 6%	25 6%	25 6%	50 6%	41 6%	6 8%	2 6%	1 6%	42 6%	8 7%	50 6%
Up to 5 hours	33 4%	4 2%	8 3%	9 5%	12 5%	12 3%	21 5%	33 4%	26 4%	5 7%	1 4%	* 2%	30 4%	3 3%	33 4%
Up to 6 hours	19 2%	2 1%	6 3%	6 4%	4 2%	9 2%	11 2%	19 2%	14 2%	4 5%	1 3%	1 4%	16 2%	3 3%	19 2%
Up to 7 hours	5 1%	2 1%	1 *%	1 *%	1 *%	3 1%	2 *%	5 1%	4 1%	- -%	* *%	- -%	4 *%	1 1%	5 1%
Up to 8 hours	3 *%	2 1%	- -%	- -%	1 *%	2 *%	1 *%	3 *%	2 *%	* *%	- -%	- -%	3 *%	- -%	3 *%
Over 8 hours	3 *%	* *%	1 *%	* *%	1 *%	1 *%	1 *%	3 *%	2 *%	- -%	1 3%	- -%	3 *%	- -%	3 *%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 250

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70B And how many hours would you say he/ she spends playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Mean number of hours	1.9	1.8	1.8	1.9	1.9	1.8	1.9	1.9	1.8	2.2 hlmn	2.1	1.9	1.9	1.9	1.9
Standard deviation	1.50	1.49	1.44	1.52	1.56	1.46	1.54	1.50	1.45	1.64	2.18	1.43	1.51	1.46	1.50
Standard error	.04	.09	.07	.09	.08	.06	.06	.04	.05	.13	.17	.12	.04	.10	.04
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 251

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1397	357	545	495	1397	757	640	183	174	292	253	282	213
Effective Weighted Sample	1100	291	419	390	1100	596	504	150	141	226	193	220	170
Total	855	220	329	306	855	455	400	109	111	173	156	173	133
None	20 2%	4 2%	10 3%	6 2%	20 2%	4 1%	16 4% e	2 1%	3 3%	2 1%	8 5% ik	1 *%	5 4% k
Up to 5 hours	252 30%	92 42% bcd	89 27%	71 23%	252 30% c	95 21%	157 39% e	37 34% ik	56 50% gijkl	34 20%	55 35% ik	25 14%	47 35% ik
Up to 10 hours	333 39%	88 40%	133 40%	112 37%	333 39%	178 39%	155 39%	47 43%	41 37%	71 41%	61 39%	59 34%	53 40%
Up to 15 hours	109 13%	22 10%	45 14%	42 14%	109 13%	74 16% f	35 9%	15 14% h	7 6%	30 17% hjl	15 10%	29 17% hj	14 10%
Up to 20 hours	73 8%	8 4%	32 10% a	33 11% a	73 8% a	48 11% f	25 6%	4 4%	4 3%	20 12% gh	12 8%	23 14% ghl	9 7%
Up to 25 hours	37 4%	4 2%	14 4%	19 6% a	37 4% a	31 7% f	6 1%	3 3%	1 1%	10 6% hjl	3 2%	17 10% ghjl	2 1%
Up to 30 hours	14 2%	1 *%	4 1%	9 3% ab	14 2%	12 3% f	2 *%	1 1%	- -%	3 2%	1 *%	8 5% ghjl	1 1%
Up to 35 hours	10 1%	* *%	3 1%	7 2% a	10 1%	7 1%	3 1%	* *%	- -%	1 1%	1 1%	5 3% h	2 1%
Up to 40 hours	5 1%	* *%	* *%	4 1% b	5 1%	4 1%	* *%	* *%	- -%	* *%	- -%	4 2% j	* *%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 251

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1397	357	545	495	1397	757	640	183	174	292	253	282	213
Effective Weighted Sample	1100	291	419	390	1100	596	504	150	141	226	193	220	170
Total	855	220	329	306	855	455	400	109	111	173	156	173	133
Over 40 hours	2	-	-	2	2	2	-	-	-	-	-	2	-
	*%	-%	-%	1%	*%	*%	-%	-%	-%	-%	-%	1%	-%
Mean number of hours	9.3	6.8	9.1	11.2	9.3	11.1	7.2	7.9	5.8	10.5	7.6	13.6	7.9
			a	abd	a	f		h		ghij	h	ghijl	h
Standard deviation	7.25	4.86	6.28	8.93	7.25	8.06	5.53	5.47	3.91	6.52	5.65	9.84	6.31
Standard error	.19	.26	.27	.40	.19	.29	.22	.40	.30	.38	.36	.59	.43

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 251

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1397	290	405	287	415	695	702	1397	921	171	156	149	1162	235	1397
Effective Weighted Sample	1100	234	316	222	327	550	550	1100	868	146	151	140	940	162	1100
Total	855	184	246	170	255	429	425	855	732	74	33	15	742	112	855
None	20 2%	8 5% df	6 2%	3 2%	3 1%	14 3% df	6 1%	20 2%	18 2%	2 2%	1 2%	* 1%	16 2%	4 3%	20 2%
Up to 5 hours	252 30%	59 32% d	77 31% d	56 33% d	60 23%	137 32% d	116 27%	252 30% d	218 30%	18 24%	11 32%	6 38% hilm	217 29%	36 32%	252 30%
Up to 10 hours	333 39%	73 40%	93 38%	59 35%	109 43%	166 39%	168 39%	333 39%	289 39% m	27 36%	13 39%	5 32%	299 40% m	34 31%	333 39% m
Up to 15 hours	109 13%	18 10%	32 13%	17 10%	42 16% ace	50 12%	59 14%	109 13%	91 12%	12 16%	4 12%	2 14%	91 12%	18 16%	109 13%
Up to 20 hours	73 8%	12 6%	23 9%	14 8%	25 10%	34 8%	38 9%	73 8%	65 9%	4 5%	2 7%	1 10%	61 8%	12 10%	73 8%
Up to 25 hours	37 4%	6 3%	8 3%	13 8% abeg	10 4%	14 3%	23 5%	37 4%	27 4%	8 11% hijklmn	1 3%	* 2%	31 4%	6 5%	37 4%
Up to 30 hours	14 2%	4 2% b	1 *%	6 3% be	3 1%	5 1%	9 2% b	14 2%	12 2%	2 2%	* 1%	* 1%	12 2%	2 2%	14 2%
Up to 35 hours	10 1%	2 1%	4 2%	2 1%	1 1%	6 1%	4 1%	10 1%	8 1%	2 2%	* 1%	* 1%	9 1%	1 1%	10 1%
Up to 40 hours	5 1%	1 1%	2 1%	* *%	2 1%	3 1%	2 *%	5 1%	4 1%	* *%	1 2%	- -%	5 1%	- -%	5 1%
Over 40 hours	2 *%	* *%	* *%	- -%	1 1%	1 *%	1 *%	2 *%	1 *%	- -%	1 2%	* 1%	2 *%	- -%	2 *%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 251

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Mean number of hours	9.3	8.5	8.9	9.7	9.8	8.7	9.8	9.3	9.1	11.0	10.1	8.5	9.3	9.3	9.3
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Standard deviation	7.25	7.22	6.86	7.54	7.42	7.01	7.46	7.25	7.00	7.91	10.57	6.49	7.31	6.88	7.25
Standard error	.19	.42	.34	.45	.36	.27	.28	.19	.23	.60	.85	.53	.21	.45	.19
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 252

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP71 (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games player or console, a computer, or any other device? Any others? (MULTI CODE)

Base : Parents whose child play games on any type of gaming device

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total		1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample		1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total		856	220	325	312	856	455	401	109	111	171	154	175	136
Only games with appropriate age rating		459	140	197	122	459	233	226	73	67	99	97	61	61
		54%	64%	61%	39%	54%	51%	56%	67%	61%	58%	63%	35%	45%
			cd	cd		c			kl	kl	kl	kl		k
No games after a certain time		399	112	174	113	399	216	183	59	54	89	85	69	44
		47%	51%	54%	36%	47%	48%	46%	54%	48%	52%	55%	39%	32%
			c	cd		c			kl	l	kl	kl		
No games with violence		323	96	137	90	323	162	160	49	47	68	69	45	45
		38%	44%	42%	29%	38%	36%	40%	45%	42%	40%	45%	26%	33%
			c	c		c			kl	k	k	kl		
No games with drug use		320	89	137	94	320	166	154	45	44	72	65	50	44
		37%	40%	42%	30%	37%	36%	38%	41%	40%	42%	42%	28%	33%
			c	c		c			k	k	k	k		
No games with nudity/ sexual content		310	84	137	90	310	162	149	42	42	71	65	48	41
		36%	38%	42%	29%	36%	36%	37%	38%	38%	42%	42%	28%	30%
			c	cd		c			k	k	kl	kl		
Regularly check on what they're playing		300	82	126	92	300	153	147	40	42	61	65	52	41
		35%	37%	39%	30%	35%	34%	37%	36%	38%	36%	42%	30%	30%
			c	c		c						kl		
No games with swearing/ bad language		299	85	130	83	299	152	147	44	41	65	65	43	40
		35%	39%	40%	27%	35%	33%	37%	41%	37%	38%	42%	24%	30%
			c	c		c			kl	k	k	kl		
No online game playing		185	54	84	47	185	89	96	28	26	39	44	22	25
		22%	25%	26%	15%	22%	20%	24%	26%	24%	23%	29%	12%	19%
			c	c		c			k	k	k	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 252

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP71 (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games player or console, a computer, or any other device? Any others? (MULTI CODE)

Base : Parents whose child play games on any type of gaming device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample	1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total	856	220	325	312	856	455	401	109	111	171	154	175	136
No online game playing with people they don't already know	166 19%	42 19%	76 23% c	48 15%	166 19%	82 18%	84 21%	21 19%	21 19%	37 21% k	40 26% kl	25 14%	23 17%
No online chat or messaging	150 17%	47 21% c	71 22% c	32 10%	150 17% c	76 17%	74 18%	22 20% kl	25 22% kl	37 22% kl	33 22% kl	16 9%	16 12%
Can only play when supervised/ not on their own	117 14%	53 24% bcd	53 16% c	11 4%	117 14% c	58 13%	59 15%	21 19% kl	31 28% ijkl	31 18% kl	22 14% kl	6 4%	5 4%
No multi-player games	110 13%	36 16% c	49 15% c	25 8%	110 13% c	53 12%	57 14%	18 16% k	18 17% k	24 14% k	25 16% k	11 6%	14 10%
Only a game that an adult or parent has played/ tried first	98 11%	38 17% cd	43 13% c	17 5%	98 11% c	45 10%	53 13%	16 14% kl	22 20% kl	22 13% k	21 13% k	7 4%	10 7%
Other	7 1%	1 *% f	3 1%	4 1%	7 1%	7 2% f	- -%	1 1%	- -%	3 2%	- -%	4 2% j	- -%
ANY RULES OR RESTRICTIONS	670 78%	188 86% cd	279 86% cd	203 65%	670 78% c	356 78%	314 78%	96 88% kl	92 83% kl	144 84% kl	135 88% kl	116 66%	86 63%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 252

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP71 (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games player or console, a computer, or any other device? Any others? (MULTI CODE)

Base : Parents whose child play games on any type of gaming device

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample	1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total	856	220	325	312	856	455	401	109	111	171	154	175	136
No, do not have ANY rules or restrictions	186	32	46	109	186	99	87	13	19	27	19	59	50
	22%	14%	14%	35%	22%	22%	22%	12%	17%	16%	12%	34%	37%
				abd	ab							ghij	ghij
ANY RULES OR RESTRICTIONS - COMPARISON WITH 2013	670	188	279	203	670	356	314	96	92	144	135	116	86
	78%	86%	86%	65%	78%	78%	78%	88%	83%	84%	88%	66%	63%
		cd	cd		c			kl	kl	kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 252

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP71 (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games player or console, a computer, or any other device? Any others? (MULTI CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
Only games with appropriate age rating	459 54%	98 53%	135 55%	89 52%	136 53%	234 54%	225 53%	459 54%	395 54%	35 47%	20 60%	8 51%	396 53%	62 55%	459 54%
No games after a certain time	399 47%	90 49%	108 44%	70 41%	131 51% bc	198 46%	201 47%	399 47%	339 46% k	39 52% k	15 46%	6 36%	350 47% k	49 43%	399 47% k
No games with violence	323 38%	81 44% cf	96 39%	54 32%	92 36%	176 41% cf	146 34%	323 38%	292 40% i	11 15%	14 42% i	6 38% i	283 38% i	40 35% i	323 38% i
No games with drug use	320 37%	78 42% f	97 39%	58 34%	87 34%	174 40% f	145 34%	320 37%	292 40% i	8 11%	14 41% i	6 39% i	275 37% i	45 40% i	320 37% i
No games with nudity/ sexual content	310 36%	80 44% cdfg	89 36%	55 33%	85 33%	170 39% f	141 33%	310 36%	282 38% i	8 10%	15 44% il	6 38% i	266 36% i	44 39% i	310 36% i
Regularly check on what they're playing	300 35%	68 37%	89 36%	61 36%	82 32%	157 36%	143 34%	300 35%	266 36% i	16 21%	13 40% i	5 30%	259 35% i	41 36% i	300 35% i
No games with swearing/ bad language	299 35%	73 40%	87 35%	55 32%	84 33%	160 37%	139 33%	299 35%	270 37% i	9 12%	14 42% i	6 40% i	260 35% i	39 35% i	299 35% i
No online game playing	185 22%	48 26% cf	58 23%	30 18%	49 19%	105 24% cf	79 19%	185 22%	168 23% ik	9 11%	6 18%	2 15%	160 22% i	24 22% i	185 22% i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 252

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP71 (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games player or console, a computer, or any other device? Any others? (MULTI CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
No online game playing with people they don't already know	166 19%	44 24% cdf	51 20%	28 16%	44 17%	95 22% f	71 17%	166 19%	152 21% i	4 6%	8 25% ik	2 14% i	141 19% i	25 22% i	166 19% i
No online chat or messaging	150 17%	36 20%	46 18%	22 13%	45 18%	82 19%	67 16%	150 17%	138 19% i	2 3%	7 20% i	2 15% i	129 17% i	21 18% i	150 17% i
Can only play when supervised/ not on their own	117 14%	24 13%	34 14%	20 12%	38 15%	59 14%	58 14%	117 14%	107 15% ik	4 5%	5 15% ik	1 7%	99 13% ik	18 16% ik	117 14% ik
No multi-player games	110 13%	27 15%	35 14%	19 11%	29 11%	62 14%	48 11%	110 13%	103 14% i	- -%	5 16% i	2 10% i	93 13% i	17 15% i	110 13% i
Only a game that an adult or parent has played/ tried first	98 11%	23 13%	35 14% f	16 9%	24 9%	58 13% f	40 9%	98 11%	85 12%	5 7%	6 18% hikln	1 9%	82 11%	16 14% i	98 11%
Other	7 1%	2 1%	2 1%	1 1%	2 1%	4 1%	3 1%	7 1%	5 1%	2 3% hl	* *% hl	* 1%	4 1%	3 2% hl	7 1%
ANY RULES OR RESTRICTIONS	670 78%	145 79%	193 78%	127 75%	205 80%	338 78%	332 78%	670 78%	577 79% k	55 74%	27 80%	11 70%	583 79% k	87 77%	670 78% k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 252

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP71 (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games player or console, a computer, or any other device? Any others? (MULTI CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
No, do not have ANY rules or restrictions	186	39	55	42	50	93	92	186	155	20	7	5	160	26	186
	22%	21%	22%	25%	20%	22%	22%	22%	21%	26%	20%	30% hln	21%	23%	22%
ANY RULES OR RESTRICTIONS - COMPARISON WITH 2013	670	145	193	127	205	338	332	670	577	55	27	11	583	87	670
	78%	79%	78%	75%	80%	78%	78%	78%	79% k	74%	80%	70%	79% k	77%	78% k
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 253

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP72 Does your child ever play games over the internet on any devices which is often referred to as online game playing? IF NECESSARY - Please think about the types of games that can be played online where more than one person can play in the same game at the same time, wherever they are in the world. (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1392	357	540	495	1392	754	638	183	174	289	251	282	213
Effective Weighted Sample	1095	291	414	390	1095	593	503	150	141	223	192	220	170
Total	851	220	325	306	851	453	397	109	111	171	154	173	133
Yes	280	19	105	156	280	189	91	11	8	67	39	111	45
	33%	8%	32%	51%	33%	42%	23%	10%	7%	39%	25%	64%	34%
			a	abd	a	f				ghj	gh	ghijl	gh
No	556	200	215	141	556	257	299	98	101	103	112	56	85
	65%	91%	66%	46%	65%	57%	75%	90%	91%	60%	73%	32%	64%
		bcd	c		c	e		ijkl	ijkl	k	ik		k
Don't know	15	1	4	9	15	7	8	-	1	2	3	6	4
	2%	1%	1%	3%	2%	2%	2%	-%	1%	1%	2%	3%	3%
				a								g	g

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 253

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP72 Does your child ever play games over the internet on any devices which is often referred to as online game playing? IF NECESSARY - Please think about the types of games that can be played online where more than one person can play in the same game at the same time, wherever they are in the world. (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) (SINGLE CODE)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1392	288	406	287	411	694	698	1392	916	171	158	147	1153	239	1392
Effective Weighted Sample	1095	232	317	222	324	549	546	1095	863	146	153	138	934	164	1095
Total	851	182	246	169	253	428	422	851	728	74	33	15	737	113	851
Yes	280 33%	69 38% df	88 36% df	55 33%	68 27%	157 37% df	123 29%	280 33% d	239 33%	23 31%	13 40%	5 32%	237 32%	43 38%	280 33%
No	556 65%	108 59%	156 63%	111 65%	181 72% abeg	264 62%	292 69% ae	556 65%	476 65%	50 68%	19 58%	10 68%	486 66%	70 62%	556 65%
Don't know	15 2%	5 3%	3 1%	3 2%	4 2%	8 2%	7 2%	15 2%	14 2%	* *%	1 2%	- -%	15 2%	* *%	15 2%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 254

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP73 (SHOWCARD) When your child plays games over the internet, which of these describes how they are playing? Please choose as many as apply. (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) (MULTI CODE)

Base : Parents whose child ever plays games over the internet

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 i	FEMALE 8-11 ~j	MALE 12-15 k	FEMALE 12-15 ~l
Significance Level: 95%													
Unweighted total	442	32	162	248	442	303	139	21	11	105	57	177	71
Effective Weighted Sample	347	25	127	194	347	234	113	15	10	82	45	137	57
Total	280	19	105	156	280	189	91	11	8	67	39	111	45
On their own/ against the computer or games player	203 72%	** **	69 66%	118 76%	203 72%	135 72%	67 74%	** **	** **	42 64%	** **	85 76%	** **
Against someone else in the same room as them	128 46%	** **	39 37%	83 53%	128 46%	95 50%	34 37%	** **	** **	26 38%	** **	65 58%	** **
Against someone else they have met in person who is playing elsewhere	149 53%	** **	51 49%	93 60%	149 53%	114 61%	35 38%	** **	** **	35 53%	** **	75 67%	** **
Against one or more other people they have not met in person who are playing elsewhere	85 30%	** **	20 19%	61 39%	85 30%	68 36%	18 19%	** **	** **	15 23%	** **	49 44%	** **
Don't know	6 2%	** **	3 3%	3 2%	6 2%	3 1%	3 4%	** **	** **	2 3%	** **	1 1%	** **

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 254

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP73 (SHOWCARD) When your child plays games over the internet, which of these describes how they are playing? Please choose as many as apply. (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) (MULTI CODE)

Base : Parents whose child ever plays games over the internet

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 ~c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	442	108	137	88	109	245	197	442	286	49	62	45	360	82	442
Effective Weighted Sample	347	87	109	68	82	196	150	347	271	43	60	42	289	59	347
Total	280	69	88	55	68	157	123	280	239	23	13	5	237	43	280
On their own/ against the computer or games player	203 72%	53 76%	69 79% df	** **	42 62%	122 78% df	81 66%	203 72%	169 71%	** **	** **	** **	171 72%	** **	203 72%
Against someone else in the same room as them	128 46%	34 49%	42 48%	** **	27 41%	76 48%	52 43%	128 46%	106 45%	** **	** **	** **	109 46%	** **	128 46%
Against someone else they have met in person who is playing elsewhere	149 53%	37 53%	42 48%	** **	36 53%	79 50%	70 57%	149 53%	125 52%	** **	** **	** **	126 53%	** **	149 53%
Against one or more other people they have not met in person who are playing elsewhere	85 30%	27 39% df	25 28%	** **	16 24%	52 33%	33 27%	85 30%	73 31%	** **	** **	** **	73 31%	** **	85 30%
Don't know	6 2%	1 2%	2 2%	** **	2 3%	3 2%	3 2%	6 2%	6 2%	** **	** **	** **	4 2%	** **	6 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 255

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP74 Are there any parental controls set on the handheld games player? IF NECESSARY - To stop your child playing games above a certain age rating or to restrict or prevent them going online (SINGLE CODE)

Base : Parents whose child ever plays games on a handheld games player

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	~l
Unweighted total	653	177	282	194	653	382	271	102	75	165	117	115	79
Effective Weighted Sample	522	146	215	162	522	309	213	87	60	126	90	98	64
Total	403	107	168	129	403	237	167	62	45	96	73	79	49
Yes	81	24	33	24	81	43	39	12	**	18	15	13	**
	20%	23%	19%	19%	20%	18%	23%	19%	**	19%	20%	16%	**
No	288	75	121	92	288	173	115	44	**	71	50	58	**
	71%	70%	72%	72%	71%	73%	69%	72%	**	74%	69%	73%	**
Don't know	34	7	15	12	34	21	13	5	**	8	8	8	**
	9%	7%	9%	9%	9%	9%	8%	9%	**	8%	10%	11%	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 255

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP74 Are there any parental controls set on the handheld games player? IF NECESSARY - To stop your child playing games above a certain age rating or to restrict or prevent them going online (SINGLE CODE)

Base : Parents whose child ever plays games on a handheld games player

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	653	127	194	144	188	321	332	653	441	90	65	57	530	123	653
Effective Weighted Sample	522	106	155	112	150	260	262	522	414	79	62	53	435	89	522
Total	403	84	120	85	115	204	199	403	346	38	13	6	342	61	403
Yes	81	22	29	15	16	50	31	81	75	**	**	**	71	10	81
	20%	26%	24%	17%	14%	25%	16%	20%	22%	**	**	**	21%	16%	20%
		df	df			df									
No	288	53	85	63	88	138	150	288	241	**	**	**	241	47	288
	71%	63%	71%	74%	76%	67%	75%	71%	70%	**	**	**	70%	77%	71%
		a			a		ae								
Don't know	34	10	7	8	11	16	18	34	30	**	**	**	30	4	34
	9%	11%	5%	9%	9%	8%	9%	9%	9%	**	**	**	9%	7%	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 256

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP75 Are there any parental controls set on the games console that is connected to a TV? IF NECESSARY - To stop your child playing games or watching DVDs above a certain age rating or to restrict or prevent them going online (SINGLE CODE)

Base : Parents whose child ever plays games on a games console connected to a TV

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	900	187	367	346	900	560	340	116	71	219	148	225	121
Effective Weighted Sample	702	152	278	272	702	435	267	93	59	167	110	175	98
Total	540	113	213	214	540	330	210	67	46	127	86	136	77
Yes	141	29	59	54	141	82	59	16	**	37	22	29	25
	26%	25%	27%	25%	26%	25%	28%	24%	**	29%	25%	21%	32% k
No	368	80	141	147	368	227	141	48	**	83	57	96	51
	68%	71%	66%	69%	68%	69%	67%	71%	**	66%	66%	71%	66%
Don't know	31	4	14	13	31	21	10	3	**	7	7	11	1
	6%	4%	7%	6%	6%	6%	5%	5%	**	5%	9% l	8% l	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 256

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP75 Are there any parental controls set on the games console that is connected to a TV? IF NECESSARY - To stop your child playing games or watching DVDs above a certain age rating or to restrict or prevent them going online (SINGLE CODE)

Base : Parents whose child ever plays games on a games console connected to a TV

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	900	203	255	196	246	458	442	900	567	127	103	103	753	147	900
Effective Weighted Sample	702	164	198	150	189	362	339	702	533	109	100	96	603	99	702
Total	540	127	156	111	147	282	258	540	450	57	22	11	472	68	540
Yes	141 26%	37 29%	41 26%	28 25%	35 24%	77 27%	63 25%	141 26%	126 28% i	6 11%	5 23% i	4 38% ijklmn	127 27% i	14 21%	141 26% i
No	368 68%	81 64%	108 70%	77 69%	102 70%	189 67%	180 70%	368 68%	300 67% k	48 84% hijklmn	14 64%	6 54%	319 68% k	49 71% k	368 68% k
Don't know	31 6%	9 7%	7 4%	6 6%	9 6%	16 6%	15 6%	31 6%	24 5%	3 5%	3 13% hiln	1 9%	25 5%	5 8%	31 6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 257

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE HANDHELD GAMES PLAYER - I am confident that the controls we have are effective

Base : Parents whose child ever plays games on a handheld games player with parental controls set

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	137	40	60	37	137	74	63	19	21	35	25	20	17	
Effective Weighted Sample	104	31	42	31	104	57	47	16	15	25	17	16	15	
Total	81	24	33	24	81	43	39	12	12	18	15	13	12	
Strongly disagree	5	**	**	**	5	**	**	**	**	**	**	**	**	
	7%	**	**	**	7%	**	**	**	**	**	**	**	**	
Slightly disagree	2	**	**	**	2	**	**	**	**	**	**	**	**	
	2%	**	**	**	2%	**	**	**	**	**	**	**	**	
TOTAL DISAGREE	7	**	**	**	7	**	**	**	**	**	**	**	**	
	8%	**	**	**	8%	**	**	**	**	**	**	**	**	
Neither/ nor	3	**	**	**	3	**	**	**	**	**	**	**	**	
	4%	**	**	**	4%	**	**	**	**	**	**	**	**	
Slightly agree	19	**	**	**	19	**	**	**	**	**	**	**	**	
	23%	**	**	**	23%	**	**	**	**	**	**	**	**	
Strongly agree	51	**	**	**	51	**	**	**	**	**	**	**	**	
	63%	**	**	**	63%	**	**	**	**	**	**	**	**	
TOTAL AGREE	70	**	**	**	70	**	**	**	**	**	**	**	**	
	86%	**	**	**	86%	**	**	**	**	**	**	**	**	
Don't know	2	**	**	**	2	**	**	**	**	**	**	**	**	
	2%	**	**	**	2%	**	**	**	**	**	**	**	**	
TOTAL NEITHER/ DON'T KNOW	5	**	**	**	5	**	**	**	**	**	**	**	**	
	6%	**	**	**	6%	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 257

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE HANDHELD GAMES PLAYER - I am confident that the controls we have are effective

Base : Parents whose child ever plays games on a handheld games player with parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	l	~m	n
Unweighted total	137	35	45	28	29	80	57	137	97	3	15	22	108	29	137
Effective Weighted Sample	104	29	34	20	22	63	42	104	91	3	15	20	88	18	104
Total	81	22	29	15	16	50	31	81	75	1	3	2	71	10	81
Strongly disagree	5	**	**	**	**	**	**	5	**	**	**	**	5	**	5
	7%	**	**	**	**	**	**	7%	**	**	**	**	7%	**	7%
Slightly disagree	2	**	**	**	**	**	**	2	**	**	**	**	1	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	2%	**	2%
TOTAL DISAGREE	7	**	**	**	**	**	**	7	**	**	**	**	7	**	7
	8%	**	**	**	**	**	**	8%	**	**	**	**	9%	**	8%
Neither/ nor	3	**	**	**	**	**	**	3	**	**	**	**	3	**	3
	4%	**	**	**	**	**	**	4%	**	**	**	**	4%	**	4%
Slightly agree	19	**	**	**	**	**	**	19	**	**	**	**	18	**	19
	23%	**	**	**	**	**	**	23%	**	**	**	**	26%	**	23%
Strongly agree	51	**	**	**	**	**	**	51	**	**	**	**	41	**	51
	63%	**	**	**	**	**	**	63%	**	**	**	**	58%	**	63%
TOTAL AGREE	70	**	**	**	**	**	**	70	**	**	**	**	60	**	70
	86%	**	**	**	**	**	**	86%	**	**	**	**	84%	**	86%
Don't know	2	**	**	**	**	**	**	2	**	**	**	**	2	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	3%	**	2%
TOTAL NEITHER/ DON'T KNOW	5	**	**	**	**	**	**	5	**	**	**	**	5	**	5
	6%	**	**	**	**	**	**	6%	**	**	**	**	7%	**	6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 258

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE HANDHELD GAMES PLAYER - I feel that my child is safer as a result of the controls we have

Base : Parents whose child ever plays games on a handheld games player with parental controls set

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	137	40	60	37	137	74	63	19	21	35	25	20	17
Effective Weighted Sample	104	31	42	31	104	57	47	16	15	25	17	16	15
Total	81	24	33	24	81	43	39	12	12	18	15	13	12
Strongly disagree	3	**	**	**	3	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**
Slightly disagree	2	**	**	**	2	**	**	**	**	**	**	**	**
	3%	**	**	**	3%	**	**	**	**	**	**	**	**
TOTAL DISAGREE	6	**	**	**	6	**	**	**	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	**	**	**
Neither/ nor	6	**	**	**	6	**	**	**	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	**	**	**
Slightly agree	19	**	**	**	19	**	**	**	**	**	**	**	**
	23%	**	**	**	23%	**	**	**	**	**	**	**	**
Strongly agree	51	**	**	**	51	**	**	**	**	**	**	**	**
	63%	**	**	**	63%	**	**	**	**	**	**	**	**
TOTAL AGREE	70	**	**	**	70	**	**	**	**	**	**	**	**
	86%	**	**	**	86%	**	**	**	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	6	**	**	**	6	**	**	**	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 258

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE HANDHELD GAMES PLAYER - I feel that my child is safer as a result of the controls we have

Base : Parents whose child ever plays games on a handheld games player with parental controls set

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	137	35	45	28	29	80	57	137	97	3	15	22	108	29	137
Effective Weighted Sample	104	29	34	20	22	63	42	104	91	3	15	20	88	18	104
Total	81	22	29	15	16	50	31	81	75	1	3	2	71	10	81
Strongly disagree	3 4%	** **	** **	** **	** **	** **	** **	3 4%	** **	** **	** **	** **	3 5%	** **	3 4%
Slightly disagree	2 3%	** **	** **	** **	** **	** **	** **	2 3%	** **	** **	** **	** **	2 3%	** **	2 3%
TOTAL DISAGREE	6 7%	** **	** **	** **	** **	** **	** **	6 7%	** **	** **	** **	** **	6 8%	** **	6 7%
Neither/ nor	6 7%	** **	** **	** **	** **	** **	** **	6 7%	** **	** **	** **	** **	6 8%	** **	6 7%
Slightly agree	19 23%	** **	** **	** **	** **	** **	** **	19 23%	** **	** **	** **	** **	18 25%	** **	19 23%
Strongly agree	51 63%	** **	** **	** **	** **	** **	** **	51 63%	** **	** **	** **	** **	42 59%	** **	51 63%
TOTAL AGREE	70 86%	** **	** **	** **	** **	** **	** **	70 86%	** **	** **	** **	** **	60 84%	** **	70 86%
TOTAL NEITHER/ DON'T KNOW	6 7%	** **	** **	** **	** **	** **	** **	6 7%	** **	** **	** **	** **	6 8%	** **	6 7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 259

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE HANDHELD GAMES PLAYER - I think my child might be able to get around or disable the controls

Base : Parents whose child ever plays games on a handheld games player with parental controls set

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total		137	40	60	37	137	74	63	19	21	35	25	20	17
Effective Weighted Sample		104	31	42	31	104	57	47	16	15	25	17	16	15
Total		81	24	33	24	81	43	39	12	12	18	15	13	12
Strongly disagree		43	**	**	**	43	**	**	**	**	**	**	**	**
		53%	**	**	**	53%	**	**	**	**	**	**	**	**
Slightly disagree		17	**	**	**	17	**	**	**	**	**	**	**	**
		21%	**	**	**	21%	**	**	**	**	**	**	**	**
TOTAL DISAGREE		60	**	**	**	60	**	**	**	**	**	**	**	**
		74%	**	**	**	74%	**	**	**	**	**	**	**	**
Neither/ nor		6	**	**	**	6	**	**	**	**	**	**	**	**
		7%	**	**	**	7%	**	**	**	**	**	**	**	**
Slightly agree		4	**	**	**	4	**	**	**	**	**	**	**	**
		5%	**	**	**	5%	**	**	**	**	**	**	**	**
Strongly agree		9	**	**	**	9	**	**	**	**	**	**	**	**
		11%	**	**	**	11%	**	**	**	**	**	**	**	**
TOTAL AGREE		13	**	**	**	13	**	**	**	**	**	**	**	**
		16%	**	**	**	16%	**	**	**	**	**	**	**	**
Don't know		2	**	**	**	2	**	**	**	**	**	**	**	**
		2%	**	**	**	2%	**	**	**	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW		8	**	**	**	8	**	**	**	**	**	**	**	**
		10%	**	**	**	10%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 259

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE HANDHELD GAMES PLAYER - I think my child might be able to get around or disable the controls

Base : Parents whose child ever plays games on a handheld games player with parental controls set

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL g	ENGLAND ~h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	137	35	45	28	29	80	57	137	97	3	15	22	108	29	137
Effective Weighted Sample	104	29	34	20	22	63	42	104	91	3	15	20	88	18	104
Total	81	22	29	15	16	50	31	81	75	1	3	2	71	10	81
Strongly disagree	43	**	**	**	**	**	**	43	**	**	**	**	36	**	43
	53%	**	**	**	**	**	**	53%	**	**	**	**	50%	**	53%
Slightly disagree	17	**	**	**	**	**	**	17	**	**	**	**	15	**	17
	21%	**	**	**	**	**	**	21%	**	**	**	**	22%	**	21%
TOTAL DISAGREE	60	**	**	**	**	**	**	60	**	**	**	**	51	**	60
	74%	**	**	**	**	**	**	74%	**	**	**	**	72%	**	74%
Neither/ nor	6	**	**	**	**	**	**	6	**	**	**	**	6	**	6
	7%	**	**	**	**	**	**	7%	**	**	**	**	8%	**	7%
Slightly agree	4	**	**	**	**	**	**	4	**	**	**	**	4	**	4
	5%	**	**	**	**	**	**	5%	**	**	**	**	6%	**	5%
Strongly agree	9	**	**	**	**	**	**	9	**	**	**	**	8	**	9
	11%	**	**	**	**	**	**	11%	**	**	**	**	12%	**	11%
TOTAL AGREE	13	**	**	**	**	**	**	13	**	**	**	**	12	**	13
	16%	**	**	**	**	**	**	16%	**	**	**	**	18%	**	16%
Don't know	2	**	**	**	**	**	**	2	**	**	**	**	2	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	3%	**	2%
TOTAL NEITHER/ DON'T KNOW	8	**	**	**	**	**	**	8	**	**	**	**	8	**	8
	10%	**	**	**	**	**	**	10%	**	**	**	**	11%	**	10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 260

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP77A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE GAMES CONSOLE CONNECTED TO A TV - I am confident that the controls we have are effective

Base : Parents whose child ever plays games on a games console connected to a TV with parental controls set

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	~c	d	e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	239	49	107	83	239	144	95	29	20	67	40	48	35	
Effective Weighted Sample	182	38	76	68	182	108	73	22	16	49	27	37	30	
Total	141	29	59	54	141	82	59	16	12	37	22	29	25	
Strongly disagree	5	**	1	**	5	2	**	**	**	**	**	**	**	
	3%	**	3%	**	3%	3%	**	**	**	**	**	**	**	
Slightly disagree	5	**	1	**	5	4	**	**	**	**	**	**	**	
	3%	**	2%	**	3%	5%	**	**	**	**	**	**	**	
TOTAL DISAGREE	10	**	3	**	10	6	**	**	**	**	**	**	**	
	7%	**	5%	**	7%	7%	**	**	**	**	**	**	**	
Neither/ nor	5	**	2	**	5	3	**	**	**	**	**	**	**	
	3%	**	3%	**	3%	4%	**	**	**	**	**	**	**	
Slightly agree	23	**	11	**	23	16	**	**	**	**	**	**	**	
	16%	**	18%	**	16%	20%	**	**	**	**	**	**	**	
Strongly agree	101	**	43	**	101	55	**	**	**	**	**	**	**	
	72%	**	74%	**	72%	67%	**	**	**	**	**	**	**	
TOTAL AGREE	124	**	54	**	124	71	**	**	**	**	**	**	**	
	88%	**	92%	**	88%	87%	**	**	**	**	**	**	**	
Don't know	2	**	-	**	2	1	**	**	**	**	**	**	**	
	2%	**	-%	**	2%	2%	**	**	**	**	**	**	**	
TOTAL NEITHER/ DON'T KNOW	7	**	2	**	7	4	**	**	**	**	**	**	**	
	5%	**	3%	**	5%	5%	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 260

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP77A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE GAMES CONSOLE CONNECTED TO A TV - I am confident that the controls we have are effective

Base : Parents whose child ever plays games on a games console connected to a TV with parental controls set

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	239	59	66	48	66	125	114	239	161	16	23	39	199	40	239
Effective Weighted Sample	182	48	51	36	47	98	83	182	151	13	22	36	159	23	182
Total	141	37	41	28	35	77	63	141	126	6	5	4	127	14	141
Strongly disagree	5 3%	** **	** **	** **	** **	1 1%	4 7% e	5 3%	5 4%	** **	** **	** **	5 4%	** **	5 3%
Slightly disagree	5 3%	** **	** **	** **	** **	2 3%	2 4%	5 3%	4 3%	** **	** **	** **	4 3%	** **	5 3%
TOTAL DISAGREE	10 7%	** **	** **	** **	** **	3 4%	7 10%	10 7%	9 7%	** **	** **	** **	9 7%	** **	10 7%
Neither/ nor	5 3%	** **	** **	** **	** **	3 3%	2 3%	5 3%	4 4%	** **	** **	** **	4 3%	** **	5 3%
Slightly agree	23 16%	** **	** **	** **	** **	10 13%	13 20%	23 16%	20 16%	** **	** **	** **	20 16%	** **	23 16%
Strongly agree	101 72%	** **	** **	** **	** **	61 79% f	40 64%	101 72%	90 72%	** **	** **	** **	92 72%	** **	101 72%
TOTAL AGREE	124 88%	** **	** **	** **	** **	71 92%	53 84%	124 88%	110 88%	** **	** **	** **	112 88%	** **	124 88%
Don't know	2 2%	** **	** **	** **	** **	1 1%	1 2%	2 2%	2 2%	** **	** **	** **	2 2%	** **	2 2%
TOTAL NEITHER/ DON'T KNOW	7 5%	** **	** **	** **	** **	4 5%	4 6%	7 5%	7 5%	** **	** **	** **	6 5%	** **	7 5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 261

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP77B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE GAMES CONSOLE CONNECTED TO A TV - I feel that my child is safer as a result of the controls we have

Base : Parents whose child ever plays games on a games console connected to a TV with parental controls set

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	~c	d	e	~f	~g	~h	~i	~j	~k	~l
Unweighted total		239	49	107	83	239	144	95	29	20	67	40	48	35
Effective Weighted Sample		182	38	76	68	182	108	73	22	16	49	27	37	30
Total		141	29	59	54	141	82	59	16	12	37	22	29	25
Strongly disagree		3	**	1	**	3	2	**	**	**	**	**	**	**
		2%	**	2%	**	2%	2%	**	**	**	**	**	**	**
Slightly disagree		2	**	2	**	2	2	**	**	**	**	**	**	**
		2%	**	3%	**	2%	3%	**	**	**	**	**	**	**
TOTAL DISAGREE		6	**	3	**	6	4	**	**	**	**	**	**	**
		4%	**	5%	**	4%	5%	**	**	**	**	**	**	**
Neither/ nor		7	**	1	**	7	6	**	**	**	**	**	**	**
		5%	**	1%	**	5%	7%	**	**	**	**	**	**	**
Slightly agree		23	**	13	**	23	15	**	**	**	**	**	**	**
		17%	**	21%	**	17%	18%	**	**	**	**	**	**	**
Strongly agree		102	**	42	**	102	57	**	**	**	**	**	**	**
		73%	**	72%	**	73%	70%	**	**	**	**	**	**	**
TOTAL AGREE		126	**	55	**	126	72	**	**	**	**	**	**	**
		89%	**	93%	**	89%	88%	**	**	**	**	**	**	**
Don't know		2	**	*	**	2	-	**	**	**	**	**	**	**
		1%	**	*%	**	1%	-%	**	**	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW		9	**	1	**	9	6	**	**	**	**	**	**	**
		6%	**	1%	**	6%	7%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 261

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP77B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE GAMES CONSOLE CONNECTED TO A TV - I feel that my child is safer as a result of the controls we have

Base : Parents whose child ever plays games on a games console connected to a TV with parental controls set

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	239	59	66	48	66	125	114	239	161	16	23	39	199	40	239
Effective Weighted Sample	182	48	51	36	47	98	83	182	151	13	22	36	159	23	182
Total	141	37	41	28	35	77	63	141	126	6	5	4	127	14	141
Strongly disagree	3 2%	** **	** **	** **	** **	1 1%	3 4%	3 2%	3 3%	** **	** **	** **	3 3%	** **	3 2%
Slightly disagree	2 2%	** **	** **	** **	** **	2 3%	* 1%	2 2%	2 2%	** **	** **	** **	2 2%	** **	2 2%
TOTAL DISAGREE	6 4%	** **	** **	** **	** **	3 4%	3 5%	6 4%	5 4%	** **	** **	** **	6 5%	** **	6 4%
Neither/ nor	7 5%	** **	** **	** **	** **	4 5%	4 6%	7 5%	6 5%	** **	** **	** **	7 5%	** **	7 5%
Slightly agree	23 17%	** **	** **	** **	** **	12 16%	11 17%	23 17%	20 16%	** **	** **	** **	21 17%	** **	23 17%
Strongly agree	102 73%	** **	** **	** **	** **	58 74%	45 71%	102 73%	92 73%	** **	** **	** **	91 72%	** **	102 73%
TOTAL AGREE	126 89%	** **	** **	** **	** **	70 90%	56 88%	126 89%	112 89%	** **	** **	** **	112 89%	** **	126 89%
Don't know	2 1%	** **	** **	** **	** **	1 1%	1 2%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
TOTAL NEITHER/ DON'T KNOW	9 6%	** **	** **	** **	** **	5 6%	5 7%	9 6%	8 7%	** **	** **	** **	9 7%	** **	9 6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 262

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP77C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE GAMES CONSOLE CONNECTED TO A TV - I think my child might be able to get around or disable the controls

Base : Parents whose child ever plays games on a games console connected to a TV with parental controls set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	~c	d	e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	239	49	107	83	239	144	95	29	20	67	40	48	35
Effective Weighted Sample	182	38	76	68	182	108	73	22	16	49	27	37	30
Total	141	29	59	54	141	82	59	16	12	37	22	29	25
Strongly disagree	62	**	23	**	62	33	**	**	**	**	**	**	**
	44%	**	40%	**	44%	40%	**	**	**	**	**	**	**
Slightly disagree	26	**	12	**	26	18	**	**	**	**	**	**	**
	19%	**	21%	**	19%	23%	**	**	**	**	**	**	**
TOTAL DISAGREE	89	**	35	**	89	51	**	**	**	**	**	**	**
	63%	**	60%	**	63%	62%	**	**	**	**	**	**	**
Neither/ nor	11	**	3	**	11	5	**	**	**	**	**	**	**
	8%	**	6%	**	8%	6%	**	**	**	**	**	**	**
Slightly agree	17	**	7	**	17	13	**	**	**	**	**	**	**
	12%	**	12%	**	12%	16%	**	**	**	**	**	**	**
Strongly agree	22	**	12	**	22	12	**	**	**	**	**	**	**
	16%	**	20%	**	16%	15%	**	**	**	**	**	**	**
TOTAL AGREE	39	**	19	**	39	25	**	**	**	**	**	**	**
	28%	**	33%	**	28%	31%	**	**	**	**	**	**	**
Don't know	2	**	1	**	2	1	**	**	**	**	**	**	**
	1%	**	1%	**	1%	1%	**	**	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	13	**	4	**	13	5	**	**	**	**	**	**	**
	9%	**	7%	**	9%	7%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 262

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP77C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON THE GAMES CONSOLE CONNECTED TO A TV - I think my child might be able to get around or disable the controls

Base : Parents whose child ever plays games on a games console connected to a TV with parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	239	59	66	48	66	125	114	239	161	16	23	39	199	40	239
Effective Weighted Sample	182	48	51	36	47	98	83	182	151	13	22	36	159	23	182
Total	141	37	41	28	35	77	63	141	126	6	5	4	127	14	141
Strongly disagree	62	**	**	**	**	36	26	62	54	**	**	**	54	**	62
	44%	**	**	**	**	47%	41%	44%	43%	**	**	**	43%	**	44%
Slightly disagree	26	**	**	**	**	13	14	26	24	**	**	**	25	**	26
	19%	**	**	**	**	16%	22%	19%	19%	**	**	**	20%	**	19%
TOTAL DISAGREE	89	**	**	**	**	49	40	89	78	**	**	**	80	**	89
	63%	**	**	**	**	63%	63%	63%	62%	**	**	**	63%	**	63%
Neither/ nor	11	**	**	**	**	9	2	11	10	**	**	**	10	**	11
	8%	**	**	**	**	11%	3%	8%	8%	**	**	**	8%	**	8%
						f									
Slightly agree	17	**	**	**	**	9	8	17	16	**	**	**	14	**	17
	12%	**	**	**	**	12%	13%	12%	13%	**	**	**	11%	**	12%
Strongly agree	22	**	**	**	**	9	13	22	20	**	**	**	22	**	22
	16%	**	**	**	**	11%	21%	16%	16%	**	**	**	17%	**	16%
TOTAL AGREE	39	**	**	**	**	18	22	39	36	**	**	**	36	**	39
	28%	**	**	**	**	23%	34%	28%	29%	**	**	**	28%	**	28%
Don't know	2	**	**	**	**	2	-	2	2	**	**	**	2	**	2
	1%	**	**	**	**	3%	-%	1%	2%	**	**	**	2%	**	1%
TOTAL NEITHER/ DON'T KNOW	13	**	**	**	**	11	2	13	12	**	**	**	12	**	13
	9%	**	**	**	**	14%	3%	9%	9%	**	**	**	9%	**	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 263

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP78 And can you tell me why there are no parental controls set on the handheld games player? (MULTI CODE)

Base : Parents whose child ever plays games on a handheld games player with no parental controls set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	~j	~k	~l
Unweighted total	465	125	200	140	465	277	188	75	50	119	81	83	57
Effective Weighted Sample	376	105	156	116	376	225	151	64	41	92	64	71	46
Total	288	75	121	92	288	173	115	44	31	71	50	58	34
Trust my child to be sensible/ responsible	96	7	39	49	96	59	36	**	**	22	**	**	**
	33%	10%	33%	53%	33%	34%	32%	**	**	32%	**	**	**
			a	abd	a								
Child is always supervised/ always an adult present	89	34	43	12	89	51	38	**	**	24	**	**	**
	31%	46%	36%	13%	31%	29%	33%	**	**	34%	**	**	**
		cd	c		c								
Didn't know this was possible	52	13	22	18	52	31	21	**	**	13	**	**	**
	18%	17%	18%	19%	18%	18%	19%	**	**	18%	**	**	**
Child is too young for this to be a problem	43	28	12	3	43	26	17	**	**	6	**	**	**
	15%	38%	10%	3%	15%	15%	15%	**	**	8%	**	**	**
		bcd	c		c								
Don't know how to do this	12	3	5	4	12	9	3	**	**	4	**	**	**
	4%	4%	4%	4%	4%	5%	3%	**	**	6%	**	**	**
Child too old for setting these controls	10	2	1	6	10	7	3	**	**	1	**	**	**
	3%	3%	1%	7%	3%	4%	2%	**	**	1%	**	**	**
				b									
No need as does not go online with the handheld games player	8	4	4	1	8	3	5	**	**	2	**	**	**
	3%	5%	3%	1%	3%	2%	4%	**	**	3%	**	**	**
		c											

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 263

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP78 And can you tell me why there are no parental controls set on the handheld games player? (MULTI CODE)

Base : Parents whose child ever plays games on a handheld games player with no parental controls set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	~j	~k	~l
Unweighted total	465	125	200	140	465	277	188	75	50	119	81	83	57
Effective Weighted Sample	376	105	156	116	376	225	151	64	41	92	64	71	46
Total	288	75	121	92	288	173	115	44	31	71	50	58	34
Would interfere with other siblings/ family members gaming	7 3%	- -%	4 4%	3 3%	7 3%	7 4%	1 1%	** **	** **	4 5%	** **	** **	** **
No need as only plays age appropriate games/ games approved by a parent/ we know the games they are playing	6 2%	1 2%	3 3%	2 2%	6 2%	4 2%	2 2%	** **	** **	2 3%	** **	** **	** **
Wouldn't work/ they'd find a way around any controls	3 1%	- -%	* *%	2 3%	3 1%	3 2%	- -%	** **	** **	* 1%	** **	** **	** **
Too complicated/ time consuming to install/ administer	3 1%	- -%	3 2%	- -%	3 1%	2 1%	1 *%	** **	** **	2 3%	** **	** **	** **
Other	12 4%	3 3%	4 4%	5 5%	12 4%	7 4%	4 4%	** **	** **	3 4%	** **	** **	** **
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW	61 21%	15 20%	26 22%	21 22%	61 21%	37 21%	25 21%	** **	** **	16 22%	** **	** **	** **
TOTAL NO NEED AS PLAYS AGE APPROPRIATE GAMES/ DOES NOT GO ONLINE	14 5%	5 7%	6 5%	2 2%	14 5%	7 4%	7 6%	** **	** **	4 5%	** **	** **	** **
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 263

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP78 And can you tell me why there are no parental controls set on the handheld games player? (MULTI CODE)

Base : Parents whose child ever plays games on a handheld games player with no parental controls set

	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	~j	~k	~l
Unweighted total	465	125	200	140	465	277	188	75	50	119	81	83	57
Effective Weighted Sample	376	105	156	116	376	225	151	64	41	92	64	71	46
Total	288	75	121	92	288	173	115	44	31	71	50	58	34
Don't know	16	4	5	8	16	12	5	**	**	4	**	**	**
	6%	5%	4%	8%	6%	7%	4%	**	**	6%	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 263

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP78 And can you tell me why there are no parental controls set on the handheld games player? (MULTI CODE)

Base : Parents whose child ever plays games on a handheld games player with no parental controls set

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	465	80	137	104	144	217	248	465	308	82	43	32	378	87	465
Effective Weighted Sample	376	67	112	82	116	179	197	376	289	72	41	30	310	66	376
Total	288	53	85	63	88	138	150	288	241	35	9	3	241	47	288
Trust my child to be sensible/ responsible	96	**	30	25	17	54	41	96	81	**	**	**	73	**	96
	33%	**	35%	39%	19%	39%	27%	33%	34%	**	**	**	30%	**	33%
			d	df		df		d							
Child is always supervised/ always an adult present	89	**	29	19	26	44	45	89	79	**	**	**	78	**	89
	31%	**	34%	31%	29%	32%	30%	31%	33%	**	**	**	32%	**	31%
Didn't know this was possible	52	**	11	13	24	16	36	52	42	**	**	**	46	**	52
	18%	**	13%	20%	27%	11%	24%	18%	17%	**	**	**	19%	**	18%
					beg		be	e							
Child is too young for this to be a problem	43	**	11	6	19	19	25	43	33	**	**	**	37	**	43
	15%	**	13%	9%	21%	14%	16%	15%	14%	**	**	**	15%	**	15%
					c										
Don't know how to do this	12	**	4	3	4	5	7	12	11	**	**	**	11	**	12
	4%	**	5%	4%	5%	4%	5%	4%	4%	**	**	**	5%	**	4%
Child too old for setting these controls	10	**	4	2	2	5	5	10	7	**	**	**	7	**	10
	3%	**	5%	4%	3%	4%	3%	3%	3%	**	**	**	3%	**	3%
No need as does not go online with the handheld games player	8	**	1	2	3	3	5	8	7	**	**	**	7	**	8
	3%	**	1%	3%	3%	2%	3%	3%	3%	**	**	**	3%	**	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 263

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP78 And can you tell me why there are no parental controls set on the handheld games player? (MULTI CODE)

Base : Parents whose child ever plays games on a handheld games player with no parental controls set

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	465	80	137	104	144	217	248	465	308	82	43	32	378	87	465
Effective Weighted Sample	376	67	112	82	116	179	197	376	289	72	41	30	310	66	376
Total	288	53	85	63	88	138	150	288	241	35	9	3	241	47	288
Would interfere with other siblings/ family members gaming	7 3%	** **	4 4%	2 3%	2 2%	4 3%	4 2%	7 3%	7 3%	** **	** **	** **	7 3%	** **	7 3%
No need as only plays age appropriate games/ games approved by a parent/ we know the games they are playing	6 2%	** **	2 3%	1 2%	1 1%	4 3%	2 2%	6 2%	6 2%	** **	** **	** **	6 2%	** **	6 2%
Wouldn't work/ they'd find a way around any controls	3 1%	** **	1 1%	1 2%	- -%	2 1%	1 1%	3 1%	2 1%	** **	** **	** **	2 1%	** **	3 1%
Too complicated/ time consuming to install/ administer	3 1%	** **	2 2%	- -%	1 1%	2 2%	1 *%	3 1%	3 1%	** **	** **	** **	3 1%	** **	3 1%
Other	12 4%	** **	3 4%	1 2%	2 2%	9 6%	3 2%	12 4%	11 4%	** **	** **	** **	10 4%	** **	12 4%
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW	61 21%	** **	13 16%	14 22%	28 32%	20 14%	42 28%	61 21%	50 21%	** **	** **	** **	54 23%	** **	61 21%
TOTAL NO NEED AS PLAYS AGE APPROPRIATE GAMES/ DOES NOT GO ONLINE	14 5%	** **	3 4%	3 5%	4 4%	7 5%	7 4%	14 5%	12 5%	** **	** **	** **	12 5%	** **	14 5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 263

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP78 And can you tell me why there are no parental controls set on the handheld games player? (MULTI CODE)

Base : Parents whose child ever plays games on a handheld games player with no parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	465	80	137	104	144	217	248	465	308	82	43	32	378	87	465
Effective Weighted Sample	376	67	112	82	116	179	197	376	289	72	41	30	310	66	376
Total	288	53	85	63	88	138	150	288	241	35	9	3	241	47	288
Don't know	16	**	4	5	6	5	11	16	14	**	**	**	14	**	16
	6%	**	4%	8%	7%	4%	8%	6%	6%	**	**	**	6%	**	6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 264

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79 And can you tell me why there are no parental controls set on the games console connected to a TV? (MULTI CODE)

Base : Parents whose child ever plays games on a games console connected to a TV with no parental controls set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	~j	k	~l
Unweighted total	603	130	232	241	603	374	229	81	49	136	96	157	84
Effective Weighted Sample	478	107	183	188	478	295	182	67	41	108	75	122	66
Total	368	80	141	147	368	227	141	48	32	83	57	96	51
Trust my child to be sensible/ responsible	149	11	52	86	149	95	54	**	**	27	**	60	**
	41%	14%	37%	58%	41%	42%	38%	**	**	33%	**	62%	**
			a	abd	a							i	
Child is always supervised/ always an adult present	94	33	47	13	94	55	39	**	**	27	**	8	**
	25%	42%	34%	9%	25%	24%	28%	**	**	33%	**	8%	**
		cd	cd		c					k			
Didn't know this was possible	52	9	19	24	52	32	20	**	**	13	**	12	**
	14%	11%	14%	16%	14%	14%	14%	**	**	16%	**	12%	**
Child is too young for this to be a problem	42	28	13	1	42	24	17	**	**	8	**	1	**
	11%	35%	9%	1%	11%	11%	12%	**	**	9%	**	1%	**
		bcd	c		c					k			
Child too old for setting these controls	21	2	2	17	21	13	8	**	**	2	**	11	**
	6%	2%	2%	12%	6%	6%	6%	**	**	2%	**	12%	**
				abd	b							i	
Would interfere with other siblings/ family members gaming	17	2	12	3	17	10	7	**	**	7	**	3	**
	5%	2%	9%	2%	5%	5%	5%	**	**	8%	**	3%	**
			acd										
Don't know how to do this	14	2	7	4	14	9	5	**	**	5	**	2	**
	4%	3%	5%	3%	4%	4%	4%	**	**	6%	**	2%	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 264

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79 And can you tell me why there are no parental controls set on the games console connected to a TV? (MULTI CODE)

Base : Parents whose child ever plays games on a games console connected to a TV with no parental controls set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	~j	k	~l
Unweighted total	603	130	232	241	603	374	229	81	49	136	96	157	84
Effective Weighted Sample	478	107	183	188	478	295	182	67	41	108	75	122	66
Total	368	80	141	147	368	227	141	48	32	83	57	96	51
Wouldn't work/ they'd find a way around any controls	6 2%	- -%	2 1%	5 3%	6 2%	5 2%	1 1%	** **	** **	1 1%	** **	4 4%	** **
Too complicated/ time consuming to install/ administer	5 1%	1 2%	2 1%	2 1%	5 1%	4 2%	1 1%	** **	** **	2 2%	** **	2 2%	** **
No need as only plays age appropriate games/ games approved by a parent/ we know the games they are playing	6 2%	2 3% c	3 2% c	- -%	6 2%	2 1%	4 3%	** **	** **	2 2%	** **	- -%	** **
No need as does not go online with the handheld games player	3 1%	1 1%	2 1%	- -%	3 1%	2 1%	1 1%	** **	** **	1 1%	** **	- -%	** **
Other	14 4%	5 6%	4 3%	6 4%	14 4%	9 4%	6 4%	** **	** **	3 4%	** **	3 3%	** **
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW	63 17%	10 13%	25 18%	27 19%	63 17%	40 17%	23 16%	** **	** **	17 21%	** **	13 14%	** **
TOTAL NO NEED AS PLAYS AGE APPROPRIATE GAMES/ DOES NOT GO ONLINE	8 2%	3 4% c	5 4% c	- -%	8 2% c	4 2%	5 3%	** **	** **	2 3%	** **	- -%	** **

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 264

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79 And can you tell me why there are no parental controls set on the games console connected to a TV? (MULTI CODE)

Base : Parents whose child ever plays games on a games console connected to a TV with no parental controls set

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	~j	k	~l
Unweighted total	603	130	232	241	603	374	229	81	49	136	96	157	84
Effective Weighted Sample	478	107	183	188	478	295	182	67	41	108	75	122	66
Total	368	80	141	147	368	227	141	48	32	83	57	96	51
Don't know	24	3	10	11	24	17	6	**	**	7	**	7	**
	6%	4%	7%	7%	6%	8%	4%	**	**	8%	**	7%	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 264

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79 And can you tell me why there are no parental controls set on the games console connected to a TV? (MULTI CODE)

Base : Parents whose child ever plays games on a games console connected to a TV with no parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	~m	n
Unweighted total	603	127	175	135	166	302	301	603	375	106	66	56	508	95	603
Effective Weighted Sample	478	104	138	105	132	242	236	478	354	91	64	52	410	68	478
Total	368	81	108	77	102	189	180	368	300	48	14	6	319	49	368
Trust my child to be sensible/ responsible	149	40	44	28	37	84	65	149	124	18	**	**	126	**	149
	41%	49%	41%	36%	36%	45%	36%	41%	41%	37%	**	**	39%	**	41%
		df													
Child is always supervised/ always an adult present	94	20	31	20	23	51	43	94	81	7	**	**	82	**	94
	25%	25%	28%	26%	22%	27%	24%	25%	27%	15%	**	**	26%	**	25%
									i				i		i
Didn't know this was possible	52	11	11	10	20	21	30	52	37	11	**	**	47	**	52
	14%	13%	10%	13%	20%	11%	17%	14%	12%	23%	**	**	15%	**	14%
					be					hln					
Child is too young for this to be a problem	42	5	13	10	14	18	24	42	32	9	**	**	34	**	42
	11%	6%	12%	13%	14%	9%	13%	11%	11%	18%	**	**	11%	**	11%
										h					
Child too old for setting these controls	21	6	4	7	4	10	11	21	17	4	**	**	18	**	21
	6%	8%	4%	10%	4%	5%	6%	6%	6%	7%	**	**	6%	**	6%
Would interfere with other siblings/ family members gaming	17	4	5	3	6	9	8	17	17	-	**	**	14	**	17
	5%	5%	5%	4%	5%	5%	5%	5%	6%	-%	**	**	4%	**	5%
									i				i		i
Don't know how to do this	14	2	4	3	6	5	9	14	11	2	**	**	13	**	14
	4%	2%	3%	3%	6%	3%	5%	4%	4%	4%	**	**	4%	**	4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 264

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79 And can you tell me why there are no parental controls set on the games console connected to a TV? (MULTI CODE)

Base : Parents whose child ever plays games on a games console connected to a TV with no parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	~m	n
Unweighted total	603	127	175	135	166	302	301	603	375	106	66	56	508	95	603
Effective Weighted Sample	478	104	138	105	132	242	236	478	354	91	64	52	410	68	478
Total	368	81	108	77	102	189	180	368	300	48	14	6	319	49	368
Wouldn't work/ they'd find a way around any controls	6 2%	1 1%	3 2%	3 3% d	- -%	4 2%	3 1%	6 2%	6 2%	- -%	** **	** **	4 1%	** **	6 2%
Too complicated/ time consuming to install/ administer	5 1%	- -%	3 2%	1 1%	2 2%	3 1%	2 1%	5 1%	3 1%	2 3%	** **	** **	4 1%	** **	5 1%
No need as only plays age appropriate games/ games approved by a parent/ we know the games they are playing	6 2%	1 1%	3 2%	1 1%	1 1%	4 2%	2 1%	6 2%	4 1%	1 2%	** **	** **	6 2%	** **	6 2%
No need as does not go online with the handheld games player	3 1%	1 1%	1 1%	* *%	1 1%	2 1%	1 1%	3 1%	2 1%	* 1%	** **	** **	3 1%	** **	3 1%
Other	14 4%	5 6%	4 3%	4 6%	2 2%	8 4%	6 3%	14 4%	12 4%	1 3%	** **	** **	13 4%	** **	14 4%
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW	63 17%	12 14%	14 13%	12 15%	25 24% be	26 14%	37 20%	63 17%	45 15%	14 28% hln	** **	** **	58 18%	** **	63 17%
TOTAL NO NEED AS PLAYS AGE APPROPRIATE GAMES/ DOES NOT GO ONLINE	8 2%	2 2%	4 3%	1 2%	2 2%	5 3%	3 2%	8 2%	6 2%	2 3%	** **	** **	8 3%	** **	8 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 264

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79 And can you tell me why there are no parental controls set on the games console connected to a TV? (MULTI CODE)

Base : Parents whose child ever plays games on a games console connected to a TV with no parental controls set

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	~m	n
Unweighted total	603	127	175	135	166	302	301	603	375	106	66	56	508	95	603
Effective Weighted Sample	478	104	138	105	132	242	236	478	354	91	64	52	410	68	478
Total	368	81	108	77	102	189	180	368	300	48	14	6	319	49	368
Don't know	24	3	8	6	7	11	13	24	20	3	**	**	21	**	24
	6%	4%	7%	7%	7%	6%	7%	6%	7%	6%	**	**	7%	**	6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 265

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The content of the games that they are playing

Base : Parents whose child play games on any type of gaming device

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample	1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total	856	220	325	312	856	455	401	109	111	171	154	175	136
Very concerned	83	21	35	27	83	49	34	12	9	19	16	18	9
	10%	10%	11%	9%	10%	11%	9%	11%	8%	11%	10%	10%	7%
Fairly concerned	101	15	45	42	101	67	34	10	5	29	16	28	13
	12%	7%	14%	13%	12%	15%	8%	9%	4%	17%	10%	16%	10%
			a	a	a	f				ghl	h	gh	
TOTAL CONCERNED	184	36	80	69	184	116	68	22	14	48	32	47	22
	22%	16%	25%	22%	22%	25%	17%	20%	13%	28%	21%	27%	16%
			a		a	f				hl		hl	
Neither/ nor	66	15	20	31	66	34	32	6	9	12	8	16	15
	8%	7%	6%	10%	8%	7%	8%	6%	8%	7%	5%	9%	11%
				b								j	
Not very concerned	164	31	60	73	164	92	71	19	12	29	30	43	29
	19%	14%	18%	23%	19%	20%	18%	18%	11%	17%	20%	25%	21%
				a							h	h	h
Not at all concerned	435	135	163	138	435	209	226	60	75	80	83	69	69
	51%	61%	50%	44%	51%	46%	57%	55%	68%	47%	54%	39%	50%
		bcd			c		e	k	gijkl		k		k
TOTAL NOT CONCERNED	599	166	222	210	599	301	298	79	87	110	113	113	98
	70%	76%	69%	67%	70%	66%	74%	72%	79%	64%	73%	64%	72%
		bc				e		ik		ik			
Don't know	7	3	3	1	7	5	2	2	1	2	1	1	1
	1%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	*%	1%
TOTAL NEITHER/ DON'T KNOW	73	18	22	32	73	38	35	8	10	14	9	16	16
	9%	8%	7%	10%	9%	8%	9%	8%	9%	8%	6%	9%	12%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 265

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The content of the games that they are playing

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
Very concerned	83 10%	23 12% d	25 10%	17 10%	18 7%	48 11% d	35 8%	83 10%	78 11% i	1 1%	3 10% i	1 7% i	74 10% i	9 8% i	83 10% i
Fairly concerned	101 12%	26 14%	26 10%	20 12%	30 12%	51 12%	50 12%	101 12%	94 13% i	3 4%	3 9%	1 9%	87 12% i	14 12% i	101 12% i
TOTAL CONCERNED	184 22%	48 26% d	51 21%	37 22%	48 19%	99 23%	85 20%	184 22%	172 23% ik	3 4%	6 19% i	2 16% i	161 22% i	23 20% i	184 22% i
Neither/ nor	66 8%	15 8%	14 6%	11 6%	26 10% b	29 7%	36 9%	66 8%	57 8%	6 8%	2 5%	1 5%	60 8%	6 5%	66 8%
Not very concerned	164 19%	36 20%	56 23% f	28 17%	44 17%	92 21%	72 17%	164 19%	137 19%	17 22%	6 18%	4 27% hln	142 19%	22 19%	164 19%
Not at all concerned	435 51%	85 46%	123 50%	93 55%	135 53%	208 48%	227 54%	435 51%	360 49%	48 65% hkin	19 57%	8 53%	372 50%	63 55%	435 51%
TOTAL NOT CONCERNED	599 70%	121 66%	179 72%	121 71%	178 70%	300 69%	299 70%	599 70%	496 68%	65 87% hijlmn	25 75%	12 80% hln	514 69%	84 74%	599 70%
Don't know	7 1%	- -%	3 1%	1 *%	3 1%	3 1%	4 1%	7 1%	7 1%	1 1%	- -%	- -%	7 1%	- -%	7 1%
TOTAL NEITHER/ DON'T KNOW	73 9%	15 8%	17 7%	11 7%	29 11%	33 8%	40 10%	73 9%	64 9%	6 9%	2 5%	1 5%	67 9%	6 5%	73 9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 266

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much time they spend playing games

Base : Parents whose child play games on any type of gaming device

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample	1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total	856	220	325	312	856	455	401	109	111	171	154	175	136
Very concerned	103 12%	21 10%	41 13%	41 13%	103 12%	65 14% f	38 9%	12 11%	9 8%	24 14%	17 11%	29 17% hl	12 9%
Fairly concerned	144 17%	28 13%	59 18%	56 18%	144 17%	96 21% f	47 12%	15 14%	13 12%	38 22% hjl	21 14%	43 25% ghjl	13 10%
TOTAL CONCERNED	247 29%	49 22%	100 31% a	97 31% a	247 29% a	161 35% f	85 21%	27 25%	22 20%	62 36% ghjl	38 25%	72 41% ghjl	25 19%
Neither/ nor	67 8%	12 5%	26 8%	29 9%	67 8%	39 9%	28 7%	9 8%	3 3%	14 8% h	12 8%	16 9% h	13 10% h
Not very concerned	154 18%	33 15%	58 18%	62 20%	154 18%	75 16%	79 20%	16 15%	17 15%	24 14%	34 22% i	34 19%	28 21%
Not at all concerned	386 45%	124 57% bcd	139 43%	123 39%	386 45% c	177 39%	209 52% e	56 51% ik	69 62% ijkl	68 40% k	71 46% k	53 30%	69 51% ik
TOTAL NOT CONCERNED	539 63%	157 72% bcd	197 61%	185 59%	539 63%	252 55%	288 72% e	72 66% ik	85 77% gik	93 54%	104 68% ik	87 50%	98 72% ik
Don't know	3 *%	2 1%	2 *%	* *%	3 *%	3 1%	- -%	2 1%	- -%	2 1%	- -%	* *%	- -%
TOTAL NEITHER/ DON'T KNOW	70 8%	13 6%	27 8%	29 9%	70 8%	42 9%	28 7%	10 9% h	3 3%	16 9% h	12 8%	16 9% h	13 10% h

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 266

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much time they spend playing games

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
Very concerned	103 12%	26 14%	28 11%	21 13%	28 11%	54 12%	49 12%	103 12%	98 13% i	1 2%	3 8% i	1 8% i	92 12% i	11 10% i	103 12% i
Fairly concerned	144 17%	34 19%	37 15%	27 16%	45 18%	72 17%	72 17%	144 17%	127 17%	10 13%	5 15%	2 12%	123 17% i	21 18% i	144 17%
TOTAL CONCERNED	247 29%	60 33%	65 26%	49 29%	73 29%	125 29%	121 29%	247 29%	224 31% ik	11 15%	8 23%	3 20%	215 29% ik	32 28% i	247 29% ik
Neither/ nor	67 8%	13 7%	22 9%	11 6%	22 8%	34 8%	33 8%	67 8%	57 8% k	7 10% k	2 5%	* 3%	60 8% k	7 6%	67 8% k
Not very concerned	154 18%	41 22%	41 17%	28 17%	43 17%	83 19%	71 17%	154 18%	131 18%	12 16%	7 20%	4 25% hln	133 18%	21 18%	154 18%
Not at all concerned	386 45%	70 38%	119 48% a	80 47% a	117 46%	189 44%	197 46% a	386 45% a	317 43%	44 59% hln	17 52%	8 51%	331 45%	54 48%	386 45%
TOTAL NOT CONCERNED	539 63%	111 60%	160 65%	109 64%	159 63%	271 63%	268 63%	539 63%	448 61%	56 75% hln	24 72% hln	12 77% hln	464 63%	75 66%	539 63%
Don't know	3 *%	- -%	1 *%	1 1%	1 *%	1 *%	2 1%	3 *%	3 *%	- -%	- -%	* 1%	3 *%	- -%	3 *%
TOTAL NEITHER/ DON'T KNOW	70 8%	13 7%	23 9%	12 7%	23 9%	35 8%	35 8%	70 8%	61 8% k	7 10% k	2 5%	1 3%	63 9% k	7 6%	70 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 267

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Who they are playing online games with through the games player

Base : Parents whose child ever plays games over the internet

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	~j	k	~l
Unweighted total	402	32	162	208	402	277	125	21	11	105	57	151	57
Effective Weighted Sample	314	25	127	162	314	213	101	15	10	82	45	116	46
Total	254	19	105	130	254	171	83	11	8	67	39	94	36
Very concerned	25	**	14	10	25	16	9	**	**	9	**	7	**
	10%	**	14%	8%	10%	9%	11%	**	**	13%	**	7%	**
Fairly concerned	33	**	13	18	33	21	12	**	**	8	**	13	**
	13%	**	12%	14%	13%	12%	15%	**	**	11%	**	13%	**
TOTAL CONCERNED	58	**	27	28	58	37	21	**	**	16	**	20	**
	23%	**	26%	22%	23%	22%	25%	**	**	25%	**	21%	**
Neither/ nor	35	**	14	19	35	21	14	**	**	8	**	12	**
	14%	**	13%	14%	14%	12%	17%	**	**	12%	**	13%	**
Not very concerned	56	**	20	33	56	42	14	**	**	15	**	25	**
	22%	**	19%	26%	22%	25%	17%	**	**	22%	**	27%	**
Not at all concerned	104	**	44	50	104	70	34	**	**	27	**	37	**
	41%	**	42%	38%	41%	41%	41%	**	**	40%	**	39%	**
TOTAL NOT CONCERNED	160	**	63	83	160	112	48	**	**	41	**	62	**
	63%	**	60%	64%	63%	66%	58%	**	**	62%	**	66%	**
Don't know	1	**	1	-	1	1	-	**	**	1	**	-	**
	*%	**	*%	-%	*%	*%	-%	**	**	1%	**	-%	**
TOTAL NEITHER/ DON'T KNOW	35	**	15	19	35	21	14	**	**	9	**	12	**
	14%	**	14%	14%	14%	12%	17%	**	**	13%	**	13%	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 267

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Who they are playing online games with through the games player

Base : Parents whose child ever plays games over the internet

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	402	98	125	80	99	223	179	402	263	40	58	41	333	69	402
Effective Weighted Sample	314	78	101	61	74	179	135	314	248	34	56	38	266	49	314
Total	254	62	82	49	61	144	110	254	218	19	12	4	218	35	254
Very concerned	25	**	6	**	**	14	11	25	23	**	**	**	25	**	25
	10%	**	7%	**	**	9%	10%	10%	11%	**	**	**	11%	**	10%
Fairly concerned	33	**	10	**	**	18	15	33	30	**	**	**	28	**	33
	13%	**	13%	**	**	13%	14%	13%	14%	**	**	**	13%	**	13%
TOTAL CONCERNED	58	**	16	**	**	32	26	58	53	**	**	**	53	**	58
	23%	**	20%	**	**	22%	24%	23%	24%	**	**	**	24%	**	23%
Neither/ nor	35	**	12	**	**	22	13	35	32	**	**	**	31	**	35
	14%	**	15%	**	**	15%	12%	14%	15%	**	**	**	14%	**	14%
Not very concerned	56	**	20	**	**	36	20	56	47	**	**	**	47	**	56
	22%	**	24%	**	**	25%	18%	22%	22%	**	**	**	22%	**	22%
Not at all concerned	104	**	34	**	**	54	50	104	85	**	**	**	87	**	104
	41%	**	41%	**	**	38%	46%	41%	39%	**	**	**	40%	**	41%
TOTAL NOT CONCERNED	160	**	54	**	**	90	70	160	132	**	**	**	135	**	160
	63%	**	66%	**	**	63%	64%	63%	61%	**	**	**	62%	**	63%
Don't know	1	**	-	**	**	-	1	1	1	**	**	**	1	**	1
	*%	**	-%	**	**	-%	*%	*%	*%	**	**	**	*%	**	*%
TOTAL NEITHER/ DON'T KNOW	35	**	12	**	**	22	13	35	33	**	**	**	31	**	35
	14%	**	15%	**	**	15%	12%	14%	15%	**	**	**	14%	**	14%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 268

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The cost of possible in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades

Base : Parents whose child play games on any type of gaming device

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample	1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total	856	220	325	312	856	455	401	109	111	171	154	175	136
Very concerned	108	22	47	39	108	64	44	13	9	26	21	24	14
	13%	10%	14%	12%	13%	14%	11%	12%	8%	15% h	13%	14%	11%
Fairly concerned	95	22	35	37	95	59	35	14	9	24	12	22	15
	11%	10%	11%	12%	11%	13% f	9%	12%	8%	14% j	8%	13%	11%
TOTAL CONCERNED	203	45	82	76	203	123	79	27	18	50	32	47	30
	24%	20%	25%	24%	24%	27% f	20%	25%	16%	29% h	21%	27% h	22%
Neither/ nor	66	15	24	28	66	31	35	6	8	12	11	13	15
	8%	7%	7%	9%	8%	7%	9%	6%	8%	7%	7%	7%	11%
Not very concerned	124	20	45	59	124	67	57	10	9	22	23	34	25
	14%	9%	14% a	19% ad	14% a	15%	14%	10%	8%	13%	15%	19% gh	18% gh
Not at all concerned	449	135	168	145	449	226	223	64	72	83	85	79	67
	52%	62% bcd	52%	47%	52% c	50%	56% e	58% k	65% ikl	49%	55% k	45%	49%
TOTAL NOT CONCERNED	573	155	214	204	573	292	281	74	81	105	108	113	91
	67%	71%	66%	66%	67%	64%	70% e	68%	73% i	62%	70%	64%	67%
Don't know	14	6	5	3	14	8	6	2	4	3	2	3	-
	2%	3%	2%	1%	2%	2%	1%	2%	3% l	2%	1%	2%	-%
TOTAL NEITHER/ DON'T KNOW	80	20	29	31	80	39	41	8	12	15	13	16	15
	9%	9%	9%	10%	9%	9%	10%	7%	11%	9%	9%	9%	11%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 268

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The cost of possible in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
Very concerned	108 13%	27 14%	30 12%	21 12%	30 12%	57 13%	51 12%	108 13%	100 14% ik	2 2%	5 16% ikm	1 6%	98 13% ik	10 9% i	108 13% ik
Fairly concerned	95 11%	21 11%	29 12%	13 7%	33 13% c	50 12%	45 11%	95 11%	82 11%	7 9%	5 14%	1 8%	78 11%	17 15%	95 11%
TOTAL CONCERNED	203 24%	47 26%	59 24%	33 20%	63 25%	106 25%	96 23%	203 24%	182 25% ik	8 11%	10 31% ik	2 14%	177 24% ik	26 23% ik	203 24% ik
Neither/ nor	66 8%	16 9%	18 7%	14 8%	18 7%	34 8%	32 8%	66 8%	54 7%	8 11% k	3 10%	1 4%	58 8%	8 7%	66 8%
Not very concerned	124 14%	29 16%	38 15%	19 11%	38 15%	67 16%	57 13%	124 14%	110 15% i	6 9%	3 10%	4 25% hijlmn	110 15% i	14 12%	124 14%
Not at all concerned	449 52%	90 49%	131 53%	98 58%	130 51%	221 51%	228 54%	449 52%	374 51%	50 67% hjkin	16 48%	9 56%	384 52%	65 57%	449 52%
TOTAL NOT CONCERNED	573 67%	119 65%	169 68%	117 69%	168 66%	288 67%	285 67%	573 67%	484 66%	57 76% hjln	20 59%	12 81% hijlmn	495 67%	78 69% j	573 67% j
Don't know	14 2%	1 1%	2 1%	5 3% e	6 2%	3 1%	10 2% e	14 2%	12 2%	1 2%	* 1%	* 1%	14 2%	* *% e	14 2%
TOTAL NEITHER/ DON'T KNOW	80 9%	18 10%	20 8%	19 11%	24 9%	37 9%	43 10%	80 9%	66 9%	10 13% k	4 11%	1 5%	71 10%	9 8%	80 9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 269

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Possibility of them being bullied by other players

Base : Parents whose child play games on any type of gaming device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample	1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total	856	220	325	312	856	455	401	109	111	171	154	175	136
Very concerned	90 11%	18 8%	41 13%	31 10%	90 11%	48 11%	42 11%	10 9%	8 7%	20 12%	21 14%	18 10%	13 10%
Fairly concerned	81 9%	14 7%	33 10%	33 11%	81 9%	46 10%	35 9%	8 8%	6 5%	20 12% h	14 9%	18 10%	15 11%
TOTAL CONCERNED	172 20%	33 15%	75 23% a	64 21%	172 20% a	95 21%	77 19%	19 17%	14 13%	40 24% h	34 22% h	36 20%	28 21%
Neither/ nor	52 6%	10 4%	23 7%	19 6%	52 6%	29 6%	23 6%	5 5%	5 4%	14 8%	10 6%	11 6%	8 6%
Not very concerned	108 13%	16 7%	33 10%	58 19% abd	108 13% a	58 13%	49 12%	11 10%	6 5%	16 10%	17 11%	31 18% ghi	27 20% ghij
Not at all concerned	514 60%	157 71% bcd	189 58%	169 54%	514 60% c	266 59%	248 62%	73 67% kl	84 76% ijkl	98 57%	91 59%	96 55%	73 54%
TOTAL NOT CONCERNED	622 73%	173 79% bd	222 68%	227 73%	622 73%	325 71%	297 74%	84 77% i	89 81% ij	114 67%	108 70%	127 72%	100 73%
Don't know	10 1%	4 2%	4 1%	2 1%	10 1%	6 1%	4 1%	1 1%	3 2%	3 2%	1 1%	2 1%	* *%
TOTAL NEITHER/ DON'T KNOW	62 7%	14 6%	28 9%	21 7%	62 7%	36 8%	27 7%	6 6%	7 7%	17 10%	11 7%	13 7%	8 6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 269

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Possibility of them being bullied by other players

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
Very concerned	90 11%	23 13%	26 10%	15 9%	26 10%	49 11%	41 10%	90 11%	85 12% im	1 1%	4 11% i	1 6% i	83 11% i	7 6% i	90 11% i
Fairly concerned	81 9%	26 14% bdfg	21 9%	16 9%	18 7%	47 11%	34 8%	81 9%	76 10% i	1 1%	3 10% i	1 6% i	69 9% i	12 10% i	81 9% i
TOTAL CONCERNED	172 20%	49 27% bcdfg	47 19%	31 18%	45 17%	96 22%	75 18%	172 20%	161 22% ik	2 2%	7 21% i	2 12% i	153 21% ik	19 17% i	172 20% ik
Neither/ nor	52 6%	12 6%	14 6%	10 6%	16 6%	26 6%	26 6%	52 6%	46 6%	3 4%	2 6%	1 4%	45 6%	7 6%	52 6%
Not very concerned	108 13%	27 15%	29 12%	23 13%	29 11%	56 13%	52 12%	108 13%	92 13%	8 11%	4 12%	4 23% hijln	91 12%	17 15%	108 13%
Not at all concerned	514 60%	96 52%	154 62% a	104 61%	160 63% a	250 58%	264 62% a	514 60% a	424 58%	62 83% hijklmn	20 59%	9 58%	444 60%	71 62%	514 60%
TOTAL NOT CONCERNED	622 73%	123 67%	183 74%	127 75%	189 74%	306 71%	316 74% a	622 73%	516 70%	70 94% hijklmn	24 71%	13 82% hijln	534 72%	88 77%	622 73%
Don't know	10 1%	* *%	3 1%	2 1%	5 2% a	3 1%	7 2%	10 1%	9 1%	- -%	1 3% im	* 2%	10 1%	* *%	10 1%
TOTAL NEITHER/ DON'T KNOW	62 7%	12 6%	17 7%	12 7%	21 8%	29 7%	34 8%	62 7%	55 8%	3 4%	3 9%	1 6%	55 7%	7 6%	62 7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 270

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Possibility of them picking up bad language or other behaviour from other players

Base : Parents whose child play games on any type of gaming device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample	1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total	856	220	325	312	856	455	401	109	111	171	154	175	136
Very concerned	104	22	45	36	104	62	42	13	9	26	20	24	13
	12%	10%	14%	12%	12%	14%	10%	12%	8%	15%	13%	13%	9%
Fairly concerned	106	21	45	40	106	58	47	12	9	25	20	21	19
	12%	9%	14%	13%	12%	13%	12%	11%	8%	15%	13%	12%	14%
TOTAL CONCERNED	209	43	90	77	209	120	89	25	18	51	39	45	32
	24%	19%	28%	25%	24%	26%	22%	23%	16%	30%	25%	26%	23%
			a							h	h	h	
Neither/ nor	66	11	27	28	66	40	26	6	5	16	10	18	11
	8%	5%	8%	9%	8%	9%	7%	5%	5%	10%	7%	10%	8%
				a									
Not very concerned	126	18	47	61	126	66	60	8	10	26	20	32	29
	15%	8%	14%	20%	15%	15%	15%	7%	9%	15%	13%	18%	21%
			a	abd	a					g		gh	ghj
Not at all concerned	446	143	160	143	446	223	222	68	75	76	84	79	64
	52%	65%	49%	46%	52%	49%	55%	62%	68%	45%	54%	45%	47%
		bcd			c		e	ikl	ijkl		i		
TOTAL NOT CONCERNED	572	161	206	204	572	290	282	75	85	103	104	112	93
	67%	73%	64%	66%	67%	64%	70%	69%	77%	60%	67%	64%	68%
		bcd				e		ik					
Don't know	9	5	2	2	9	5	4	3	2	1	1	1	1
	1%	2%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%
		b											
TOTAL NEITHER/ DON'T KNOW	75	16	28	31	75	45	30	9	8	17	11	19	12
	9%	7%	9%	10%	9%	10%	8%	8%	7%	10%	7%	11%	9%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 270

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Possibility of them picking up bad language or other behaviour from other players

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
Very concerned	104 12%	24 13%	32 13%	19 11%	28 11%	56 13%	47 11%	104 12%	99 13% im	- -%	4 11% i	1 10% i	96 13% im	7 6% i	104 12% im
Fairly concerned	106 12%	32 17% bcfg	26 10%	17 10%	32 12%	57 13%	48 11%	106 12%	96 13% i	3 4%	5 16% i	1 9%	89 12% i	17 15% i	106 12% i
TOTAL CONCERNED	209 24%	56 30% cf	58 23%	36 21%	60 23%	114 26%	96 23%	209 24%	194 27% ik	3 4%	9 26% i	3 18% i	185 25% i	24 21% i	209 24% i
Neither/ nor	66 8%	18 10%	21 9%	10 6%	17 7%	39 9%	27 6%	66 8%	60 8%	3 4%	2 5%	1 7%	56 8%	10 9%	66 8%
Not very concerned	126 15%	25 13%	44 18% c	19 11%	39 15%	68 16%	58 14%	126 15%	109 15%	9 13%	5 15%	3 19%	107 14%	19 17%	126 15%
Not at all concerned	446 52%	86 47%	123 50%	102 60% abeg	134 53%	209 48%	237 56% ae	446 52%	360 49%	59 79% hijklmn	18 53%	9 56%	385 52%	61 54%	446 52%
TOTAL NOT CONCERNED	572 67%	110 60%	167 67%	121 71% a	173 68% a	277 64%	294 69% a	572 67% a	469 64% hijklmn	69 92% hijklmn	23 68%	12 75% hl	492 66%	80 70%	572 67%
Don't know	9 1%	* *%	2 1%	3 2%	5 2% e	2 *%	7 2% e	9 1%	9 1%	- -%	* *%	- -%	9 1%	- -%	9 1%
TOTAL NEITHER/ DON'T KNOW	75 9%	18 10%	23 9%	12 7%	22 9%	41 9%	34 8%	75 9%	69 9% i	3 4%	2 5%	1 7%	65 9% i	10 9%	75 9% i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 271

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S GAME PLAYING - TOTAL CONCERNED (EXCLUDING CONCERN ABOUT ONLINE GAME PLAYING)

Base : Parents whose child play games on any type of gaming device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample	1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total	856	220	325	312	856	455	401	109	111	171	154	175	136
How much time they spend playing games	247	49	100	97	247	161	85	27	22	62	38	72	25
	29%	22%	31%	31%	29%	35%	21%	25%	20%	36%	25%	41%	19%
			a	a	a	f				ghjl		ghjl	
Possibility of them picking up bad language or other behaviour from other players (CONDUCT)	209	43	90	77	209	120	89	25	18	51	39	45	32
	24%	19%	28%	25%	24%	26%	22%	23%	16%	30%	25%	26%	23%
			a							h	h	h	
The cost of possible in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades (CONTENT)	203	45	82	76	203	123	79	27	18	50	32	47	30
	24%	20%	25%	24%	24%	27%	20%	25%	16%	29%	21%	27%	22%
						f				h		h	
The content of the games that they are playing (CONTENT)	184	36	80	69	184	116	68	22	14	48	32	47	22
	22%	16%	25%	22%	22%	25%	17%	20%	13%	28%	21%	27%	16%
			a		a	f				hl		hl	
Possibility of them being bullied by other players (CONTACT)	172	33	75	64	172	95	77	19	14	40	34	36	28
	20%	15%	23%	21%	20%	21%	19%	17%	13%	24%	22%	20%	21%
			a		a					h	h		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 271

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S GAME PLAYING - TOTAL CONCERNED (EXCLUDING CONCERN ABOUT ONLINE GAME PLAYING)

Base : Parents whose child play games on any type of gaming device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1399	357	540	502	1399	756	643	183	174	289	251	284	218
Effective Weighted Sample	1101	291	414	396	1101	595	506	150	141	223	192	223	173
Total	856	220	325	312	856	455	401	109	111	171	154	175	136
ANY OF THESE CONCERNS	389	79	159	151	389	233	155	44	36	92	66	97	54
	45%	36%	49%	48%	45%	51%	39%	40%	32%	54%	43%	55%	39%
			a	a	a	f				ghjl	h	ghjl	
NONE OF THESE CONCERNS	467	140	166	161	467	222	245	65	75	78	87	78	83
	55%	64%	51%	52%	55%	49%	61%	60%	68%	46%	57%	45%	61%
		bcd				e		ik	ijk		ik		ik
ANY CONTENT, CONTACT, CONDUCT	329	69	139	122	329	194	134	40	29	81	57	73	49
	38%	31%	43%	39%	38%	43%	34%	37%	26%	48%	37%	42%	36%
			a	a	a	f		h		ghjl	h	h	
ANY CONTENT RELATED	269	57	114	98	269	166	103	34	23	69	45	64	35
	31%	26%	35%	32%	31%	37%	26%	31%	21%	40%	29%	36%	25%
			a			f				hjl		hl	
ANY CONDUCT RELATED	209	43	90	77	209	120	89	25	18	51	39	45	32
	24%	19%	28%	25%	24%	26%	22%	23%	16%	30%	25%	26%	23%
			a							h	h	h	
ANY CONTACT RELATED	172	33	75	64	172	95	77	19	14	40	34	36	28
	20%	15%	23%	21%	20%	21%	19%	17%	13%	24%	22%	20%	21%
			a		a					h	h		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 271

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S GAME PLAYING - TOTAL CONCERNED (EXCLUDING CONCERN ABOUT ONLINE GAME PLAYING)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
How much time they spend playing games	247	60	65	49	73	125	121	247	224	11	8	3	215	32	247
	29%	33%	26%	29%	29%	29%	29%	29%	31% ik	15%	23%	20%	29% ik	28% i	29% ik
Possibility of them picking up bad language or other behaviour from other players (CONDUCT)	209	56	58	36	60	114	96	209	194	3	9	3	185	24	209
	24%	30% cf	23%	21%	23%	26%	23%	24%	27% ik	4%	26% i	18% i	25% i	21% i	24% i
The cost of possible in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades (CONTENT)	203	47	59	33	63	106	96	203	182	8	10	2	177	26	203
	24%	26%	24%	20%	25%	25%	23%	24%	25% ik	11%	31% ik	14%	24% ik	23% ik	24% ik
The content of the games that they are playing (CONTENT)	184	48	51	37	48	99	85	184	172	3	6	2	161	23	184
	22%	26% d	21%	22%	19%	23%	20%	22%	23% ik	4%	19% i	16% i	22% i	20% i	22% i
Possibility of them being bullied by other players (CONTACT)	172	49	47	31	45	96	75	172	161	2	7	2	153	19	172
	20%	27% bcdfg	19%	18%	17%	22%	18%	20%	22% ik	2%	21% i	12% i	21% ik	17% i	20% ik

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 271

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONCERNS ABOUT CHILD'S GAME PLAYING - TOTAL CONCERNED (EXCLUDING CONCERN ABOUT ONLINE GAME PLAYING)

Base : Parents whose child play games on any type of gaming device

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1399	290	406	287	416	696	703	1399	921	172	158	148	1158	241	1399
Effective Weighted Sample	1101	234	318	222	328	552	549	1101	868	146	153	139	939	164	1101
Total	856	184	247	170	255	432	424	856	732	75	33	15	743	113	856
ANY OF THESE CONCERNS	389	94	109	71	115	204	185	389	350	18	16	5	335	54	389
	45%	51%	44%	42%	45%	47%	44%	45%	48%	24%	47%	35%	45%	47%	45%
		c							ik		ik	i	ik	ik	ik
NONE OF THESE CONCERNS	467	90	138	99	140	228	239	467	382	57	18	10	407	60	467
	55%	49%	56%	58%	55%	53%	56%	55%	52%	76%	53%	65%	55%	53%	55%
			a							hijklmn		hijlmn			
ANY CONTENT, CONTACT, CONDUCT	329	82	93	58	96	175	154	329	299	12	14	4	284	45	329
	38%	45%	38%	34%	38%	41%	36%	38%	41%	16%	42%	28%	38%	40%	38%
		cf							ik		ik	i	ik	ik	ik
ANY CONTENT RELATED	269	66	78	47	78	144	126	269	243	11	12	3	231	38	269
	31%	36%	31%	28%	31%	33%	30%	31%	33%	15%	37%	22%	31%	34%	31%
									ik		ik		ik	ik	ik
ANY CONDUCT RELATED	209	56	58	36	60	114	96	209	194	3	9	3	185	24	209
	24%	30%	23%	21%	23%	26%	23%	24%	27%	4%	26%	18%	25%	21%	24%
		cf							ik		i	i	i	i	i
ANY CONTACT RELATED	172	49	47	31	45	96	75	172	161	2	7	2	153	19	172
	20%	27%	19%	18%	17%	22%	18%	20%	22%	2%	21%	12%	21%	17%	20%
		bcdfg							ik		i	i	ik	i	ik

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 272

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80X Some games consoles and games players can be used to go online, watch and download TV and movies and to chat with others. Did you know this before today? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Yes	703	186	264	252	703	365	337	94	93	139	126	133	119
	70%	68%	73%	69%	70%	73%	68%	70%	66%	76%	70%	72%	66%
						f				h			
No	270	81	91	99	270	119	152	36	45	39	51	43	56
	27%	30%	25%	27%	27%	24%	30%	27%	32%	21%	28%	23%	31%
						e			i				i
Don't know	27	5	8	13	27	16	11	3	2	5	3	8	5
	3%	2%	2%	4%	3%	3%	2%	2%	2%	3%	2%	4%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 272

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80X Some games consoles and games players can be used to go online, watch and download TV and movies and to chat with others. Did you know this before today? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Yes	703	165	215	137	186	380	323	703	589	72	27	15	600	103	703
	70%	77%	73%	70%	62%	75%	66%	70%	69%	80%	67%	76%	70%	74%	70%
		dfg	df	d		dfg		df		hjin					
No	270	44	69	51	105	114	157	270	237	17	12	5	237	33	270
	27%	21%	24%	26%	35%	22%	32%	27%	28%	19%	29%	23%	28%	23%	27%
					abceg		abeg	ae	i		i		i		i
Don't know	27	4	10	6	7	13	13	27	24	1	1	*	22	4	27
	3%	2%	3%	3%	2%	3%	3%	3%	3%	1%	4%	1%	3%	3%	3%
											k				

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 273

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP81 (SHOWCARD) And finally, we've talked about a range of things your child does. Given the option, which one of these activities do you prefer your child to do? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Read books, magazines or comics	584	160	227	197	584	270	314	72	88	109	118	89	108
	58%	59%	62%	54%	58%	54%	63%	54%	63%	59%	66%	48%	60%
			c				e		k	k	gk		k
Watch TV	192	73	71	49	192	106	87	37	36	40	31	29	20
	19%	27%	19%	13%	19%	21%	17%	28%	26%	22%	17%	16%	11%
		bcd	c		c			jkl	jkl	l			
Listen to music	76	11	22	43	76	35	41	4	7	6	15	24	18
	8%	4%	6%	12%	8%	7%	8%	3%	5%	3%	9%	13%	10%
				abd	a						gi	ghi	gi
Play games through any type of gaming device	45	13	22	10	45	29	16	8	4	14	8	7	3
	4%	5%	6%	3%	4%	6%	3%	6%	3%	8%	5%	4%	2%
			c			f		l		l			
Talk with friends online (talk, text, IM, FaceTime, etc.)	42	5	4	33	42	16	26	4	1	2	2	11	23
	4%	2%	1%	9%	4%	3%	5%	3%	1%	1%	1%	6%	13%
				abd	ab							hij	ghijk
Watch things on YouTube	10	2	3	5	10	9	1	2	*	2	1	5	-
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	0%
						f	g		g		g	l	
Don't know	51	9	16	26	51	36	15	6	3	11	5	19	8
	5%	3%	4%	7%	5%	7%	3%	5%	2%	6%	3%	10%	4%
				a		f				h		ghj	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 273

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP81 (SHOWCARD) And finally, we've talked about a range of things your child does. Given the option, which one of these activities do you prefer your child to do? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Read books, magazines or comics	584 58%	135 63% df	187 64% df	112 57%	150 50%	322 64% dfg	261 53%	584 58% df	508 60% ij	42 46%	20 49%	14 70% hijln	496 58% ij	88 63% ij	584 58% ij
Watch TV	192 19%	29 14%	48 16%	44 23% abe	71 24% abeg	77 15%	115 23% abeg	192 19% ae	161 19% k	20 23% k	9 23% k	1 7%	169 20% k	23 16% k	192 19% k
Listen to music	76 8%	21 10% c	21 7%	8 4%	26 9% c	42 8% c	34 7%	76 8% c	65 8%	7 7%	3 7%	1 7%	67 8%	9 6%	76 8%
Play games through any type of gaming device	45 4%	6 3%	11 4%	11 5%	17 6%	17 3%	28 6% e	45 4%	38 4%	3 3%	3 6% m	1 6% m	42 5% m	2 2%	45 4%
Talk with friends online (talk, text, IM, FaceTime, etc.)	42 4%	7 3%	11 4%	11 6%	13 4%	19 4%	24 5%	42 4%	34 4%	5 6%	2 6%	1 5%	33 4%	10 7% l	42 4%
Watch things on YouTube	10 1%	2 1%	4 1%	- -%	3 1%	6 1%	3 1%	10 1%	8 1%	1 1%	* *% hk	* 2%	9 1%	1 1%	10 1%
Don't know	51 5%	12 6%	12 4%	9 5%	17 6%	24 5%	27 5%	51 5%	35 4%	13 14% hk	3 8%	* 2%	45 5%	7 5%	51 5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 274

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCO WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT?

Base : All parents of children aged 5-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Yes, and child conferred with parent as the interview was taking place	282	81	102	100	282	137	145	36	45	51	51	50	50
	28%	30%	28%	27%	28%	27%	29%	27%	32%	28%	28%	27%	28%
Yes, but they did not comment during the interview	511	142	195	174	511	257	254	71	72	98	97	89	85
	51%	52%	54%	48%	51%	51%	51%	53%	51%	54%	54%	48%	47%
No, they were not present	207	50	67	90	207	106	101	27	23	34	33	45	45
	21%	18%	18%	25%	21%	21%	20%	20%	17%	19%	18%	25%	25%
				ab								h	h

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 274

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCO WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT?

Base : All parents of children aged 5-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Yes, and child conferred with parent as the interview was taking place	282 28%	59 28%	87 30%	56 29%	80 27%	147 29%	135 28%	282 28%	234 27%	31 35% hjl	10 24%	7 37% hjl n	234 27%	48 34% j	282 28%
Yes, but they did not comment during the interview	511 51%	100 47%	144 49%	102 53%	166 56% ae	243 48%	268 54% ae	511 51%	432 51%	48 53%	22 56% km	9 44%	448 52% km	63 45%	511 51%
No, they were not present	207 21%	54 26% df	63 21%	36 19%	53 18%	118 23% df	89 18%	207 21%	184 22% i	11 12%	8 20% i	4 19% i	177 21% i	30 21% i	207 21% i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 275

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC4 (SHOWCARD) Which of these things, if any, are things that you don't like about TV? (MULTI CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1182	-	590	592	1182	600	582	-	-	302	288	298	294	
Effective Weighted Sample	909	-	448	461	909	464	445	-	-	232	217	233	228	
Total	710	-	350	360	710	359	351	-	-	177	173	182	178	
Too many adverts	454	-	208	246	454	220	234	-	-	102	106	118	128	
	64%	-%	59%	68%	64%	61%	67%	-%	-%	58%	61%	65%	72%	
				b									ij	
Not enough programmes that I like	188	-	87	101	188	106	82	-	-	51	37	56	45	
	27%	-%	25%	28%	27%	30%	23%	-%	-%	29%	21%	31%	25%	
						f						j		
Programmes that are on too late	113	-	55	58	113	62	51	-	-	31	24	32	27	
	16%	-%	16%	16%	16%	17%	15%	-%	-%	17%	14%	17%	15%	
Seeing things that make me feel sad, frightened or embarrassed	82	-	53	29	82	33	49	-	-	23	30	10	19	
	12%	-%	15%	8%	12%	9%	14%	-%	-%	13%	18%	5%	10%	
			c		c		e			k	kl		k	
Seeing things that are too old for me	56	-	30	26	56	24	32	-	-	14	16	9	17	
	8%	-%	9%	7%	8%	7%	9%	-%	-%	8%	9%	5%	9%	
Not enough programmes showing people like me	49	-	29	19	49	24	25	-	-	14	16	11	9	
	7%	-%	8%	5%	7%	7%	7%	-%	-%	8%	9%	6%	5%	
ANY OF THESE	538	-	257	281	538	271	267	-	-	132	125	139	142	
	76%	-%	73%	78%	76%	75%	76%	-%	-%	75%	72%	76%	80%	
EITHER 'FEEL SAD, FRIGHTENED OR EMBARRASSED' OR 'TOO OLD FOR ME'	117	-	70	47	117	50	67	-	-	32	38	18	29	
	17%	-%	20%	13%	17%	14%	19%	-%	-%	18%	22%	10%	16%	
			c				e			k	k		k	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 275

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC4 (SHOWCARD) Which of these things, if any, are things that you don't like about TV? (MULTI CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1182	-	590	592	1182	600	582	-	-	302	288	298	294
Effective Weighted Sample	909	-	448	461	909	464	445	-	-	232	217	233	228
Total	710	-	350	360	710	359	351	-	-	177	173	182	178
These things don't worry me/ None of these	172	-	93	79	172	88	84	-	-	45	48	43	36
	24%	-%	27%	22%	24%	25%	24%	-%	-%	25%	28%	24%	20%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 275

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC4 (SHOWCARD) Which of these things, if any, are things that you don't like about TV? (MULTI CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1182	267	352	225	338	619	563	1182	757	153	137	135	966	216	1182
Effective Weighted Sample	909	212	276	167	255	488	421	909	705	129	131	128	764	146	909
Total	710	167	215	126	201	382	327	710	602	65	29	14	607	103	710
Too many adverts	454 64%	107 64%	138 64%	83 66%	125 62%	245 64%	208 64%	454 64%	387 64%	39 60%	18 62%	10 69%	380 63%	74 72% il	454 64%
Not enough programmes that I like	188 27%	42 25%	57 27%	38 30%	50 25%	100 26%	88 27%	188 27%	163 27% j	18 28% j	4 13%	3 22%	161 27% j	27 26% j	188 27% j
Programmes that are on too late	113 16%	24 14%	30 14%	26 21% e	33 16%	54 14%	59 18%	113 16%	104 17% i	4 6%	3 12%	2 13% i	97 16% i	16 15% i	113 16% i
Seeing things that make me feel sad, frightened or embarrassed	82 12%	22 13%	22 10%	9 7%	29 14% c	44 11%	38 12%	82 12%	74 12% i	3 4%	3 12% i	2 11%	72 12% i	9 9%	82 12% i
Seeing things that are too old for me	56 8%	16 10%	17 8%	7 5%	17 8%	33 9%	23 7%	56 8%	51 8%	2 4%	2 6%	1 7%	52 9%	4 4%	56 8%
Not enough programmes showing people like me	49 7%	13 8%	15 7%	7 5%	14 7%	28 7%	21 6%	49 7%	43 7% k	4 6%	1 5%	* 2%	43 7% k	6 6%	49 7% k
ANY OF THESE	538 76%	130 78%	162 75%	95 75%	151 75%	292 76%	246 75%	538 76%	463 77% i	43 66%	20 71%	11 79% i	453 75% i	84 82% ij	538 76% i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 275

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC4 (SHOWCARD) Which of these things, if any, are things that you don't like about TV? (MULTI CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1182	267	352	225	338	619	563	1182	757	153	137	135	966	216	1182
Effective Weighted Sample	909	212	276	167	255	488	421	909	705	129	131	128	764	146	909
Total	710	167	215	126	201	382	327	710	602	65	29	14	607	103	710
EITHER 'FEEL SAD, FRIGHTENED OR EMBARRASSED' OR 'TOO OLD FOR ME'	117	34	32	13	38	66	51	117	106	5	4	2	105	12	117
	17%	21%	15%	11%	19%	17%	16%	17%	18%	7%	16%	15%	17%	12%	17%
		c		c	c	c		c	i		i		i		i
These things don't worry me/ None of these	172	37	53	31	50	91	82	172	139	22	8	3	154	18	172
	24%	22%	25%	25%	25%	24%	25%	24%	23%	34%	29%	21%	25%	18%	24%
										hkimn	m				

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 276

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - Television increases my understanding of what's going on in the world, current issues and news (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	592	-	-	592	592	298	294	-	-	-	-	298	294
Effective Weighted Sample	461	-	-	461	461	233	228	-	-	-	-	233	228
Total	360	-	-	360	360	182	178	-	-	-	-	182	178
Disagree a lot	21	-	-	21	21	11	9	-	-	-	-	11	9
	6%	-%	-%	6%	6%	6%	5%	-%	-%	-%	-%	6%	5%
Disagree a little	20	-	-	20	20	10	11	-	-	-	-	10	11
	6%	-%	-%	6%	6%	5%	6%	-%	-%	-%	-%	5%	6%
TOTAL DISAGREE	41	-	-	41	41	21	20	-	-	-	-	21	20
	11%	-%	-%	11%	11%	12%	11%	-%	-%	-%	-%	12%	11%
Neither/ nor	44	-	-	44	44	22	22	-	-	-	-	22	22
	12%	-%	-%	12%	12%	12%	12%	-%	-%	-%	-%	12%	12%
Agree a little	135	-	-	135	135	73	62	-	-	-	-	73	62
	38%	-%	-%	38%	38%	40%	35%	-%	-%	-%	-%	40%	35%
Agree a lot	132	-	-	132	132	61	71	-	-	-	-	61	71
	37%	-%	-%	37%	37%	33%	40%	-%	-%	-%	-%	33%	40%
TOTAL AGREE	267	-	-	267	267	134	133	-	-	-	-	134	133
	74%	-%	-%	74%	74%	73%	75%	-%	-%	-%	-%	73%	75%
Don't know	8	-	-	8	8	6	2	-	-	-	-	6	2
	2%	-%	-%	2%	2%	3%	1%	-%	-%	-%	-%	3%	1%
TOTAL NEITHER/ DON'T KNOW	51	-	-	51	51	27	24	-	-	-	-	27	24
	14%	-%	-%	14%	14%	15%	14%	-%	-%	-%	-%	15%	14%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 276

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - Television increases my understanding of what's going on in the world, current issues and news (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	592	147	182	105	158	329	263	592	379	76	69	68	488	104	592
Effective Weighted Sample	461	116	143	80	122	259	202	461	357	67	67	66	387	74	461
Total	360	90	108	64	97	199	161	360	305	33	15	7	306	54	360
Disagree a lot	21 6%	7 8%	5 4%	6 10%	3 3%	12 6%	9 6%	21 6%	18 6%	** **	** **	** **	15 5%	6 11% l	21 6%
Disagree a little	20 6%	4 4%	5 5%	4 6%	8 8%	9 4%	12 7%	20 6%	19 6%	** **	** **	** **	18 6%	3 5%	20 6%
TOTAL DISAGREE	41 11%	11 12%	10 9%	10 15%	11 11%	20 10%	21 13%	41 11%	37 12%	** **	** **	** **	32 11%	9 16%	41 11%
Neither/ nor	44 12%	6 6%	14 12%	10 16%	14 15% a	19 10%	25 15% a	44 12%	40 13% m	** **	** **	** **	41 13% m	3 5%	44 12%
Agree a little	135 38%	33 37%	50 46% df	25 39%	27 28%	83 42% df	52 32%	135 38% d	110 36%	** **	** **	** **	111 36%	24 45%	135 38%
Agree a lot	132 37%	41 45% bc	34 31%	18 29%	39 40%	74 37%	58 36%	132 37%	112 37%	** **	** **	** **	114 37%	18 34%	132 37%
TOTAL AGREE	267 74%	74 82% cdf	84 77%	43 68%	66 68%	158 79% cdf	109 68%	267 74%	222 73%	** **	** **	** **	225 73%	42 78%	267 74%
Don't know	8 2%	* *%	1 1%	1 1%	6 6% abeg	2 1%	6 4% e	8 2%	7 2%	** **	** **	** **	8 3%	- -%	8 2%
TOTAL NEITHER/ DON'T KNOW	51 14%	6 7%	15 14%	11 17% a	20 21% ae	21 10%	31 19% ae	51 14% a	47 15% m	** **	** **	** **	49 16% m	3 5%	51 14% m

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 277

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - Television makes me aware of different types of people and different opinions (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	592	-	-	592	592	298	294	-	-	-	-	298	294
Effective Weighted Sample	461	-	-	461	461	233	228	-	-	-	-	233	228
Total	360	-	-	360	360	182	178	-	-	-	-	182	178
Disagree a lot	13	-	-	13	13	6	6	-	-	-	-	6	6
	3%	-%	-%	3%	3%	3%	4%	-%	-%	-%	-%	3%	4%
Disagree a little	16	-	-	16	16	10	6	-	-	-	-	10	6
	5%	-%	-%	5%	5%	5%	4%	-%	-%	-%	-%	5%	4%
TOTAL DISAGREE	29	-	-	29	29	16	13	-	-	-	-	16	13
	8%	-%	-%	8%	8%	9%	7%	-%	-%	-%	-%	9%	7%
Neither/ nor	32	-	-	32	32	20	12	-	-	-	-	20	12
	9%	-%	-%	9%	9%	11%	7%	-%	-%	-%	-%	11%	7%
Agree a little	149	-	-	149	149	69	80	-	-	-	-	69	80
	41%	-%	-%	41%	41%	38%	45%	-%	-%	-%	-%	38%	45%
Agree a lot	139	-	-	139	139	71	68	-	-	-	-	71	68
	39%	-%	-%	39%	39%	39%	38%	-%	-%	-%	-%	39%	38%
TOTAL AGREE	288	-	-	288	288	140	148	-	-	-	-	140	148
	80%	-%	-%	80%	80%	77%	83%	-%	-%	-%	-%	77%	83%
Don't know	11	-	-	11	11	6	5	-	-	-	-	6	5
	3%	-%	-%	3%	3%	3%	3%	-%	-%	-%	-%	3%	3%
TOTAL NEITHER/ DON'T KNOW	43	-	-	43	43	26	17	-	-	-	-	26	17
	12%	-%	-%	12%	12%	14%	10%	-%	-%	-%	-%	14%	10%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 277

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - Television makes me aware of different types of people and different opinions (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	592	147	182	105	158	329	263	592	379	76	69	68	488	104	592
Effective Weighted Sample	461	116	143	80	122	259	202	461	357	67	67	66	387	74	461
Total	360	90	108	64	97	199	161	360	305	33	15	7	306	54	360
Disagree a lot	13 3%	3 3%	2 2%	4 7%	4 4%	5 2%	8 5%	13 3%	11 4%	** **	** **	** **	10 3%	3 5%	13 3%
Disagree a little	16 5%	5 6%	5 5%	2 3%	4 4%	10 5%	6 4%	16 5%	15 5%	** **	** **	** **	12 4%	4 7%	16 5%
TOTAL DISAGREE	29 8%	8 9%	7 7%	6 10%	8 8%	15 8%	14 9%	29 8%	25 8%	** **	** **	** **	22 7%	7 13%	29 8%
Neither/ nor	32 9%	6 7%	11 10%	10 16% ad	5 5%	17 8%	15 9%	32 9%	28 9%	** **	** **	** **	28 9%	4 8%	32 9%
Agree a little	149 41%	36 40%	50 46%	24 37%	39 40%	86 43%	62 39%	149 41%	128 42%	** **	** **	** **	128 42%	21 38%	149 41%
Agree a lot	139 39%	39 43%	38 35%	24 37%	38 40%	77 39%	62 39%	139 39%	114 37%	** **	** **	** **	119 39%	21 38%	139 39%
TOTAL AGREE	288 80%	75 83%	88 81%	47 75%	77 79%	164 82%	125 77%	288 80%	242 79%	** **	** **	** **	247 81%	41 77%	288 80%
Don't know	11 3%	1 1%	3 2%	- -%	7 8% aceg	4 2%	7 5% c	11 3%	10 3%	** **	** **	** **	10 3%	2 3%	11 3%
TOTAL NEITHER/ DON'T KNOW	43 12%	7 8%	13 12%	10 16%	13 13%	20 10%	23 14%	43 12%	38 12%	** **	** **	** **	37 12%	6 11%	43 12%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 278

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - Television helps me form my own opinion about things (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	592	-	-	592	592	298	294	-	-	-	-	298	294
Effective Weighted Sample	461	-	-	461	461	233	228	-	-	-	-	233	228
Total	360	-	-	360	360	182	178	-	-	-	-	182	178
Disagree a lot	25	-	-	25	25	13	12	-	-	-	-	13	12
	7%	-%	-%	7%	7%	7%	7%	-%	-%	-%	-%	7%	7%
Disagree a little	29	-	-	29	29	16	13	-	-	-	-	16	13
	8%	-%	-%	8%	8%	9%	7%	-%	-%	-%	-%	9%	7%
TOTAL DISAGREE	54	-	-	54	54	29	25	-	-	-	-	29	25
	15%	-%	-%	15%	15%	16%	14%	-%	-%	-%	-%	16%	14%
Neither/ nor	70	-	-	70	70	35	35	-	-	-	-	35	35
	20%	-%	-%	20%	20%	19%	20%	-%	-%	-%	-%	19%	20%
Agree a little	134	-	-	134	134	68	65	-	-	-	-	68	65
	37%	-%	-%	37%	37%	37%	37%	-%	-%	-%	-%	37%	37%
Agree a lot	90	-	-	90	90	43	47	-	-	-	-	43	47
	25%	-%	-%	25%	25%	24%	26%	-%	-%	-%	-%	24%	26%
TOTAL AGREE	224	-	-	224	224	111	112	-	-	-	-	111	112
	62%	-%	-%	62%	62%	61%	63%	-%	-%	-%	-%	61%	63%
Don't know	11	-	-	11	11	7	5	-	-	-	-	7	5
	3%	-%	-%	3%	3%	4%	3%	-%	-%	-%	-%	4%	3%
TOTAL NEITHER/ DON'T KNOW	81	-	-	81	81	41	40	-	-	-	-	41	40
	23%	-%	-%	23%	23%	23%	23%	-%	-%	-%	-%	23%	23%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 278

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - Television helps me form my own opinion about things (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	592	147	182	105	158	329	263	592	379	76	69	68	488	104	592
Effective Weighted Sample	461	116	143	80	122	259	202	461	357	67	67	66	387	74	461
Total	360	90	108	64	97	199	161	360	305	33	15	7	306	54	360
Disagree a lot	25	7	8	5	5	15	10	25	23	**	**	**	19	6	25
	7%	8%	7%	8%	5%	8%	6%	7%	8%	**	**	**	6%	12%	7%
Disagree a little	29	9	10	3	7	19	10	29	26	**	**	**	24	5	29
	8%	10%	9%	4%	7%	10%	6%	8%	8%	**	**	**	8%	10%	8%
TOTAL DISAGREE	54	17	18	8	12	34	20	54	49	**	**	**	43	11	54
	15%	18%	16%	12%	13%	17%	12%	15%	16%	**	**	**	14%	21%	15%
Neither/ nor	70	14	27	12	18	41	30	70	62	**	**	**	59	11	70
	20%	15%	25%	19%	18%	20%	18%	20%	20%	**	**	**	19%	21%	20%
Agree a little	134	34	36	25	38	70	63	134	113	**	**	**	115	19	134
	37%	38%	33%	39%	40%	35%	39%	37%	37%	**	**	**	37%	35%	37%
Agree a lot	90	24	26	17	24	50	41	90	71	**	**	**	79	11	90
	25%	26%	24%	27%	24%	25%	25%	25%	23%	**	**	**	26%	21%	25%
TOTAL AGREE	224	58	62	42	62	120	104	224	184	**	**	**	194	30	224
	62%	64%	57%	65%	64%	60%	64%	62%	60%	**	**	**	63%	56%	62%
Don't know	11	2	2	2	5	4	8	11	11	**	**	**	10	1	11
	3%	2%	2%	4%	5%	2%	5%	3%	3%	**	**	**	3%	2%	3%
TOTAL NEITHER/ DON'T KNOW	81	16	28	14	23	44	37	81	73	**	**	**	69	12	81
	23%	18%	26%	23%	23%	22%	23%	23%	24%	**	**	**	23%	23%	23%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 279

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - On TV I see people like me (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	592	-	-	592	592	298	294	-	-	-	-	298	294
Effective Weighted Sample	461	-	-	461	461	233	228	-	-	-	-	233	228
Total	360	-	-	360	360	182	178	-	-	-	-	182	178
Disagree a lot	55	-	-	55	55	30	25	-	-	-	-	30	25
	15%	-%	-%	15%	15%	16%	14%	-%	-%	-%	-%	16%	14%
Disagree a little	53	-	-	53	53	28	25	-	-	-	-	28	25
	15%	-%	-%	15%	15%	16%	14%	-%	-%	-%	-%	16%	14%
TOTAL DISAGREE	108	-	-	108	108	58	50	-	-	-	-	58	50
	30%	-%	-%	30%	30%	32%	28%	-%	-%	-%	-%	32%	28%
Neither/ nor	80	-	-	80	80	43	37	-	-	-	-	43	37
	22%	-%	-%	22%	22%	24%	21%	-%	-%	-%	-%	24%	21%
Agree a little	106	-	-	106	106	51	56	-	-	-	-	51	56
	30%	-%	-%	30%	30%	28%	31%	-%	-%	-%	-%	28%	31%
Agree a lot	50	-	-	50	50	23	27	-	-	-	-	23	27
	14%	-%	-%	14%	14%	13%	15%	-%	-%	-%	-%	13%	15%
TOTAL AGREE	156	-	-	156	156	74	82	-	-	-	-	74	82
	43%	-%	-%	43%	43%	41%	46%	-%	-%	-%	-%	41%	46%
Don't know	15	-	-	15	15	7	8	-	-	-	-	7	8
	4%	-%	-%	4%	4%	4%	5%	-%	-%	-%	-%	4%	5%
TOTAL NEITHER/ DON'T KNOW	96	-	-	96	96	50	45	-	-	-	-	50	45
	27%	-%	-%	27%	27%	28%	26%	-%	-%	-%	-%	28%	26%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 279

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - On TV I see people like me (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	592	147	182	105	158	329	263	592	379	76	69	68	488	104	592
Effective Weighted Sample	461	116	143	80	122	259	202	461	357	67	67	66	387	74	461
Total	360	90	108	64	97	199	161	360	305	33	15	7	306	54	360
Disagree a lot	55 15%	16 18%	13 12%	12 19%	13 13%	29 15%	25 16%	55 15%	46 15%	** **	** **	** **	42 14%	13 23% l	55 15%
Disagree a little	53 15%	13 15%	15 14%	9 14%	16 17%	28 14%	25 15%	53 15%	46 15%	** **	** **	** **	47 15%	6 12%	53 15%
TOTAL DISAGREE	108 30%	29 32%	28 26%	21 33%	29 30%	58 29%	50 31%	108 30%	92 30%	** **	** **	** **	89 29%	19 35%	108 30%
Neither/ nor	80 22%	20 22%	28 26% d	17 27% d	15 15%	48 24%	32 20%	80 22%	69 23%	** **	** **	** **	73 24% m	7 13%	80 22%
Agree a little	106 30%	28 31%	33 30%	16 25%	30 31%	60 30%	46 29%	106 30%	87 29%	** **	** **	** **	91 30%	16 29%	106 30%
Agree a lot	50 14%	11 12%	14 13%	8 12%	17 18%	25 13%	25 15%	50 14%	43 14%	** **	** **	** **	41 13%	9 17%	50 14%
TOTAL AGREE	156 43%	38 42%	47 43%	24 38%	47 48%	85 43%	71 44%	156 43%	131 43%	** **	** **	** **	132 43%	25 46%	156 43%
Don't know	15 4%	3 3%	5 4%	1 2%	7 7%	8 4%	8 5%	15 4%	14 5%	** **	** **	** **	12 4%	3 6%	15 4%
TOTAL NEITHER/ DON'T KNOW	96 27%	23 25%	33 30%	19 29%	21 22%	56 28%	40 25%	96 27%	83 27%	** **	** **	** **	86 28%	10 19%	96 27%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 280

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I enjoy watching TV programmes (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1182	-	590	592	1182	600	582	-	-	302	288	298	294
Effective Weighted Sample	909	-	448	461	909	464	445	-	-	232	217	233	228
Total	710	-	350	360	710	359	351	-	-	177	173	182	178
Disagree a lot	4	-	2	3	4	2	2	-	-	1	1	2	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Disagree a little	12	-	4	8	12	8	4	-	-	2	2	6	2
	2%	-%	1%	2%	2%	2%	1%	-%	-%	1%	1%	3%	1%
TOTAL DISAGREE	17	-	6	11	17	10	6	-	-	3	3	8	3
	2%	-%	2%	3%	2%	3%	2%	-%	-%	1%	2%	4%	2%
Neither/ nor	29	-	10	19	29	17	12	-	-	6	4	11	8
	4%	-%	3%	5%	4%	5%	3%	-%	-%	3%	2%	6%	5%
				b								j	
Agree a little	238	-	120	118	238	127	111	-	-	63	57	63	54
	33%	-%	34%	33%	33%	35%	32%	-%	-%	36%	33%	35%	31%
Agree a lot	423	-	211	212	423	204	219	-	-	104	107	100	112
	60%	-%	60%	59%	60%	57%	62%	-%	-%	59%	62%	55%	63%
TOTAL AGREE	661	-	331	329	661	330	330	-	-	167	164	163	166
	93%	-%	95%	92%	93%	92%	94%	-%	-%	95%	95%	90%	94%
										k	k		
Don't know	4	-	3	1	4	2	2	-	-	1	2	1	-
	1%	-%	1%	*%	1%	*%	1%	-%	-%	1%	1%	*%	-%
TOTAL NEITHER/ DON'T KNOW	33	-	13	20	33	18	14	-	-	7	6	11	8
	5%	-%	4%	6%	5%	5%	4%	-%	-%	4%	3%	6%	5%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 280

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I enjoy watching TV programmes (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1182	267	352	225	338	619	563	1182	757	153	137	135	966	216	1182
Effective Weighted Sample	909	212	276	167	255	488	421	909	705	129	131	128	764	146	909
Total	710	167	215	126	201	382	327	710	602	65	29	14	607	103	710
Disagree a lot	4 1%	1 1%	1 1%	- -%	2 1%	2 1%	2 1%	4 1%	4 1%	- -%	- -%	* 1%	4 1%	- -%	4 1%
Disagree a little	12 2%	1 *%	3 1%	5 4% abeg	3 2%	3 1%	9 3% ae	12 2%	11 2%	1 1%	* 1%	* 2%	11 2%	1 1%	12 2%
TOTAL DISAGREE	17 2%	2 1%	4 2%	5 4% ae	5 3%	6 1%	11 3%	17 2%	15 3%	1 1%	* 1%	* 3%	16 3%	1 1%	17 2%
Neither/ nor	29 4%	8 5%	9 4%	7 5%	5 3%	17 5%	12 4%	29 4%	27 4%	1 1%	1 3%	1 4%	23 4%	6 6%	29 4%
Agree a little	238 33%	61 36%	69 32%	42 33%	66 33%	130 34%	108 33%	238 33%	205 34%	20 30%	8 29%	4 31%	201 33%	37 36%	238 33%
Agree a lot	423 60%	95 57%	133 62%	71 57%	123 61%	228 60%	195 59%	423 60%	351 58%	44 67%	19 67%	9 62%	363 60%	59 58%	423 60%
TOTAL AGREE	661 93%	156 93%	202 94%	113 90%	190 94%	358 94%	303 92%	661 93%	556 92%	63 98% hln	27 96%	13 93%	564 93%	96 94%	661 93%
Don't know	4 1%	2 1%	- -%	1 1%	1 *%	2 *%	2 1%	4 1%	4 1%	- -%	* 1%	- -%	4 1%	- -%	4 1%
TOTAL NEITHER/ DON'T KNOW	33 5%	10 6%	9 4%	8 6%	6 3%	19 5%	14 4%	33 5%	30 5%	1 1%	1 3%	1 4%	27 4%	6 6%	33 5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 281

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I talk to other people about TV programmes that I've watched (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1182	-	590	592	1182	600	582	-	-	302	288	298	294
Effective Weighted Sample	909	-	448	461	909	464	445	-	-	232	217	233	228
Total	710	-	350	360	710	359	351	-	-	177	173	182	178
Disagree a lot	34	-	24	10	34	21	13	-	-	16	8	5	5
	5%	-%	7%	3%	5%	6%	4%	-%	-%	9%	5%	3%	3%
			c							kl			
Disagree a little	49	-	29	21	49	24	25	-	-	13	15	11	10
	7%	-%	8%	6%	7%	7%	7%	-%	-%	8%	9%	6%	6%
TOTAL DISAGREE	83	-	53	30	83	45	38	-	-	29	23	16	14
	12%	-%	15%	8%	12%	13%	11%	-%	-%	17%	13%	9%	8%
			c							kl			
Neither/ nor	69	-	34	35	69	37	32	-	-	20	14	17	17
	10%	-%	10%	10%	10%	10%	9%	-%	-%	11%	8%	10%	10%
Agree a little	284	-	141	143	284	152	133	-	-	72	69	79	64
	40%	-%	40%	40%	40%	42%	38%	-%	-%	41%	40%	43%	36%
Agree a lot	268	-	120	148	268	122	146	-	-	55	65	67	81
	38%	-%	34%	41%	38%	34%	42%	-%	-%	31%	38%	37%	46%
				b			e						i
TOTAL AGREE	553	-	261	291	553	273	279	-	-	127	134	146	145
	78%	-%	75%	81%	78%	76%	80%	-%	-%	72%	77%	80%	82%
				b								i	i
Don't know	6	-	2	4	6	3	3	-	-	1	2	3	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
TOTAL NEITHER/ DON'T KNOW	74	-	36	38	74	40	34	-	-	20	16	20	18
	10%	-%	10%	11%	10%	11%	10%	-%	-%	11%	9%	11%	10%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 281

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I talk to other people about TV programmes that I've watched (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1182	267	352	225	338	619	563	1182	757	153	137	135	966	216	1182
Effective Weighted Sample	909	212	276	167	255	488	421	909	705	129	131	128	764	146	909
Total	710	167	215	126	201	382	327	710	602	65	29	14	607	103	710
Disagree a lot	34 5%	6 4%	10 5%	5 4%	13 6%	16 4%	17 5%	34 5%	30 5%	2 3%	1 5%	1 7%	27 5%	6 6%	34 5%
Disagree a little	49 7%	11 7%	18 8%	8 7%	12 6%	29 8%	21 6%	49 7%	44 7%	1 2%	3 9%	1 10%	43 7%	6 6%	49 7%
									i		i	i	i		i
TOTAL DISAGREE	83 12%	17 10%	28 13%	13 10%	25 12%	45 12%	38 12%	83 12%	73 12%	3 5%	4 14%	2 17%	71 12%	12 12%	83 12%
									i		i	i	i	i	i
Neither/ nor	69 10%	25 15%	13 6%	15 12%	16 8%	38 10%	31 9%	69 10%	58 10%	6 9%	4 15%	1 8%	59 10%	10 10%	69 10%
		bdfg		b											
Agree a little	284 40%	71 42%	81 38%	45 36%	88 44%	151 40%	133 41%	284 40%	244 41%	25 38%	10 35%	6 41%	240 40%	44 43%	284 40%
Agree a lot	268 38%	55 33%	93 43%	51 40%	70 35%	148 39%	121 37%	268 38%	222 37%	32 49%	10 36%	5 33%	232 38%	36 35%	268 38%
			ad							hjkln					
TOTAL AGREE	553 78%	126 75%	173 81%	96 76%	157 78%	299 78%	254 77%	553 78%	465 77%	56 86%	20 71%	11 74%	472 78%	81 78%	553 78%
										hijkl					
Don't know	6 1%	- -%	1 *%	2 2%	3 2%	1 *%	5 2%	6 1%	6 1%	- -%	- -%	- -%	6 1%	- -%	6 1%
				e	e		e								
TOTAL NEITHER/ DON'T KNOW	74 10%	25 15%	14 6%	17 13%	19 9%	39 10%	36 11%	74 10%	63 11%	6 9%	4 15%	1 8%	65 11%	10 10%	74 10%
		b		b			b	b							

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 282

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5G (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I find out about new TV programmes I might like from my friends (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1182	-	590	592	1182	600	582	-	-	302	288	298	294
Effective Weighted Sample	909	-	448	461	909	464	445	-	-	232	217	233	228
Total	710	-	350	360	710	359	351	-	-	177	173	182	178
Disagree a lot	41	-	27	14	41	20	21	-	-	15	12	5	9
	6%	-%	8%	4%	6%	6%	6%	-%	-%	8%	7%	3%	5%
Disagree a little	57	-	34	24	57	31	26	-	-	18	16	13	10
	8%	-%	10%	7%	8%	9%	7%	-%	-%	10%	9%	7%	6%
TOTAL DISAGREE	98	-	61	38	98	51	47	-	-	33	28	18	19
	14%	-%	17%	10%	14%	14%	13%	-%	-%	18%	16%	10%	11%
Neither/ nor	65	-	31	34	65	35	30	-	-	14	17	21	13
	9%	-%	9%	9%	9%	10%	9%	-%	-%	8%	10%	11%	8%
Agree a little	289	-	135	154	289	141	148	-	-	72	64	70	84
	41%	-%	39%	43%	41%	39%	42%	-%	-%	40%	37%	38%	47%
Agree a lot	252	-	122	130	252	127	125	-	-	58	64	70	61
	35%	-%	35%	36%	35%	35%	36%	-%	-%	33%	37%	38%	34%
TOTAL AGREE	541	-	257	284	541	269	273	-	-	129	128	139	145
	76%	-%	73%	79%	76%	75%	78%	-%	-%	73%	74%	77%	82%
Don't know	6	-	2	4	6	5	1	-	-	1	1	4	-
	1%	-%	1%	1%	1%	1%	*%	-%	-%	1%	*%	2%	-%
TOTAL NEITHER/ DON'T KNOW	70	-	33	38	70	39	31	-	-	15	18	24	13
	10%	-%	9%	11%	10%	11%	9%	-%	-%	8%	10%	13%	8%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 282

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5G (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I find out about new TV programmes I might like from my friends (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1182	267	352	225	338	619	563	1182	757	153	137	135	966	216	1182
Effective Weighted Sample	909	212	276	167	255	488	421	909	705	129	131	128	764	146	909
Total	710	167	215	126	201	382	327	710	602	65	29	14	607	103	710
Disagree a lot	41 6%	9 6%	16 8%	6 5%	10 5%	25 7%	16 5%	41 6%	36 6%	2 3%	2 9%	1 8%	33 6%	8 7%	41 6%
Disagree a little	57 8%	14 8%	21 10%	8 6%	14 7%	35 9%	22 7%	57 8%	52 9%	1 1%	3 11%	1 9%	50 8%	8 7%	57 8%
TOTAL DISAGREE	98 14%	23 14%	37 17%	14 11%	24 12%	60 16%	38 12%	98 14%	88 15%	3 4%	5 19%	2 17%	83 14%	15 15%	98 14%
Neither/ nor	65 9%	18 11%	16 7%	12 10%	19 9%	34 9%	31 9%	65 9%	58 10%	4 6%	3 9%	* 1%	61 10%	4 4%	65 9%
Agree a little	289 41%	70 42%	86 40%	51 40%	82 41%	156 41%	133 41%	289 41%	249 41%	23 36%	10 33%	7 51%	244 40%	45 44%	289 41%
Agree a lot	252 35%	56 33%	76 35%	49 39%	71 35%	132 34%	120 37%	252 35%	202 34%	35 53%	10 36%	5 32%	214 35%	38 37%	252 35%
TOTAL AGREE	541 76%	126 75%	162 75%	100 79%	154 77%	288 75%	254 77%	541 76%	451 75%	58 89%	20 70%	12 83%	458 75%	83 81%	541 76%
Don't know	6 1%	1 *%	- -%	* *%	5 2%	1 *%	5 1%	6 1%	5 1%	- -%	1 2%	- -%	6 1%	- -%	6 1%
TOTAL NEITHER/ DON'T KNOW	70 10%	19 11%	16 7%	13 10%	23 11%	35 9%	36 11%	70 10%	63 10%	4 6%	3 11%	* 1%	66 11%	4 4%	70 10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 283

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5H (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I find out about new TV programmes I might like from trailers on TV (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1182	-	590	592	1182	600	582	-	-	302	288	298	294
Effective Weighted Sample	909	-	448	461	909	464	445	-	-	232	217	233	228
Total	710	-	350	360	710	359	351	-	-	177	173	182	178
Disagree a lot	46	-	32	13	46	18	28	-	-	14	18	4	10
	6%	-%	9%	4%	6%	5%	8%	-%	-%	8%	10%	2%	5%
			c		c					k	kl		
Disagree a little	55	-	31	23	55	27	28	-	-	15	17	12	11
	8%	-%	9%	6%	8%	7%	8%	-%	-%	8%	10%	7%	6%
TOTAL DISAGREE	100	-	63	37	100	45	56	-	-	29	35	16	21
	14%	-%	18%	10%	14%	12%	16%	-%	-%	16%	20%	9%	12%
			c		c					k	kl		
Neither/ nor	79	-	37	42	79	36	43	-	-	17	19	18	24
	11%	-%	10%	12%	11%	10%	12%	-%	-%	10%	11%	10%	13%
Agree a little	304	-	141	163	304	155	149	-	-	70	71	85	78
	43%	-%	40%	45%	43%	43%	42%	-%	-%	40%	41%	47%	44%
Agree a lot	212	-	98	114	212	114	98	-	-	54	45	60	54
	30%	-%	28%	32%	30%	32%	28%	-%	-%	30%	26%	33%	30%
TOTAL AGREE	516	-	239	277	516	269	247	-	-	124	116	145	132
	73%	-%	68%	77%	73%	75%	70%	-%	-%	70%	67%	80%	74%
				b								ij	
Don't know	15	-	11	4	15	10	5	-	-	7	4	3	1
	2%	-%	3%	1%	2%	3%	2%	-%	-%	4%	2%	2%	1%
			c							l			
TOTAL NEITHER/ DON'T KNOW	94	-	47	46	94	45	48	-	-	24	23	21	25
	13%	-%	14%	13%	13%	13%	14%	-%	-%	14%	13%	12%	14%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 283

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5H (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION - I find out about new TV programmes I might like from trailers on TV (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1182	267	352	225	338	619	563	1182	757	153	137	135	966	216	1182
Effective Weighted Sample	909	212	276	167	255	488	421	909	705	129	131	128	764	146	909
Total	710	167	215	126	201	382	327	710	602	65	29	14	607	103	710
Disagree a lot	46 6%	10 6%	12 6%	9 7%	15 7%	22 6%	24 7%	46 6%	42 7% j	2 3%	1 2%	1 8% j	36 6%	10 9% ij	46 6%
Disagree a little	55 8%	11 7%	18 8%	8 7%	17 8%	29 8%	25 8%	55 8%	51 8% i	2 3%	1 4%	* 3%	45 7%	9 9% i	55 8%
TOTAL DISAGREE	100 14%	22 13%	30 14%	17 14%	32 16%	51 13%	49 15%	100 14%	93 15% ij	4 6%	2 7%	2 11%	81 13% ij	19 18% ij	100 14% ij
Neither/ nor	79 11%	21 13%	27 12%	11 9%	19 9%	48 13%	30 9%	79 11%	70 12% km	6 9% k	3 10% km	* 2%	75 12% km	4 4%	79 11% km
Agree a little	304 43%	73 44%	89 41%	57 45%	85 42%	162 42%	142 43%	304 43%	254 42%	31 48%	12 43%	7 51%	259 43%	45 44%	304 43%
Agree a lot	212 30%	47 28%	66 31%	39 31%	60 30%	113 30%	99 30%	212 30%	174 29%	22 33%	11 39% hln	5 34%	179 29%	33 32%	212 30%
TOTAL AGREE	516 73%	121 72%	155 72%	95 75%	145 72%	276 72%	241 73%	516 73%	428 71%	53 81% hln	23 82% hln	12 84% hln	438 72%	79 76%	516 73%
Don't know	15 2%	4 2%	3 2%	3 2%	5 3%	7 2%	8 2%	15 2%	12 2%	2 4%	* 2%	* 2%	13 2%	2 2%	15 2%
TOTAL NEITHER/ DON'T KNOW	94 13%	25 15%	30 14%	14 11%	24 12%	55 14%	38 12%	94 13%	82 14% km	8 12% km	3 12% km	1 4%	88 15% km	5 5%	94 13% km

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 284

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC6 Do you ever watch YouTube channels - so videos that have been put together by a particular person or a particular organisation that you can choose to subscribe to or follow if you want? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1182	-	590	592	1182	600	582	-	-	302	288	298	294
Effective Weighted Sample	909	-	448	461	909	464	445	-	-	232	217	233	228
Total	710	-	350	360	710	359	351	-	-	177	173	182	178
Yes, watch YouTube channels	467	-	191	275	467	241	226	-	-	94	97	147	129
	66%	-%	55%	77%	66%	67%	64%	-%	-%	53%	56%	80%	73%
				bd	b							ijl	ij
No, never watch YouTube channels	236	-	155	81	236	117	119	-	-	82	74	36	45
	33%	-%	44%	22%	33%	33%	34%	-%	-%	46%	42%	20%	25%
			cd		c					kl	kl		
Don't know	7	-	4	3	7	1	6	-	-	1	3	-	3
	1%	-%	1%	1%	1%	*%	2%	-%	-%	*%	2%	-%	2%
							e						k

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 284

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC6 Do you ever watch YouTube channels - so videos that have been put together by a particular person or a particular organisation that you can choose to subscribe to or follow if you want? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1182	267	352	225	338	619	563	1182	757	153	137	135	966	216	1182
Effective Weighted Sample	909	212	276	167	255	488	421	909	705	129	131	128	764	146	909
Total	710	167	215	126	201	382	327	710	602	65	29	14	607	103	710
Yes, watch YouTube channels	467	116	149	86	116	265	202	467	402	36	18	10	401	66	467
	66%	69%	69%	68%	58%	69%	62%	66%	67%	56%	64%	69%	66%	64%	66%
		d	df	d		df		d	i			i	i		i
No, never watch YouTube channels	236	51	64	39	83	114	122	236	194	28	10	4	200	36	236
	33%	30%	30%	31%	41%	30%	37%	33%	32%	43%	35%	31%	33%	35%	33%
					abceg		be			hln					
Don't know	7	1	3	1	3	3	4	7	6	*	1	-	6	1	7
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 285

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC7 Do you prefer to watch YouTube channels, TV channels or do you like both the same? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere who ever watch YouTube channels

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	758	-	304	454	758	393	365	-	-	150	154	243	211
Effective Weighted Sample	584	-	233	351	584	305	279	-	-	117	116	188	163
Total	467	-	191	275	467	241	226	-	-	94	97	147	129
Prefer to watch YouTube channels	125	-	56	70	125	74	52	-	-	32	23	41	28
	27%	-%	29%	25%	27%	31%	23%	-%	-%	34%	24%	28%	22%
						f				l			
Prefer to watch TV channels	149	-	65	84	149	65	84	-	-	27	38	38	46
	32%	-%	34%	30%	32%	27%	37%	-%	-%	28%	40%	26%	35%
						e				k			
Like both the same	189	-	70	119	189	101	88	-	-	35	35	66	53
	41%	-%	37%	43%	41%	42%	39%	-%	-%	37%	36%	45%	41%
Don't know	3	-	*	3	3	*	2	-	-	*	*	*	2
	1%	-%	*%	1%	1%	*%	1%	-%	-%	*%	*%	*%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 285

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC7 Do you prefer to watch YouTube channels, TV channels or do you like both the same? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere who ever watch YouTube channels

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	758	184	239	145	190	423	335	758	494	85	86	93	625	133	758
Effective Weighted Sample	584	144	188	109	143	332	251	584	463	73	83	88	493	91	584
Total	467	116	149	86	116	265	202	467	402	36	18	10	401	66	467
Prefer to watch YouTube channels	125	28	41	22	34	69	57	125	107	**	**	**	103	23	125
	27%	24%	27%	26%	30%	26%	28%	27%	27%	**	**	**	26%	35%	27%
Prefer to watch TV channels	149	35	44	34	36	79	70	149	133	**	**	**	130	19	149
	32%	30%	30%	40%	31%	30%	35%	32%	33%	**	**	**	32%	29%	32%
Like both the same	189	53	61	30	45	115	75	189	160	**	**	**	166	24	189
	41%	46%	41%	35%	39%	43%	37%	41%	40%	**	**	**	41%	36%	41%
Don't know	3	-	2	*	1	2	1	3	2	**	**	**	3	*	3
	1%	-%	1%	*%	1%	1%	*%	1%	*%	**	**	**	1%	*%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 286

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC8 (SHOWCARD) Which one of these options best describes where the BBC gets money to run its TV and radio channels and its websites? (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	592	-	-	592	592	298	294	-	-	-	-	298	294
Effective Weighted Sample	461	-	-	461	461	233	228	-	-	-	-	233	228
Total	360	-	-	360	360	182	178	-	-	-	-	182	178
Every home in the UK must pay some money to the BBC	110	-	-	110	110	56	54	-	-	-	-	56	54
	30%	-%	-%	30%	30%	31%	30%	-%	-%	-%	-%	31%	30%
Companies pay to advertise on the BBC	64	-	-	64	64	36	28	-	-	-	-	36	28
	18%	-%	-%	18%	18%	20%	16%	-%	-%	-%	-%	20%	16%
The government/ council gives the BBC money	44	-	-	44	44	23	20	-	-	-	-	23	20
	12%	-%	-%	12%	12%	13%	12%	-%	-%	-%	-%	13%	12%
Every home can choose to pay some money to be allowed to use the BBC service if they want	22	-	-	22	22	10	12	-	-	-	-	10	12
	6%	-%	-%	6%	6%	6%	7%	-%	-%	-%	-%	6%	7%
Don't know	120	-	-	120	120	57	64	-	-	-	-	57	64
	33%	-%	-%	33%	33%	31%	36%	-%	-%	-%	-%	31%	36%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 286

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC8 (SHOWCARD) Which one of these options best describes where the BBC gets money to run its TV and radio channels and its websites? (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	592	147	182	105	158	329	263	592	379	76	69	68	488	104	592
Effective Weighted Sample	461	116	143	80	122	259	202	461	357	67	67	66	387	74	461
Total	360	90	108	64	97	199	161	360	305	33	15	7	306	54	360
Every home in the UK must pay some money to the BBC	110 30%	31 34%	31 28%	24 38% d	24 25%	61 31%	48 30%	110 30%	86 28%	** **	** **	** **	90 29%	20 37%	110 30%
Companies pay to advertise on the BBC	64 18%	22 24% df	20 18%	10 16%	12 13%	42 21% df	22 14%	64 18%	57 19%	** **	** **	** **	55 18%	9 18%	64 18%
The government/ council gives the BBC money	44 12%	10 11%	15 14%	7 12%	11 11%	25 13%	18 11%	44 12%	40 13%	** **	** **	** **	38 12%	5 10%	44 12%
Every home can choose to pay some money to be allowed to use the BBC service if they want	22 6%	7 7%	9 8% c	1 1%	6 6%	16 8% c	7 4%	22 6%	21 7%	** **	** **	** **	19 6%	3 5%	22 6%
Don't know	120 33%	21 23%	34 31%	21 33%	45 46% abeg	54 27%	66 41% ae	120 33% a	101 33%	** **	** **	** **	104 34%	16 30%	120 33%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 287

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC13 Thinking about when you're going online, do you spend most of the time... (SINGLE CODE)

Base : Children aged 5-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1412	300	528	584	1412	701	711	141	159	264	264	296	288
Effective Weighted Sample	1106	246	406	455	1106	551	555	116	130	204	202	231	224
Total	866	188	323	355	866	425	441	86	102	159	164	181	175
Using with an adult in the room with you	434	145	193	96	434	196	237	66	80	91	102	40	56
	50%	77%	60%	27%	50%	46%	54%	77%	78%	57%	62%	22%	32%
		bcd	cd		c		e	ijkl	ijkl	kl	kl		k
Using on your own	346	31	91	224	346	185	161	14	17	50	41	121	103
	40%	16%	28%	63%	40%	44%	37%	16%	17%	32%	25%	67%	59%
			a	abd	ab	f				gh		ghij	ghij
Using with other children, but no adults	86	12	39	35	86	44	42	6	6	18	21	19	16
	10%	6%	12%	10%	10%	10%	10%	7%	5%	11%	13%	11%	9%
			a								h		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 287

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC13 Thinking about when you're going online, do you spend most of the time... (SINGLE CODE)

Base : Children aged 5-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1412	321	441	278	372	762	650	1412	930	161	155	166	1158	254	1412
Effective Weighted Sample	1106	259	343	213	291	602	504	1106	876	138	150	157	933	175	1106
Total	866	203	267	163	233	470	396	866	745	71	33	17	743	123	866
Using with an adult in the room with you	434	82	142	80	130	224	210	434	370	38	17	9	369	64	434
	50%	40%	53%	49%	56%	48%	53%	50%	50%	54%	50%	51%	50%	52%	50%
			a		ae	a	a	a							
Using on your own	346	101	104	66	75	206	141	346	300	26	14	7	302	44	346
	40%	50%	39%	40%	32%	44%	36%	40%	40%	36%	43%	38%	41%	36%	40%
		bcd	fg			df		d							
Using with other children, but no adults	86	20	21	17	28	41	45	86	75	7	2	2	71	15	86
	10%	10%	8%	10%	12%	9%	11%	10%	10%	10%	7%	11%	10%	12%	10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 288

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
TV	585	-	280	305	585	295	291	-	-	138	142	156	149
	86%	-%	87%	86%	86%	87%	86%	-%	-%	87%	86%	87%	85%
Laptop/ netbook/ PC	109	-	35	74	109	53	56	-	-	15	20	38	36
	16%	-%	11%	21%	16%	16%	17%	-%	-%	9%	12%	21%	21%
				bd	b							ij	ij
Tablet	103	-	45	58	103	43	60	-	-	16	28	26	32
	15%	-%	14%	16%	15%	13%	18%	-%	-%	10%	17%	15%	18%
						e				i		i	
Mobile phone	38	-	9	28	38	19	19	-	-	6	3	13	15
	6%	-%	3%	8%	6%	6%	5%	-%	-%	4%	2%	7%	9%
				b	b							j	ij
Games player	17	-	4	12	17	13	4	-	-	3	1	9	3
	2%	-%	1%	3%	2%	4%	1%	-%	-%	2%	1%	5%	2%
				b		f						jl	
Portable Media Player	16	-	6	10	16	9	7	-	-	3	3	6	4
	2%	-%	2%	3%	2%	3%	2%	-%	-%	2%	2%	3%	3%
E-book readers	3	-	1	2	3	2	1	-	-	-	1	2	-
	*%	-%	*%	1%	*%	1%	*%	-%	-%	-%	1%	1%	-%
Other device	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Don't do this	45	-	28	17	45	21	25	-	-	10	18	11	6
	7%	-%	9%	5%	7%	6%	7%	-%	-%	6%	11%	6%	4%
			c								kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 288

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
TV	585 86%	151 91% df	184 88% d	104 84%	147 81%	335 89% df	251 83%	585 86%	499 86%	51 86%	24 89%	12 88%	499 86%	86 88%	585 86%
Laptop/ netbook/ PC	109 16%	29 18%	31 15%	19 15%	30 17%	60 16%	49 16%	109 16%	97 17% ik	6 10%	5 18%	1 10%	98 17% ik	11 11%	109 16%
Tablet	103 15%	36 21% cdfg	34 16%	12 10%	21 12%	69 19% cdf	33 11%	103 15% f	84 15%	11 19%	5 18%	2 18%	83 14%	19 20%	103 15%
Mobile phone	38 6%	8 5%	8 4%	9 7%	12 7%	17 5%	21 7%	38 6%	33 6%	1 2%	2 8% i	1 8% i	34 6%	4 4%	38 6%
Games player	17 2%	5 3%	3 1%	3 2%	6 3%	8 2%	9 3%	17 2%	12 2%	4 6% hln	1 3%	* 3%	15 3%	2 2%	17 2%
Portable Media Player	16 2%	3 2%	7 3%	5 4%	2 1%	10 3%	7 2%	16 2%	15 3%	* *% hln	1 4%	* 1%	14 2%	3 3%	16 2%
E-book readers	3 *% hln	2 1%	- -%	1 1%	- -%	2 *% hln	1 *% hln	3 *% hln	3 *% hln	- -%	- -%	- -%	2 *% hln	1 1%	3 *% hln
Other device	* *% hln	- -%	* *% hln	- -%	- -%	* *% hln	- -%	* *% hln	- -%	- -%	* 1% hln	- -%	* *% hln	- -%	* *% hln
Don't do this	45 7%	3 2%	12 6% a	11 9% ae	19 11% aeg	15 4%	31 10% aeg	45 7% ae	40 7% j	4 7%	* 2%	1 6%	40 7% j	5 5%	45 7% j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 289

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
TV	566	-	273	293	566	281	285	-	-	135	138	146	147
	83%	-%	85%	82%	83%	83%	84%	-%	-%	85%	84%	81%	84%
Laptop/ netbook/ PC	27	-	7	20	27	16	10	-	-	5	2	12	8
	4%	-%	2%	6%	4%	5%	3%	-%	-%	3%	1%	6%	5%
				b								j	j
Tablet	26	-	11	15	26	13	13	-	-	5	6	7	7
	4%	-%	3%	4%	4%	4%	4%	-%	-%	3%	4%	4%	4%
Mobile phone	6	-	1	5	6	2	4	-	-	1	*	1	4
	1%	-%	*%	1%	1%	1%	1%	-%	-%	1%	*%	1%	2%
Games player	5	-	1	4	5	4	1	-	-	1	-	3	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	-%	1%	1%
Portable Media Player	4	-	2	2	4	2	1	-	-	1	*	1	1
	1%	-%	1%	1%	1%	1%	*%	-%	-%	1%	*%	1%	1%
Don't do this	45	-	28	17	45	21	25	-	-	10	18	11	6
	7%	-%	9%	5%	7%	6%	7%	-%	-%	6%	11%	6%	4%
			c								kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 289

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
TV	566	143	180	100	143	323	243	566	483	50	22	11	481	85	566
	83%	87%	86%	81%	79%	86%	80%	83%	83%	85%	84%	79%	83%	86%	83%
		df	df			df									
Laptop/ netbook/ PC	27	10	4	6	6	15	12	27	25	1	1	*	23	4	27
	4%	6%	2%	5%	3%	4%	4%	4%	4%	1%	4%	2%	4%	4%	4%
		b													
Tablet	26	8	8	2	7	17	9	26	20	3	1	1	23	3	26
	4%	5%	4%	2%	4%	4%	3%	4%	3%	6%	5%	7%	4%	3%	4%
												h			
Mobile phone	6	-	1	3	2	1	6	6	5	*	1	*	6	1	6
	1%	-%	1%	3%	1%	1%	2%	1%	1%	1%	2%	3%	1%	1%	1%
				abeg	e		ae					hln			
Games player	5	1	2	-	2	2	2	5	4	*	*	*	4	1	5
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Portable Media Player	4	*	2	*	1	2	1	4	3	*	*	-	2	1	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	1%	1%	1%
Don't do this	45	3	12	11	19	15	31	45	40	4	*	1	40	5	45
	7%	2%	6%	9%	11%	4%	10%	7%	7%	7%	2%	6%	7%	5%	7%
			a	ae	aeg		aeg	ae	j				j		j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 290

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch television programmes

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1036	-		480	556	1036	524	512	-	-	246	234	278	278
Effective Weighted Sample	801	-		369	432	801	406	395	-	-	191	178	216	217
Total	633	-		294	338	633	319	314	-	-	149	146	170	168
TV	585	-		280	305	585	295	291	-	-	138	142	156	149
	93%	-%		95% c	90%	93%	92%	93%	-%	-%	93%	97% kl	92%	88%
Laptop/ netbook/ PC	109	-		35	74	109	53	56	-	-	15	20	38	36
	17%	-%		12%	22% bd	17% b	17%	18%	-%	-%	10%	14%	22% ij	21% i
Tablet	103	-		45	58	103	43	60	-	-	16	28	26	32
	16%	-%		15%	17%	16%	13%	19% e	-%	-%	11%	19% i	15%	19% i
Mobile phone	38	-		9	28	38	19	19	-	-	6	3	13	15
	6%	-%		3%	8% b	6% b	6%	6%	-%	-%	4%	2%	8% j	9% ij
Games player	17	-		4	12	17	13	4	-	-	3	1	9	3
	3%	-%		2%	4%	3%	4% f	1%	-%	-%	2%	1%	5% jl	2%
Portable Media Player	16	-		6	10	16	9	7	-	-	3	3	6	4
	3%	-%		2%	3%	3%	3%	2%	-%	-%	2%	2%	3%	3%
E-book readers	3	-		1	2	3	2	1	-	-	-	1	2	-
	*%	-%		*%	1%	*%	1%	*%	-%	-%	-%	1%	1%	-%
Other device	*	-		*	-	*	-	*	-	-	-	*	-	-
	*%	-%		*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 290

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15A (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch television programmes (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch television programmes

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1036	258	320	194	264	578	458	1036	669	126	122	119	846	190	1036
Effective Weighted Sample	801	205	251	145	200	456	344	801	625	107	117	113	671	131	801
Total	633	163	197	111	162	360	273	633	539	55	26	13	539	94	633
TV	585 93%	151 92%	184 94%	104 93%	147 91%	335 93%	251 92%	585 93%	499 93%	51 92%	24 90%	12 93%	499 93%	86 92%	585 93%
Laptop/ netbook/ PC	109 17%	29 18%	31 16%	19 17%	30 19%	60 17%	49 18%	109 17%	97 18% ik	6 10%	5 18%	1 10%	98 18% ik	11 12%	109 17%
Tablet	103 16%	36 22% cdf	34 17%	12 11%	21 13%	69 19% cdf	33 12%	103 16%	84 16%	11 20%	5 18%	2 19%	83 15%	19 21%	103 16%
Mobile phone	38 6%	8 5%	8 4%	9 8%	12 7%	17 5%	21 8%	38 6%	33 6%	1 2%	2 8%	1 8% i	34 6%	4 4%	38 6%
Games player	17 3%	5 3%	3 1%	3 2%	6 4%	8 2%	9 3%	17 3%	12 2%	4 7% hln	1 4%	* 3%	15 3%	2 2%	17 3%
Portable Media Player	16 3%	3 2%	7 4%	5 4%	2 1%	10 3%	7 2%	16 3%	15 3%	* 1%	1 4%	* 1%	14 3%	3 3%	16 3%
E-book readers	3 *%	2 1%	- -%	1 1%	- -%	2 *%	1 *%	3 *%	3 *%	- -%	- -%	- -%	2 *%	1 1%	3 *%
Other device	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* 1% hln	- -%	* *%	- -%	* *%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 291

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch television programmes

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1036	-		480	556	1036	524	512	-	-	246	234	278	278
Effective Weighted Sample	801	-		369	432	801	406	395	-	-	191	178	216	217
Total	633	-		294	338	633	319	314	-	-	149	146	170	168
TV	566	-		273	293	566	281	285	-	-	135	138	146	147
	89%	-%		93%	87%	89%	88%	91%	-%	-%	91%	94%	86%	87%
Laptop/ netbook/ PC	27	-		7	20	27	16	10	-	-	5	2	12	8
	4%	-%		2%	6%	4%	5%	3%	-%	-%	3%	1%	7%	5%
Tablet	26	-		11	15	26	13	13	-	-	5	6	7	7
	4%	-%		4%	4%	4%	4%	4%	-%	-%	4%	4%	4%	4%
Mobile phone	6	-		1	5	6	2	4	-	-	1	*	1	4
	1%	-%		*%	1%	1%	1%	1%	-%	-%	1%	*%	1%	2%
Games player	5	-		1	4	5	4	1	-	-	1	-	3	1
	1%	-%		*%	1%	1%	1%	*%	-%	-%	1%	-%	2%	1%
Portable Media Player	4	-		2	2	4	2	1	-	-	1	*	1	1
	1%	-%		1%	1%	1%	1%	*%	-%	-%	1%	*%	1%	1%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 291

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16A (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch television programmes (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch television programmes

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1036	258	320	194	264	578	458	1036	669	126	122	119	846	190	1036
Effective Weighted Sample	801	205	251	145	200	456	344	801	625	107	117	113	671	131	801
Total	633	163	197	111	162	360	273	633	539	55	26	13	539	94	633
TV	566	143	180	100	143	323	243	566	483	50	22	11	481	85	566
	89%	88%	92%	90%	88%	90%	89%	89%	90%	91%	86%	84%	89%	90%	89%
Laptop/ netbook/ PC	27	10	4	6	6	15	12	27	25	1	1	*	23	4	27
	4%	6%	2%	5%	4%	4%	4%	4%	5%	1%	5%	3%	4%	4%	4%
		b													
Tablet	26	8	8	2	7	17	9	26	20	3	1	1	23	3	26
	4%	5%	4%	2%	4%	5%	3%	4%	4%	6%	5%	8% h	4%	3%	4%
Mobile phone	6	-	1	3	2	1	6	6	5	*	1	*	6	1	6
	1%	-%	*%	3%	1%	*%	2%	1%	1%	1%	2%	4%	1%	1%	1%
				abeg	e		ae					hln			
Games player	5	1	2	-	2	2	2	5	4	*	*	*	4	1	5
	1%	*%	1%	-%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Portable Media Player	4	*	2	*	1	2	1	4	3	*	*	-	2	1	4
	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	2%	-%	*%	2%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 292

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
TV	585	-	284	301	585	291	294	-	-	140	144	151	150
	86%	-%	88%	85%	86%	86%	87%	-%	-%	88%	87%	83%	86%
Laptop/ netbook/ PC	101	-	33	68	101	49	52	-	-	14	18	35	33
	15%	-%	10%	19%	15%	14%	15%	-%	-%	9%	11%	19%	19%
				bd	b							ij	ij
Tablet	70	-	34	36	70	34	36	-	-	15	19	20	17
	10%	-%	10%	10%	10%	10%	11%	-%	-%	9%	12%	11%	10%
Games player	23	-	6	17	23	20	3	-	-	5	1	15	2
	3%	-%	2%	5%	3%	6%	1%	-%	-%	3%	1%	8%	1%
				b		f						ijl	
Mobile phone	14	-	4	10	14	7	8	-	-	2	2	4	6
	2%	-%	1%	3%	2%	2%	2%	-%	-%	2%	1%	2%	3%
Portable Media Player	11	-	5	6	11	7	4	-	-	3	2	4	1
	2%	-%	2%	2%	2%	2%	1%	-%	-%	2%	1%	2%	1%
E-book reader	2	-	1	1	2	1	1	-	-	-	1	1	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	1%	1%	-%
Other device	4	-	1	3	4	3	1	-	-	1	-	2	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	-%	1%	1%
Don't do this	37	-	22	15	37	17	20	-	-	8	14	9	6
	5%	-%	7%	4%	5%	5%	6%	-%	-%	5%	9%	5%	3%
											l		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 292

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
TV	585 86%	147 89% d	185 89% df	106 87%	146 81%	332 89% df	253 83%	585 86% d	497 86%	53 89%	23 89%	12 84%	502 87%	83 84%	585 86%
Laptop/ netbook/ PC	101 15%	29 17%	32 15%	19 15%	21 12%	61 16%	40 13%	101 15%	92 16% i	4 6%	4 14% i	1 10%	88 15% i	13 13%	101 15% i
Tablet	70 10%	23 14% cf	22 11%	9 7%	16 9%	45 12%	25 8%	70 10%	55 10%	10 16% h	4 14%	1 10%	59 10%	11 11%	70 10%
Games player	23 3%	6 4%	3 2%	6 5%	8 4%	9 3%	14 4% b	23 3%	16 3%	5 9% hklm	2 7% hln	* 3%	20 3%	3 3%	23 3%
Mobile phone	14 2%	2 1%	4 2%	3 2%	5 3%	6 2%	8 3%	14 2%	11 2%	1 2%	1 4%	* 3%	11 2%	3 3%	14 2%
Portable Media Player	11 2%	3 2%	4 2%	2 1%	3 2%	7 2%	4 1%	11 2%	10 2%	- -%	1 3%	- -%	7 1%	4 4% ik	11 2%
E-book reader	2 *% %	1 1%	* *% %	1 1%	- -%	1 *% %	1 *% %	2 *% %	2 *% %	- -%	* 1%	- -%	2 *% %	* *% %	2 *% %
Other device	4 1%	1 *% %	2 1%	- -%	1 1%	3 1%	1 *% %	4 1%	3 1%	1 1%	* 1%	* 1%	4 1%	* *% %	4 1%
Don't do this	37 5%	6 3%	4 2%	9 8%	18 10%	10 3%	28 9%	37 5%	33 6%	2 4%	1 4%	1 6%	31 5%	6 6%	37 5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 293

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
TV	562 83%	- -%	275 85%	287 81%	562 83%	276 81%	286 84%	- -%	- -%	135 85% k	140 85%	140 78%	146 84%
Laptop/ netbook/ PC	30 4%	- -%	9 3%	21 6% b	30 4%	13 4%	17 5%	- -%	- -%	5 3%	4 2%	8 4%	13 8% ij
Tablet	25 4%	- -%	10 3%	15 4%	25 4%	16 5%	9 3%	- -%	- -%	5 3%	5 3%	11 6%	4 2%
Games player	14 2%	- -%	5 2%	9 3%	14 2%	12 3% f	3 1%	- -%	- -%	4 3%	1 1%	8 4% jl	2 1%
Mobile phone	5 1%	- -%	1 *%	4 1%	5 1%	2 1%	3 1%	- -%	- -%	1 1%	* *%	1 1%	2 1%
Portable Media Player	4 1%	- -%	1 *%	3 1%	4 1%	3 1%	1 *%	- -%	- -%	1 *%	- -%	2 1%	1 1%
Other device	1 *%	- -%	* *%	1 *%	1 *%	1 *%	* *%	- -%	- -%	* *%	- -%	1 1%	* *%
Don't do this	37 5%	- -%	22 7%	15 4%	37 5%	17 5%	20 6%	- -%	- -%	8 5%	14 9% l	9 5%	6 3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 293

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
TV	562 83%	140 84%	177 85%	102 83%	142 78%	317 85% d	244 80%	562 83%	482 83%	47 79%	22 83%	11 78%	481 83%	80 82%	562 83%
Laptop/ netbook/ PC	30 4%	8 5%	11 5%	6 5%	5 3%	19 5%	11 4%	30 4%	26 5%	1 2%	1 5%	1 7%	25 4%	5 5%	30 4%
Tablet	25 4%	7 4%	10 5%	3 3%	5 3%	17 5%	8 3%	25 4%	20 3%	4 7% hj	* 1%	1 5%	21 4%	4 4%	25 4%
Games player	14 2%	3 2%	3 1%	2 2%	6 4%	6 2%	8 3%	14 2%	9 2%	4 7% hlmn	1 4%	* 2%	12 2%	2 2%	14 2%
Mobile phone	5 1%	* *%	1 1%	* *%	3 2%	1 *%	4 1%	5 1%	4 1%	* *%	* 1%	* 2%	5 1%	* *%	5 1%
Portable Media Player	4 1%	1 *%	2 1%	- -%	1 1%	3 1%	1 *%	4 1%	3 1%	- -%	* 2%	- -%	3 *%	1 1%	4 1%
Other device	1 *%	- -%	1 1%	- -%	* *%	1 *%	* *%	1 *%	1 *%	- -%	* 1%	* 1%	1 *%	* *%	1 *%
Don't do this	37 5%	6 3%	4 2%	9 8%	18 10%	10 3%	28 9%	37 5%	33 6%	2 4%	1 4%	1 6%	31 5%	6 6%	37 5%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 294

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch full-length films/ movies

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1050	-	491	559	1050	530	520	-	-	249	242	281	278	
Effective Weighted Sample	812	-	378	434	812	412	400	-	-	194	184	218	216	
Total	641	-	301	340	641	322	319	-	-	151	150	171	169	
TV	585	-	284	301	585	291	294	-	-	140	144	151	150	
	91%	~a	94% c	88%	91%	90%	92%	~g	~h	93%	96% kl	88%	89%	
Laptop/ netbook/ PC	101	-	33	68	101	49	52	-	-	14	18	35	33	
	16%	~a	11%	20% b	16% b	15%	16%	~g	~h	9%	12%	20% ij	20% ij	
Tablet	70	-	34	36	70	34	36	-	-	15	19	20	17	
	11%	~a	11%	11%	11%	11%	11%	~g	~h	10%	13%	11%	10%	
Games player	23	-	6	17	23	20	3	-	-	5	1	15	2	
	4%	~a	2%	5% b	4%	6% f	1%	~g	~h	3%	1%	9% ijl	1%	
Mobile phone	14	-	4	10	14	7	8	-	-	2	2	4	6	
	2%	~a	1%	3%	2%	2%	2%	~g	~h	2%	1%	2%	3%	
Portable Media Player	11	-	5	6	11	7	4	-	-	3	2	4	1	
	2%	~a	2%	2%	2%	2%	1%	~g	~h	2%	2%	3%	1%	
E-book reader	2	-	1	1	2	1	1	-	-	-	1	1	-	
	*%	~a	*%	*%	*%	*%	*%	~g	~h	~i	1%	1%	~l	
Other device	4	-	1	3	4	3	1	-	-	1	-	2	1	
	1%	~a	*%	1%	1%	1%	*%	~g	~h	1%	~i	1%	1%	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 294

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15B (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch full-length films/ movies (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch full-length films/ movies

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1050	254	332	196	268	586	464	1050	679	131	120	120	862	188	1050
Effective Weighted Sample	812	202	261	147	202	463	349	812	634	111	116	114	684	129	812
Total	641	160	205	113	163	365	276	641	546	57	26	13	548	92	641
TV	585 91%	147 92%	185 90%	106 94%	146 90%	332 91%	253 92%	585 91%	497 91%	53 92%	23 92%	12 89%	502 92%	83 89%	585 91%
Laptop/ netbook/ PC	101 16%	29 18%	32 16%	19 17%	21 13%	61 17%	40 14%	101 16%	92 17%	4 6%	4 15%	1 11%	88 16%	13 14%	101 16%
Tablet	70 11%	23 14%	22 11%	9 8%	16 10%	45 12%	25 9%	70 11%	55 10%	10 17%	4 14%	1 11%	59 11%	11 12%	70 11%
Games player	23 4%	6 4%	3 2%	6 5%	8 5%	9 3%	14 5%	23 4%	16 3%	5 9%	2 8%	* 3%	20 4%	3 4%	23 4%
Mobile phone	14 2%	2 1%	4 2%	3 3%	5 3%	6 2%	8 3%	14 2%	11 2%	1 2%	1 4%	* 3%	11 2%	3 3%	14 2%
Portable Media Player	11 2%	3 2%	4 2%	2 1%	3 2%	7 2%	4 2%	11 2%	10 2%	- -%	1 3%	- -%	7 1%	4 4%	11 2%
E-book reader	2 *%	1 1%	* *%	1 1%	- -%	1 *%	1 *%	2 *%	2 *%	- -%	* 1%	- -%	2 *%	* *%	2 *%
Other device	4 1%	1 *%	2 1%	- -%	1 1%	3 1%	1 *%	4 1%	3 1%	1 1%	* 1%	* 1%	4 1%	* *%	4 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 295

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch full-length films/ movies

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1050	-		491	559	1050	530	520	-	-	249	242	281	278
Effective Weighted Sample	812	-		378	434	812	412	400	-	-	194	184	218	216
Total	641	-		301	340	641	322	319	-	-	151	150	171	169
TV	562	-		275	287	562	276	286	-	-	135	140	140	146
	88%	-%		91%	84%	88%	86%	90%	-%	-%	90%	93%	82%	87%
				c							k	kl		
Laptop/ netbook/ PC	30	-		9	21	30	13	17	-	-	5	4	8	13
	5%	-%		3%	6%	5%	4%	5%	-%	-%	3%	3%	5%	8%
					b									ij
Tablet	25	-		10	15	25	16	9	-	-	5	5	11	4
	4%	-%		3%	4%	4%	5%	3%	-%	-%	3%	3%	6%	2%
Games player	14	-		5	9	14	12	3	-	-	4	1	8	2
	2%	-%		2%	3%	2%	4%	1%	-%	-%	3%	1%	4%	1%
							f						jl	
Mobile phone	5	-		1	4	5	2	3	-	-	1	*	1	2
	1%	-%		*%	1%	1%	1%	1%	-%	-%	1%	*%	1%	1%
Portable Media Player	4	-		1	3	4	3	1	-	-	1	-	2	1
	1%	-%		*%	1%	1%	1%	*%	-%	-%	*%	-%	1%	1%
Other device	1	-		*	1	1	1	*	-	-	*	-	1	*
	*%	-%		*%	*%	*%	*%	*%	-%	-%	*%	-%	1%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 295

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16B (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch full-length films/ movies (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch full-length films/ movies

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1050	254	332	196	268	586	464	1050	679	131	120	120	862	188	1050
Effective Weighted Sample	812	202	261	147	202	463	349	812	634	111	116	114	684	129	812
Total	641	160	205	113	163	365	276	641	546	57	26	13	548	92	641
TV	562	140	177	102	142	317	244	562	482	47	22	11	481	80	562
	88%	88%	87%	90%	87%	87%	88%	88%	88%	82%	86%	82%	88%	87%	88%
Laptop/ netbook/ PC	30	8	11	6	5	19	11	30	26	1	1	1	25	5	30
	5%	5%	5%	5%	3%	5%	4%	5%	5%	2%	6%	7%	5%	5%	5%
Tablet	25	7	10	3	5	17	8	25	20	4	*	1	21	4	25
	4%	5%	5%	3%	3%	5%	3%	4%	4%	8% hj	1%	5%	4%	4%	4%
Games player	14	3	3	2	6	6	8	14	9	4	1	*	12	2	14
	2%	2%	1%	2%	4%	2%	3%	2%	2%	7% hlmn	4%	2%	2%	2%	2%
Mobile phone	5	*	1	*	3	1	4	5	4	*	*	*	5	*	5
	1%	*%	1%	*%	2% e	*%	1%	1%	1%	1%	1%	2%	1%	*%	1%
Portable Media Player	4	1	2	-	1	3	1	4	3	-	*	-	3	1	4
	1%	*%	1%	-%	1%	1%	*%	1%	1%	-%	2%	-%	*%	1%	1%
Other device	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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 296

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	215	-	80	135	215	112	103	-	-	42	38	70	64
	32%	-%	25%	38%	32%	33%	30%	-%	-%	26%	23%	39%	37%
				bd	b							ij	ij
TV	209	-	105	104	209	106	103	-	-	50	56	57	47
	31%	-%	33%	29%	31%	31%	30%	-%	-%	31%	34%	31%	27%
Tablet	171	-	75	97	171	76	95	-	-	33	42	43	53
	25%	-%	23%	27%	25%	22%	28%	-%	-%	21%	25%	24%	31%
												i	
Mobile phone	118	-	21	97	118	55	63	-	-	9	13	46	51
	17%	-%	7%	27%	17%	16%	19%	-%	-%	6%	8%	26%	29%
				bd	b							ij	ij
Portable Media Player	32	-	12	21	32	18	15	-	-	6	6	12	9
	5%	-%	4%	6%	5%	5%	4%	-%	-%	4%	3%	6%	5%
Games player	21	-	5	16	21	17	5	-	-	3	2	13	3
	3%	-%	1%	5%	3%	5%	1%	-%	-%	2%	1%	7%	2%
				b		f						ijl	
E-book reader	1	-	1	*	1	-	1	-	-	-	1	-	*
	*%	-%	*%	*%	*%	-%	*%	-%	-%	-%	1%	-%	*%
Other device	3	-	2	1	3	2	*	-	-	1	*	1	*
	*%	-%	*%	*%	*%	1%	*%	-%	-%	1%	*%	*%	*%
Don't do this	122	-	83	38	122	62	60	-	-	41	42	21	18
	18%	-%	26%	11%	18%	18%	18%	-%	-%	26%	25%	11%	10%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 296

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	215	50	70	41	54	120	95	215	189	15	7	3	190	25	215
	32%	30%	34%	33%	30%	32%	31%	32%	33% k	26%	27%	22%	33% k	25%	32% k
TV	209	52	62	37	58	114	95	209	173	21	11	5	179	30	209
	31%	32%	30%	30%	32%	30%	31%	31%	30%	36%	41% hln	34%	31%	30%	31%
Tablet	171	53	66	24	29	119	52	171	134	26	7	4	141	30	171
	25%	32% cdfg	31% cdfg	19%	16%	32% cdfg	17%	25% df	23%	44% hijklmn	26%	29%	24%	30%	25%
Mobile phone	118	25	34	25	34	60	59	118	104	6	5	3	102	17	118
	17%	15%	16%	20%	19%	16%	19%	17%	18% i	10%	19%	20% i	18%	17%	17%
Portable Media Player	32	9	15	4	4	24	9	32	30	-	2	*	26	7	32
	5%	5%	7% df	4%	2%	6% df	3%	5%	5% i	-%	8% ik	2%	4% i	7% i	5% i
Games player	21	6	5	5	6	10	11	21	18	2	1	*	17	4	21
	3%	3%	2%	4%	3%	3%	4%	3%	3%	4%	4%	2%	3%	4%	3%
E-book reader	1	-	*	1	-	*	1	1	1	-	*	-	1	*	1
	*%	-%	*%	1%	-%	*%	*%	*%	*%	-%	1% hn	-%	*%	*%	*%
Other device	3	1	1	1	-	2	1	3	1	1	*	*	2	*	3
	*%	*%	1%	*%	-%	1%	*%	*%	*%	1%	1%	1%	*%	*%	*%
Don't do this	122	28	29	27	38	57	65	122	110	7	3	2	104	18	122
	18%	17%	14%	22% b	21% b	15%	21% be	18%	19% j	12%	10%	14%	18% j	18%	18% j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 297

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	156	-	65	91	156	85	71	-	-	36	29	49	42
	23%	-%	20%	26%	23%	25%	21%	-%	-%	22%	18%	27%	24%
TV	150	-	86	64	150	77	72	-	-	42	44	36	28
	22%	-%	27%	18%	22%	23%	21%	-%	-%	26%	27%	20%	16%
Tablet	138	-	62	76	138	58	80	-	-	26	36	32	44
	20%	-%	19%	21%	20%	17%	24%	-%	-%	16%	22%	18%	25%
Mobile phone	82	-	13	68	82	38	44	-	-	6	7	32	37
	12%	-%	4%	19%	12%	11%	13%	-%	-%	4%	4%	18%	21%
Portable Media Player	19	-	8	11	19	10	9	-	-	4	4	6	5
	3%	-%	3%	3%	3%	3%	3%	-%	-%	2%	3%	3%	3%
Games player	9	-	3	6	9	8	1	-	-	3	*	5	1
	1%	-%	1%	2%	1%	2%	1%	-%	-%	2%	1%	2%	1%
E-book reader	1	-	1	*	1	-	1	-	-	-	1	-	*
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Other device	2	-	1	1	2	2	*	-	-	1	*	1	*
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Don't do this	122	-	83	38	122	62	60	-	-	41	42	21	18
	18%	-%	26%	11%	18%	18%	18%	-%	-%	26%	25%	11%	10%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 297

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	156 23%	37 22%	50 24%	26 22%	43 24%	87 23%	69 23%	156 23%	138 24%	11 18%	5 17%	2 17%	140 24%	16 17%	156 23%
TV	150 22%	33 20%	45 21%	25 20%	47 26%	78 21%	72 24%	150 22%	125 22%	14 23%	8 29%	4 26%	126 22%	24 24%	150 22%
Tablet	138 20%	43 26% cdf	51 25% cdf	20 16%	24 13%	94 25% cdfg	44 14%	138 20% df	105 18%	24 40% hijklmn	5 20%	3 25%	114 20%	24 24%	138 20%
Mobile phone	82 12%	20 12%	19 9%	20 16% b	23 13%	39 10%	43 14% b	82 12%	74 13% i	2 4%	3 12% i	2 13% i	70 12% i	12 12% i	82 12% i
Portable Media Player	19 3%	4 2%	10 5% f	2 2%	3 2%	14 4%	5 2%	19 3%	17 3%	- -%	2 7% hilmn	* 2%	16 3%	3 3%	19 3%
Games player	9 1%	2 1%	3 1%	2 1%	3 2%	4 1%	5 2%	9 1%	8 1%	* 1%	1 2%	* 1%	8 1%	1 1%	9 1%
E-book reader	1 *%	- -%	* *%	1 1%	- -%	* *%	1 *%	1 *%	1 *%	- -%	* 1% hn	- -%	1 *% j	* *%	1 *% j
Other device	2 *%	1 *%	1 1%	- -%	- -%	2 1%	- -%	2 *%	1 *%	1 1% h	* 1%	* 1%	2 *% j	* *%	2 *% j
Don't do this	122 18%	28 17%	29 14%	27 22% b	38 21% b	57 15%	65 21% be	122 18%	110 19% j	7 12%	3 10%	2 14%	104 18% j	18 18%	122 18% j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 298

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch short videos - like music videos, comedy clips or trailers for new films

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	920	-		395	525	920	462	458	-	-	197	198	265	260
Effective Weighted Sample	706	-		299	406	706	356	350	-	-	150	149	205	201
Total	557	-		240	317	557	277	279	-	-	117	122	160	157
Laptop/ netbook/ PC	215	-		80	135	215	112	103	-	-	42	38	70	64
	39%	-%		33%	43%	39%	40%	37%	-%	-%	36%	31%	44%	41%
					b								j	
TV	209	-		105	104	209	106	103	-	-	50	56	57	47
	38%	-%		44%	33%	38%	38%	37%	-%	-%	42%	45%	35%	30%
					c						l	l		
Tablet	171	-		75	97	171	76	95	-	-	33	42	43	53
	31%	-%		31%	30%	31%	27%	34%	-%	-%	28%	34%	27%	34%
Mobile phone	118	-		21	97	118	55	63	-	-	9	13	46	51
	21%	-%		9%	31%	21%	20%	23%	-%	-%	7%	10%	29%	32%
					bd	b							ij	ij
Portable Media Player	32	-		12	21	32	18	15	-	-	6	6	12	9
	6%	-%		5%	6%	6%	6%	5%	-%	-%	5%	5%	7%	6%
Games player	21	-		5	16	21	17	5	-	-	3	2	13	3
	4%	-%		2%	5%	4%	6%	2%	-%	-%	3%	1%	8%	2%
					b		f						ijl	
E-book reader	1	-		1	*	1	-	1	-	-	-	1	-	*
	*%	-%		*%	*%	*%	-%	*%	-%	-%	-%	1%	-%	*%
Other device	3	-		2	1	3	2	*	-	-	1	*	1	*
	*%	-%		1%	*%	*%	1%	*%	-%	-%	1%	*%	1%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 298

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15C (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch short videos - like music videos, comedy clips or trailers for new films

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	920	223	290	171	236	513	407	920	579	119	112	110	752	168	920
Effective Weighted Sample	706	175	228	126	177	403	303	706	542	101	108	105	593	114	706
Total	557	138	179	96	143	318	239	557	469	52	24	12	476	81	557
Laptop/ netbook/ PC	215	50	70	41	54	120	95	215	189	15	7	3	190	25	215
	39%	36%	39%	42%	38%	38%	40%	39%	40%	29%	30%	25%	40%	31%	39%
									ijk				ijk		k
TV	209	52	62	37	58	114	95	209	173	21	11	5	179	30	209
	38%	38%	35%	39%	40%	36%	40%	38%	37%	41%	45%	39%	38%	37%	38%
Tablet	171	53	66	24	29	119	52	171	134	26	7	4	141	30	171
	31%	38%	37%	25%	20%	37%	22%	31%	29%	51%	29%	33%	30%	37%	31%
		cdf	cdf			cdfg		df		hijklmn					
Mobile phone	118	25	34	25	34	60	59	118	104	6	5	3	102	17	118
	21%	18%	19%	26%	24%	19%	25%	21%	22%	12%	21%	23%	21%	21%	21%
									i			i	i		i
Portable Media Player	32	9	15	4	4	24	9	32	30	-	2	*	26	7	32
	6%	7%	8%	5%	3%	7%	4%	6%	6%	-%	9%	2%	5%	9%	6%
			df			df			i		ik		i	i	i
Games player	21	6	5	5	6	10	11	21	18	2	1	*	17	4	21
	4%	4%	3%	5%	4%	3%	5%	4%	4%	4%	5%	3%	4%	5%	4%
E-book reader	1	-	*	1	-	*	1	1	1	-	*	-	1	*	1
	0%	-%	0%	1%	-%	0%	0%	0%	0%	-%	1%	-%	0%	0%	0%
Other device	3	1	1	1	-	2	1	3	1	1	*	*	2	*	3
	0%	0%	1%	1%	-%	1%	0%	0%	0%	2%	1%	1%	0%	0%	0%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 299

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch short videos - like music videos, comedy clips or trailers for new films

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	920	-	395	525	920	462	458	-	-	197	198	265	260
Effective Weighted Sample	706	-	299	406	706	356	350	-	-	150	149	205	201
Total	557	-	240	317	557	277	279	-	-	117	122	160	157
Laptop/ netbook/ PC	156 28%	- -%	65 27%	91 29%	156 28%	85 31%	71 25%	- -%	- -%	36 30%	29 24%	49 31%	42 27%
TV	150 27%	- -%	86 36% cd	64 20%	150 27% c	77 28%	72 26%	- -%	- -%	42 36% kl	44 36% kl	36 22%	28 18%
Tablet	138 25%	- -%	62 26%	76 24%	138 25%	58 21%	80 29% e	- -%	- -%	26 22%	36 30% k	32 20%	44 28%
Mobile phone	82 15%	- -%	13 6%	68 22% bd	82 15% b	38 14%	44 16%	- -%	- -%	6 5%	7 6%	32 20% ij	37 23% ij
Portable Media Player	19 3%	- -%	8 3%	11 3%	19 3%	10 4%	9 3%	- -%	- -%	4 3%	4 4%	6 4%	5 3%
Games player	9 2%	- -%	3 1%	6 2%	9 2%	8 3% f	1 *% f	- -%	- -%	3 3%	* *% f	5 3%	1 1%
E-book reader	1 *% f	- -%	1 *% f	* *% f	1 *% f	- -%	1 *% f	- -%	- -%	- -%	1 1% f	- -%	* *% f
Other device	2 *% f	- -%	1 *% f	1 *% f	2 *% f	2 1% f	* *% f	- -%	- -%	1 1% f	* *% f	1 1% f	* *% f

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 299

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16C (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch short videos - like music videos, comedy clips or trailers for new films (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch short videos - like music videos, comedy clips or trailers for new films

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	920	223	290	171	236	513	407	920	579	119	112	110	752	168	920
Effective Weighted Sample	706	175	228	126	177	403	303	706	542	101	108	105	593	114	706
Total	557	138	179	96	143	318	239	557	469	52	24	12	476	81	557
Laptop/ netbook/ PC	156 28%	37 26%	50 28%	26 28%	43 30%	87 27%	69 29%	156 28%	138 29% jkm	11 21%	5 19%	2 20%	140 29% jkm	16 20%	156 28%
TV	150 27%	33 24%	45 25%	25 26%	47 33% e	78 24%	72 30%	150 27%	125 27%	14 26%	8 32%	4 31%	126 26%	24 30%	150 27%
Tablet	138 25%	43 31% cdf	51 29% df	20 21%	24 16%	94 30% df	44 18%	138 25% df	105 22%	24 46% hijklmn	5 23%	3 29%	114 24%	24 30%	138 25%
Mobile phone	82 15%	20 14%	19 10%	20 21% be	23 16%	39 12%	43 18% be	82 15%	74 16% i	2 5%	3 13% i	2 15% i	70 15% i	12 14% i	82 15% i
Portable Media Player	19 3%	4 3%	10 6% f	2 2%	3 2%	14 4%	5 2%	19 3%	17 4%	- -%	2 8% hi	* 2%	16 3%	3 4%	19 3%
Games player	9 2%	2 1%	3 1%	2 2%	3 2%	4 1%	5 2%	9 2%	8 2%	* 1%	1 3%	* 2%	8 2%	1 1%	9 2%
E-book reader	1 *% -%	- -%	* *% 1%	1 1%	- -%	* *% 1%	1 *% -%	1 *% -%	1 *% -%	- -%	* 1%	- -%	1 *% -%	* *% -%	1 *% -%
Other device	2 *% -%	1 *% -%	1 1%	- -%	- -%	2 1%	- -%	2 *% -%	1 *% -%	1 2% h	* 1%	* 1%	2 *% -%	* *% -%	2 *% -%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 300

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	153	-	50	103	153	88	65	-	-	30	21	58	45
	23%	-%	16%	29% bd	23% b	26% f	19%	-%	-%	19%	13%	32% ij	26% j
Tablet	99	-	36	63	99	47	52	-	-	14	22	33	31
	15%	-%	11%	18% b	15%	14%	15%	-%	-%	9%	13%	18% i	17% i
Mobile phone	62	-	12	50	62	36	26	-	-	6	6	30	20
	9%	-%	4%	14% bd	9% b	11%	8%	-%	-%	4%	4%	16% ij	12% ij
TV	44	-	24	20	44	21	23	-	-	11	13	10	10
	6%	-%	7%	6%	6%	6%	7%	-%	-%	7%	8%	5%	6%
Portable Media Player	14	-	5	9	14	9	5	-	-	3	2	6	2
	2%	-%	2%	3%	2%	3%	1%	-%	-%	2%	1%	4%	1%
Games player	11	-	3	8	11	9	2	-	-	2	1	7	1
	2%	-%	1%	2%	2%	3% f	1%	-%	-%	1%	*%	4% jl	1%
E-book reader	*	-	-	*	*	*	-	-	-	-	-	*	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%
Other device	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Don't do this	376	-	206	170	376	185	190	-	-	103	103	83	87
	55%	-%	64% cd	48%	55% c	55%	56%	-%	-%	65% kl	63% kl	46%	50%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 300

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	153	43	49	27	34	92	61	153	136	10	5	2	131	22	153
	23%	26%	24%	22%	19%	25%	20%	23%	23%	17%	19%	17%	23%	22%	23%
Tablet	99	38	32	15	14	70	29	99	79	14	3	3	80	19	99
	15%	23%	15%	12%	8%	19%	9%	15%	14%	24%	12%	19%	14%	19%	15%
		bcd	fg	df		dfg	df			hjin					
Mobile phone	62	12	17	16	17	29	33	62	56	2	3	1	54	8	62
	9%	7%	8%	13%	9%	8%	11%	9%	10%	3%	11%	10%	9%	8%	9%
			e						i		i	i	i		i
TV	44	11	17	7	8	28	15	44	36	3	3	2	32	11	44
	6%	7%	8%	6%	4%	8%	5%	6%	6%	5%	10%	12%	6%	12%	6%
											l	hln		hln	
Portable Media Player	14	2	6	3	2	8	5	14	13	-	1	*	11	2	14
	2%	1%	3%	3%	1%	2%	2%	2%	2%	-%	3%	2%	2%	2%	2%
											i				
Games player	11	2	1	5	3	3	8	11	9	-	1	*	10	1	11
	2%	1%	1%	4%	2%	1%	3%	2%	2%	-%	3%	3%	2%	1%	2%
				abeg			be				i				
E-book reader	*	-	*	-	-	*	-	*	-	-	*	-	*	-	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%	*%	-%	*%
											hln				
Other device	*	*	*	-	-	*	-	*	-	-	*	-	*	-	*
	*%	*%	*%	-%	-%	*%	-%	*%	-%	-%	2%	-%	*%	-%	*%
											hln				
Don't do this	376	77	111	67	120	188	187	376	321	33	15	7	330	45	376
	55%	47%	53%	55%	66%	50%	62%	55%	55%	55%	58%	50%	57%	46%	55%
					abceg		abeg	a	m		m		m		m

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 301

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	128	-	48	80	128	75	53	-	-	29	19	46	34
	19%	-%	15%	23%	19%	22%	16%	-%	-%	18%	11%	26%	20%
				b		f						j	j
Tablet	83	-	33	50	83	34	49	-	-	12	21	22	28
	12%	-%	10%	14%	12%	10%	15%	-%	-%	8%	13%	12%	16%
						e						i	i
Mobile phone	48	-	10	38	48	25	23	-	-	4	5	20	18
	7%	-%	3%	11%	7%	7%	7%	-%	-%	3%	3%	11%	10%
				bd	b							ij	ij
TV	33	-	22	10	33	15	18	-	-	9	13	6	5
	5%	-%	7%	3%	5%	4%	5%	-%	-%	6%	8%	3%	3%
			c								kl		
Portable Media Player	6	-	3	3	6	3	3	-	-	2	1	2	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Games player	4	-	1	3	4	2	2	-	-	-	1	2	1
	1%	-%	*%	1%	1%	1%	1%	-%	-%	-%	*%	1%	1%
Other device	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Don't do this	376	-	206	170	376	185	190	-	-	103	103	83	87
	55%	-%	64%	48%	55%	55%	56%	-%	-%	65%	63%	46%	50%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 301

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	128	35	42	22	29	77	51	128	112	10	4	2	111	17	128
	19%	21%	20%	18%	16%	21%	17%	19%	19%	16%	16%	14%	19%	17%	19%
Tablet	83	34	27	12	11	61	23	83	66	13	2	2	65	18	83
	12%	20%	13%	10%	6%	16%	7%	12%	11%	22%	7%	17%	11%	18%	12%
		bcd	fg	df		cdfg	df			hjin		j		hjl	
Mobile phone	48	10	11	13	14	21	28	48	44	1	3	1	41	7	48
	7%	6%	5%	11%	8%	5%	9%	7%	8%	2%	10%	7%	7%	7%	7%
				be			e		i		i	i	i	i	i
TV	33	8	14	5	6	21	11	33	27	3	1	1	23	10	33
	5%	5%	6%	4%	3%	6%	4%	5%	5%	5%	5%	10%	4%	10%	5%
												hln		hln	
Portable Media Player	6	1	4	1	*	5	2	6	6	-	*	*	5	1	6
	1%	1%	2%	1%	*%	1%	1%	1%	1%	-%	2%	1%	1%	1%	1%
Games player	4	1	1	2	1	1	3	4	3	-	*	*	3	1	4
	1%	*%	*%	1%	1%	*%	1%	1%	1%	-%	1%	2%	1%	1%	1%
Other device	*	*	*	-	-	*	-	*	-	-	*	-	*	-	*
	*%	*%	*%	-%	-%	*%	-%	*%	-%	-%	2%	-%	*%	-%	*%
											hln				
Don't do this	376	77	111	67	120	188	187	376	321	33	15	7	330	45	376
	55%	47%	53%	55%	66%	50%	62%	55%	55%	55%	58%	50%	57%	46%	55%
					abceg		abeg	a	m		m		m		m

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 302

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch 'how to' videos for instructions or reviews

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	491	-	187	304	491	250	241	-	-	93	94	157	147
Effective Weighted Sample	381	-	144	237	381	194	186	-	-	70	73	124	113
Total	302	-	117	186	302	154	148	-	-	56	61	98	88
Laptop/ netbook/ PC	153	-	50	103	153	88	65	-	-	**	**	58	45
	51%	-%	43%	55%	51%	57%	44%	-%	-%	**	**	59%	51%
				b		f							
Tablet	99	-	36	63	99	47	52	-	-	**	**	33	31
	33%	-%	31%	34%	33%	30%	35%	-%	-%	**	**	33%	35%
Mobile phone	62	-	12	50	62	36	26	-	-	**	**	30	20
	20%	-%	11%	27%	20%	23%	18%	-%	-%	**	**	30%	23%
				b	b								
TV	44	-	24	20	44	21	23	-	-	**	**	10	10
	14%	-%	21%	11%	14%	13%	15%	-%	-%	**	**	10%	11%
			c										
Portable Media Player	14	-	5	9	14	9	5	-	-	**	**	6	2
	5%	-%	4%	5%	5%	6%	3%	-%	-%	**	**	7%	3%
Games player	11	-	3	8	11	9	2	-	-	**	**	7	1
	4%	-%	2%	4%	4%	6%	1%	-%	-%	**	**	7%	2%
						f						l	
E-book reader	*	-	-	*	*	*	-	-	-	**	**	*	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	**	**	*%	-%
Other device	*	-	*	-	*	-	*	-	-	**	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 302

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15D (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch 'how to' videos for instructions or reviews

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	491	137	160	91	103	297	194	491	319	60	49	63	385	106	491
Effective Weighted Sample	381	110	127	69	74	237	144	381	299	50	48	60	306	75	381
Total	302	88	98	55	61	186	116	302	258	27	11	7	249	53	302
Laptop/ netbook/ PC	153	43	49	**	34	92	61	153	136	**	**	**	131	22	153
	51%	48%	51%	**	56%	50%	52%	51%	53%	**	**	**	53%	41%	51%
Tablet	99	38	32	**	14	70	29	99	79	**	**	**	80	19	99
	33%	43%	33%	**	23%	38%	25%	33%	31%	**	**	**	32%	36%	33%
		dfg				df									
Mobile phone	62	12	17	**	17	29	33	62	56	**	**	**	54	8	62
	20%	13%	18%	**	28%	16%	28%	20%	22%	**	**	**	22%	15%	20%
					ae		abe								
TV	44	11	17	**	8	28	15	44	36	**	**	**	32	11	44
	14%	13%	17%	**	13%	15%	13%	14%	14%	**	**	**	13%	21%	14%
Portable Media Player	14	2	6	**	2	8	5	14	13	**	**	**	11	2	14
	5%	2%	7%	**	3%	5%	5%	5%	5%	**	**	**	5%	4%	5%
Games player	11	2	1	**	3	3	8	11	9	**	**	**	10	1	11
	4%	2%	1%	**	5%	1%	7%	4%	4%	**	**	**	4%	2%	4%
							be								
E-book reader	*	-	*	**	-	*	-	*	-	**	**	**	*	-	*
	*%	-%	*%	**	-%	*%	-%	*%	-%	**	**	**	*%	-%	*%
Other device	*	*	*	**	-	*	-	*	-	**	**	**	*	-	*
	*%	*%	*%	**	-%	*%	-%	*%	-%	**	**	**	*%	-%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 303

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch 'how to' videos for instructions or reviews

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	491	-	187	304	491	250	241	-	-	93	94	157	147
Effective Weighted Sample	381	-	144	237	381	194	186	-	-	70	73	124	113
Total	302	-	117	186	302	154	148	-	-	56	61	98	88
Laptop/ netbook/ PC	128	-	48	80	128	75	53	-	-	**	**	46	34
	42%	-%	41%	43%	42%	49%	36%	-%	-%	**	**	47%	39%
						f							
Tablet	83	-	33	50	83	34	49	-	-	**	**	22	28
	27%	-%	28%	27%	27%	22%	33%	-%	-%	**	**	22%	32%
						e							
Mobile phone	48	-	10	38	48	25	23	-	-	**	**	20	18
	16%	-%	8%	21%	16%	16%	16%	-%	-%	**	**	21%	21%
				b	b								
TV	33	-	22	10	33	15	18	-	-	**	**	6	5
	11%	-%	19%	6%	11%	10%	12%	-%	-%	**	**	6%	5%
			cd	c									
Portable Media Player	6	-	3	3	6	3	3	-	-	**	**	2	1
	2%	-%	3%	2%	2%	2%	2%	-%	-%	**	**	2%	2%
Games player	4	-	1	3	4	2	2	-	-	**	**	2	1
	1%	-%	1%	2%	1%	1%	1%	-%	-%	**	**	2%	1%
Other device	*	-	*	-	*	-	*	-	-	**	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 303

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16D (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch 'how to' videos for instructions or reviews (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch 'how to' videos for instructions or reviews

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 ~c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	491	137	160	91	103	297	194	491	319	60	49	63	385	106	491
Effective Weighted Sample	381	110	127	69	74	237	144	381	299	50	48	60	306	75	381
Total	302	88	98	55	61	186	116	302	258	27	11	7	249	53	302
Laptop/ netbook/ PC	128 42%	35 40%	42 43%	** **	29 47%	77 42%	51 43%	128 42%	112 44%	** **	** **	** **	111 45% m	17 32%	128 42%
Tablet	83 27%	34 38% dfg	27 28%	** **	11 18%	61 33% df	23 19%	83 27%	66 26%	** **	** **	** **	65 26%	18 33%	83 27%
Mobile phone	48 16%	10 11%	11 11%	** **	14 23% abe	21 11%	28 24% abeg	48 16%	44 17%	** **	** **	** **	41 17%	7 13%	48 16%
TV	33 11%	8 9%	14 14%	** **	6 10%	21 11%	11 10%	33 11%	27 10%	** **	** **	** **	23 9%	10 18% l	33 11%
Portable Media Player	6 2%	1 1%	4 4%	** **	* *%	5 2%	2 1%	6 2%	6 2%	** **	** **	** **	5 2%	1 2%	6 2%
Games player	4 1%	1 1%	1 1%	** **	1 2%	1 1%	3 2%	4 1%	3 1%	** **	** **	** **	3 1%	1 2%	4 1%
Other device	* *%	* *%	* *%	** **	- -%	* *%	- -%	* *%	- -%	** **	** **	** **	* *%	- -%	* *%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 304

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15E (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos made by your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	129	-	30	99	129	59	70	-	-	14	16	45	53
	19%	-%	9%	28%	19%	17%	21%	-%	-%	9%	10%	25%	31%
				bd	b							ij	ij
Laptop/ netbook/ PC	117	-	38	80	117	65	52	-	-	22	16	43	36
	17%	-%	12%	22%	17%	19%	15%	-%	-%	14%	10%	24%	21%
				bd	b							ij	j
Tablet	75	-	24	52	75	40	35	-	-	11	13	30	22
	11%	-%	7%	15%	11%	12%	10%	-%	-%	7%	8%	17%	12%
				b	b							ij	i
TV	25	-	14	11	25	14	11	-	-	9	4	5	6
	4%	-%	4%	3%	4%	4%	3%	-%	-%	6%	3%	3%	3%
Portable Media Player	18	-	5	14	18	11	7	-	-	1	3	10	4
	3%	-%	1%	4%	3%	3%	2%	-%	-%	1%	2%	6%	2%
				b								i	
Games player	5	-	*	5	5	5	-	-	-	*	-	5	-
	1%	-%	*%	1%	1%	2%	-%	-%	-%	*%	-%	3%	-%
				b		f						ijl	
E-book reader	*	-	-	*	*	-	*	-	-	-	-	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%
Other device	1	-	1	-	1	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	1%	-%	-%	-%
Don't do this	377	-	225	152	377	187	190	-	-	110	114	76	76
	56%	-%	70%	43%	56%	55%	56%	-%	-%	70%	70%	42%	44%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 304

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15E (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos made by your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	129 19%	35 21%	38 18%	23 19%	32 18%	74 20%	55 18%	129 19%	115 20% im	7 12%	5 18% m	2 18% m	120 21% im	9 9%	129 19% m
Laptop/ netbook/ PC	117 17%	30 18%	40 19%	23 18%	25 14%	70 19%	48 16%	117 17%	104 18%	8 14%	3 12%	2 12%	100 17%	17 17%	117 17%
Tablet	75 11%	23 14%	25 12%	13 10%	15 8%	48 13%	28 9%	75 11%	56 10%	14 24% hijklmn	3 12%	1 11%	63 11%	13 13%	75 11%
TV	25 4%	4 2%	8 4%	4 3%	8 5%	12 3%	12 4%	25 4%	20 3%	3 4%	1 4%	1 9% hln	20 3%	5 5%	25 4%
Portable Media Player	18 3%	3 2%	6 3%	5 4%	4 2%	9 2%	9 3%	18 3%	18 3%	* *% hijklmn	* 2%	- -%	16 3%	3 3%	18 3%
Games player	5 1%	- -%	1 1%	1 1%	3 1%	1 *% hijklmn	4 1%	5 1%	5 1%	* 1%	- -%	* 2%	4 1%	1 1%	5 1%
E-book reader	* *% hln	- -%	* *% hln	- -%	- -%	* *% hln	- -%	* *% hln	- -%	- -%	* 1% hln	- -%	* *% hln	- -%	* *% hln
Other device	1 *% hln	1 1%	- -%	- -%	- -%	1 *% hln	- -%	1 *% hln	1 *% hln	- -%	- -%	- -%	1 *% hln	- -%	1 *% hln
Don't do this	377 56%	87 53%	112 54%	72 58%	106 58%	200 53%	177 58%	377 56%	319 55%	34 57%	16 62%	8 55%	319 55%	58 58%	377 56%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 305

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos made by your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	109	-	26	82	109	46	62	-	-	11	15	35	47
	16%	-%	8%	23% bd	16% b	14%	18%	-%	-%	7%	9%	20% ij	27% ij
Laptop/ netbook/ PC	92	-	34	58	92	53	39	-	-	18	16	34	23
	14%	-%	11%	16% b	14%	16%	11%	-%	-%	12%	10%	19% ij	13%
Tablet	63	-	22	41	63	31	31	-	-	10	12	22	19
	9%	-%	7%	12% b	9%	9%	9%	-%	-%	6%	7%	12% i	11%
TV	22	-	12	10	22	12	10	-	-	7	4	4	5
	3%	-%	4%	3%	3%	3%	3%	-%	-%	5%	3%	2%	3%
Portable Media Player	13	-	3	10	13	7	6	-	-	*	2	6	4
	2%	-%	1%	3% b	2%	2%	2%	-%	-%	*%	1%	3% i	2%
Games player	3	-	*	2	3	3	-	-	-	*	-	2	-
	*%	-%	*%	1%	*%	1%	-%	-%	-%	*%	-%	1%	-%
E-book reader	*	-	-	*	*	-	*	-	-	-	-	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%
Other device	1	-	1	-	1	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	1%	-%	-%	-%
Don't do this	377	-	225	152	377	187	190	-	-	110	114	76	76
	56%	-%	70% cd	43%	56% c	55%	56%	-%	-%	70% kl	70% kl	42%	44%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 305

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos made by your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	109 16%	30 18%	32 15%	18 15%	29 16%	61 16%	47 16%	109 16%	99 17% im	4 7%	4 14%	2 16% im	101 17% im	7 8%	109 16% im
Laptop/ netbook/ PC	92 14%	21 13%	32 15%	17 14%	22 12%	53 14%	39 13%	92 14%	83 14%	6 10%	2 8%	1 10%	78 13%	14 15%	92 14%
Tablet	63 9%	21 13% df	20 10%	9 8%	12 7%	41 11% f	21 7%	63 9%	46 8%	13 22% hijklmn	3 11%	1 8%	52 9%	11 11%	63 9%
TV	22 3%	3 2%	8 4%	4 3%	7 4%	11 3%	11 3%	22 3%	18 3%	2 4%	1 2%	1 8% hln	17 3%	4 4%	22 3%
Portable Media Player	13 2%	2 1%	4 2%	3 2%	3 2%	6 2%	6 2%	13 2%	12 2%	* *% hln	* 2%	- -% hln	10 2%	3 3%	13 2%
Games player	3 *% hln	- -% hln	* *% hln	* *% hln	2 1%	* *% hln	2 1%	3 *% hln	2 *% hln	* 1%	- -% hln	* 2% hln	1 *% hln	1 1% hln	3 *% hln
E-book reader	* *% hln	- -% hln	* *% hln	- -% hln	- -% hln	* *% hln	- -% hln	* *% hln	- -% hln	- -% hln	* 1% hln	- -% hln	* *% hln	- -% hln	* *% hln
Other device	1 *% hln	1 1% hln	- -% hln	- -% hln	- -% hln	1 *% hln	- -% hln	1 *% hln	1 *% hln	- -% hln	- -% hln	- -% hln	1 *% hln	- -% hln	1 *% hln
Don't do this	377 56%	87 53%	112 54%	72 58%	106 58%	200 53%	177 58%	377 56%	319 55%	34 57%	16 62%	8 55%	319 55%	58 58%	377 56%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 306

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15E (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos made by your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos made by your friends

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	475	-	143	332	475	239	236	-	-	73	70	166	166
Effective Weighted Sample	369	-	114	256	369	188	182	-	-	58	56	130	126
Total	301	-	98	203	301	153	149	-	-	48	50	104	99
Mobile phone	129	-	30	99	129	59	70	-	-	**	**	45	53
	43%	-%	30%	49% b	43% b	39%	47%	-%	-%	**	**	43%	54%
Laptop/ netbook/ PC	117	-	38	80	117	65	52	-	-	**	**	43	36
	39%	-%	38%	39%	39%	43%	35%	-%	-%	**	**	42%	37%
Tablet	75	-	24	52	75	40	35	-	-	**	**	30	22
	25%	-%	24%	25%	25%	27%	24%	-%	-%	**	**	29%	22%
TV	25	-	14	11	25	14	11	-	-	**	**	5	6
	8%	-%	14% c	6%	8%	9%	7%	-%	-%	**	**	5%	6%
Portable Media Player	18	-	5	14	18	11	7	-	-	**	**	10	4
	6%	-%	5%	7%	6%	7%	5%	-%	-%	**	**	10%	4%
Games player	5	-	*	5	5	5	-	-	-	**	**	5	-
	2%	-%	*%	3%	2%	3%	-%	-%	-%	**	**	5%	-%
						f						l	
E-book reader	*	-	-	*	*	-	*	-	-	**	**	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	**	**	-%	*%
Other device	1	-	1	-	1	1	-	-	-	**	**	-	-
	*%	-%	1%	-%	*%	1%	-%	-%	-%	**	**	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 306

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15E (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos made by your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos made by your friends

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	475	119	151	84	121	270	205	475	310	61	47	57	391	84	475
Effective Weighted Sample	369	95	122	64	89	217	152	369	292	54	46	54	312	59	369
Total	301	78	97	51	76	175	126	301	259	26	10	6	260	41	301
Mobile phone	129	35	38	**	32	74	55	129	115	**	**	**	120	**	129
	43%	45%	40%	**	42%	42%	43%	43%	44%	**	**	**	46%	**	43%
Laptop/ netbook/ PC	117	30	40	**	25	70	48	117	104	**	**	**	100	**	117
	39%	38%	41%	**	33%	40%	38%	39%	40%	**	**	**	39%	**	39%
Tablet	75	23	25	**	15	48	28	75	56	**	**	**	63	**	75
	25%	29%	26%	**	20%	27%	22%	25%	22%	**	**	**	24%	**	25%
TV	25	4	8	**	8	12	12	25	20	**	**	**	20	**	25
	8%	5%	9%	**	11%	7%	10%	8%	8%	**	**	**	8%	**	8%
Portable Media Player	18	3	6	**	4	9	9	18	18	**	**	**	16	**	18
	6%	4%	6%	**	6%	5%	7%	6%	7%	**	**	**	6%	**	6%
Games player	5	-	1	**	3	1	4	5	5	**	**	**	4	**	5
	2%	-%	2%	**	4%	1%	3%	2%	2%	**	**	**	2%	**	2%
E-book reader	*	-	*	**	-	*	-	*	-	**	**	**	*	**	*
	*%	-%	*%	**	-%	*%	-%	*%	-%	**	**	**	*%	**	*%
Other device	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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 307

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos made by your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos made by your friends

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	475	-	143	332	475	239	236	-	-	73	70	166	166
Effective Weighted Sample	369	-	114	256	369	188	182	-	-	58	56	130	126
Total	301	-	98	203	301	153	149	-	-	48	50	104	99
Mobile phone	109	-	26	82	109	46	62	-	-	**	**	35	47
	36%	-%	27%	41%	36%	30%	42%	-%	-%	**	**	34%	48%
				b			e						k
Laptop/ netbook/ PC	92	-	34	58	92	53	39	-	-	**	**	34	23
	30%	-%	35%	28%	30%	35%	26%	-%	-%	**	**	33%	23%
Tablet	63	-	22	41	63	31	31	-	-	**	**	22	19
	21%	-%	22%	20%	21%	21%	21%	-%	-%	**	**	21%	20%
TV	22	-	12	10	22	12	10	-	-	**	**	4	5
	7%	-%	12%	5%	7%	8%	7%	-%	-%	**	**	4%	5%
			c										
Portable Media Player	13	-	3	10	13	7	6	-	-	**	**	6	4
	4%	-%	3%	5%	4%	4%	4%	-%	-%	**	**	6%	4%
Games player	3	-	*	2	3	3	-	-	-	**	**	2	-
	1%	-%	*%	1%	1%	2%	-%	-%	-%	**	**	2%	-%
E-book reader	*	-	-	*	*	-	*	-	-	**	**	-	*
	*%	-%	-%	*%	*%	-%	*%	-%	-%	**	**	-%	*%
Other device	1	-	1	-	1	1	-	-	-	**	**	-	-
	*%	-%	1%	-%	*%	1%	-%	-%	-%	**	**	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 307

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16E (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos made by your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos made by your friends

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	475	119	151	84	121	270	205	475	310	61	47	57	391	84	475
Effective Weighted Sample	369	95	122	64	89	217	152	369	292	54	46	54	312	59	369
Total	301	78	97	51	76	175	126	301	259	26	10	6	260	41	301
Mobile phone	109	30	32	**	29	61	47	109	99	**	**	**	101	**	109
	36%	38%	33%	**	39%	35%	37%	36%	38%	**	**	**	39%	**	36%
Laptop/ netbook/ PC	92	21	32	**	22	53	39	92	83	**	**	**	78	**	92
	30%	27%	33%	**	29%	30%	31%	30%	32%	**	**	**	30%	**	30%
Tablet	63	21	20	**	12	41	21	63	46	**	**	**	52	**	63
	21%	27%	21%	**	16%	24%	17%	21%	18%	**	**	**	20%	**	21%
TV	22	3	8	**	7	11	11	22	18	**	**	**	17	**	22
	7%	4%	8%	**	9%	6%	8%	7%	7%	**	**	**	7%	**	7%
Portable Media Player	13	2	4	**	3	6	6	13	12	**	**	**	10	**	13
	4%	3%	4%	**	4%	4%	5%	4%	5%	**	**	**	4%	**	4%
Games player	3	-	*	**	2	*	2	3	2	**	**	**	1	**	3
	1%	-%	*%	**	3%	*%	2%	1%	1%	**	**	**	*%	**	1%
E-book reader	*	-	*	**	-	*	-	*	-	**	**	**	*	**	*
	*%	-%	*%	**	-%	*%	-%	*%	-%	**	**	**	*%	**	*%
Other device	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

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 308

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15F (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	144	-	51	93	144	81	62	-	-	31	19	50	43
	21%	-%	16%	26%	21%	24%	18%	-%	-%	20%	12%	28%	25%
				bd	b	f				j		j	j
Tablet	105	-	33	72	105	50	55	-	-	18	15	31	40
	15%	-%	10%	20%	15%	15%	16%	-%	-%	11%	9%	17%	23%
				bd	b							j	ij
Mobile phone	97	-	20	77	97	45	52	-	-	9	11	37	40
	14%	-%	6%	22%	14%	13%	15%	-%	-%	5%	7%	20%	23%
				bd	b							ij	ij
TV	31	-	13	18	31	16	15	-	-	6	7	9	9
	5%	-%	4%	5%	5%	5%	5%	-%	-%	4%	4%	5%	5%
Portable Media Player	20	-	5	15	20	13	7	-	-	4	2	9	6
	3%	-%	2%	4%	3%	4%	2%	-%	-%	2%	1%	5%	3%
				b								j	
Games player	10	-	4	6	10	9	1	-	-	2	1	6	-
	1%	-%	1%	2%	1%	3%	*%	-%	-%	1%	1%	4%	-%
						f						l	
E-book reader	1	-	1	-	1	1	*	-	-	1	*	-	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	1%	*%	-%	-%
Other device	3	-	1	2	3	2	1	-	-	1	*	1	1
	*%	-%	*%	1%	*%	1%	*%	-%	-%	1%	*%	1%	*%
Don't do this	372	-	225	147	372	183	189	-	-	104	122	79	68
	55%	-%	70%	41%	55%	54%	56%	-%	-%	65%	74%	44%	39%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 308

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15F (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	144	34	45	33	32	79	65	144	126	10	5	2	123	21	144
	21%	21%	21%	27%	18%	21%	21%	21%	22%	17%	19%	15%	21%	21%	21%
Tablet	105	36	40	15	14	76	29	105	81	17	5	3	88	17	105
	15%	22%	19%	12%	8%	20%	9%	15%	14%	28%	17%	20%	15%	17%	15%
		cdfg	df			cdfg		df		hlmn					
Mobile phone	97	23	31	20	24	53	44	97	84	6	4	2	84	13	97
	14%	14%	15%	16%	13%	14%	14%	14%	15%	11%	15%	18%	15%	13%	14%
TV	31	6	10	4	11	16	15	31	25	4	1	*	27	4	31
	5%	4%	5%	3%	6%	4%	5%	5%	4%	6%	5%	4%	5%	4%	5%
Portable Media Player	20	4	9	4	4	12	8	20	19	-	1	*	18	2	20
	3%	2%	4%	3%	2%	3%	3%	3%	3%	-%	6%	1%	3%	2%	3%
									i		ik				
Games player	10	1	2	4	3	3	7	10	9	1	*	*	10	*	10
	1%	1%	1%	4%	2%	1%	2%	1%	1%	1%	1%	3%	2%	*%	1%
				abe			e					m			
E-book reader	1	-	1	-	-	1	-	1	1	-	*	-	1	*	1
	*%	-%	1%	-%	-%	*%	-%	*%	*%	-%	1%	-%	*%	*%	*%
Other device	3	2	1	-	-	3	-	3	1	1	*	*	2	1	3
	*%	1%	1%	-%	-%	1%	-%	*%	*%	2%	1%	1%	*%	1%	*%
		f								h					
Don't do this	372	90	106	62	115	196	176	372	323	29	13	7	317	55	372
	55%	54%	51%	50%	63%	52%	58%	55%	56%	49%	49%	52%	55%	56%	55%
					bceg										

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 309

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	118	-	44	74	118	69	50	-	-	28	16	41	33
	17%	-%	14%	21% b	17%	20% f	15%	-%	-%	18% j	10% j	22% j	19% j
Tablet	81	-	26	55	81	35	46	-	-	12	14	23	32
	12%	-%	8%	15% b	12% b	10%	13%	-%	-%	8%	8%	13%	18% ij
Mobile phone	67	-	12	55	67	30	37	-	-	6	6	23	32
	10%	-%	4%	16% bd	10% b	9%	11%	-%	-%	4%	3%	13% ij	18% ij
TV	21	-	8	13	21	10	11	-	-	3	5	7	6
	3%	-%	3%	4%	3%	3%	3%	-%	-%	2%	3%	4%	4%
Portable Media Player	14	-	5	8	14	8	5	-	-	4	1	5	4
	2%	-%	2%	2%	2%	2%	2%	-%	-%	2%	1%	3%	2%
Games player	2	-	*	2	2	2	*	-	-	*	*	2	-
	*%	-%	*%	1%	*%	1%	*%	-%	-%	*%	*%	1%	-%
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	2	-	1	1	2	2	*	-	-	1	*	1	-
	*%	-%	*%	*%	*%	1%	*%	-%	-%	1%	*%	1%	-%
Don't do this	372	-	225	147	372	183	189	-	-	104	122	79	68
	55%	-%	70% cd	41%	55% c	54%	56%	-%	-%	65% kl	74% kl	44%	39%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 309

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	118 17%	27 16%	35 17%	29 24% de	28 15%	62 16%	57 19%	118 17%	103 18% k	10 16%	4 15%	1 10%	101 17%	18 18%	118 17%
Tablet	81 12%	28 17% cdf	33 16% cdf	10 8%	11 6%	60 16% cdfg	21 7%	81 12% df	60 10%	15 25% hlmn	4 13%	2 17% h	69 12%	12 12%	81 12%
Mobile phone	67 10%	14 9%	21 10%	15 12%	17 9%	35 9%	32 11%	67 10%	60 10% i	2 3%	3 12% i	2 14% i	59 10% i	8 8%	67 10% i
TV	21 3%	4 3%	6 3%	3 2%	8 4%	11 3%	11 3%	21 3%	17 3%	3 4%	1 3%	* 3%	18 3%	3 3%	21 3%
Portable Media Player	14 2%	2 1%	7 3%	2 2%	3 1%	9 2%	5 2%	14 2%	12 2%	- -%	1 5% ik	- -%	12 2%	1 1%	14 2%
Games player	2 *% e	- -%	- -%	1 1% e	1 1%	- -%	2 1%	2 *% e	2 *% e	- -%	* 1%	* 3% hlmn	2 *% e	* *% e	2 *% e
E-book reader	* *% e	- -%	* *% e	- -%	- -%	* *% e	- -%	* *% e	- -%	- -%	* 1% ln	- -%	- -%	* *% e	* *% e
Other device	2 *% e	1 1%	1 1%	- -%	- -%	2 1%	- -%	2 *% e	1 *% e	1 2% hln	* 1%	* 1%	2 *% e	1 1%	2 *% e
Don't do this	372 55%	90 54%	106 51%	62 50%	115 63% bceg	196 52%	176 58%	372 55%	323 56%	29 49%	13 49%	7 52%	317 55%	55 56%	372 55%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 310

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15F (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	499	-	148	351	499	252	247	-	-	81	67	171	180
Effective Weighted Sample	383	-	116	267	383	197	187	-	-	67	50	130	137
Total	306	-	98	208	306	156	149	-	-	55	42	101	107
Laptop/ netbook/ PC	144	-	51	93	144	81	62	-	-	**	**	50	43
	47%	-%	52%	45%	47%	52%	42%	-%	-%	**	**	50%	40%
						f							
Tablet	105	-	33	72	105	50	55	-	-	**	**	31	40
	34%	-%	34%	34%	34%	32%	37%	-%	-%	**	**	31%	38%
Mobile phone	97	-	20	77	97	45	52	-	-	**	**	37	40
	32%	-%	20%	37%	32%	29%	35%	-%	-%	**	**	36%	38%
				b	b								
TV	31	-	13	18	31	16	15	-	-	**	**	9	9
	10%	-%	14%	8%	10%	10%	10%	-%	-%	**	**	9%	8%
Portable Media Player	20	-	5	15	20	13	7	-	-	**	**	9	6
	7%	-%	5%	7%	7%	8%	5%	-%	-%	**	**	9%	5%
Games player	10	-	4	6	10	9	1	-	-	**	**	6	-
	3%	-%	4%	3%	3%	5%	1%	-%	-%	**	**	6%	-%
						f						l	
E-book reader	1	-	1	-	1	1	*	-	-	**	**	-	-
	*%	-%	1%	-%	*%	1%	*%	-%	-%	**	**	-%	-%
Other device	3	-	1	2	3	2	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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 310

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15F (SHOWCARD) DEVICES USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	499	123	162	101	113	285	214	499	307	69	62	61	413	86	499
Effective Weighted Sample	383	96	128	78	82	224	160	383	290	61	60	58	324	60	383
Total	306	76	103	61	66	179	127	306	256	30	13	7	263	43	306
Laptop/ netbook/ PC	144	34	45	33	32	79	65	144	126	**	**	**	123	**	144
	47%	45%	43%	55%	48%	44%	51%	47%	49%	**	**	**	47%	**	47%
Tablet	105	36	40	15	14	76	29	105	81	**	**	**	88	**	105
	34%	47%	39%	25%	21%	43%	23%	34%	32%	**	**	**	34%	**	34%
		cdg	cdf			cdg	df								
Mobile phone	97	23	31	20	24	53	44	97	84	**	**	**	84	**	97
	32%	30%	30%	33%	36%	30%	34%	32%	33%	**	**	**	32%	**	32%
TV	31	6	10	4	11	16	15	31	25	**	**	**	27	**	31
	10%	8%	9%	7%	17%	9%	12%	10%	10%	**	**	**	10%	**	10%
Portable Media Player	20	4	9	4	4	12	8	20	19	**	**	**	18	**	20
	7%	5%	8%	7%	6%	7%	6%	7%	7%	**	**	**	7%	**	7%
Games player	10	1	2	4	3	3	7	10	9	**	**	**	10	**	10
	3%	1%	2%	7%	4%	2%	6%	3%	3%	**	**	**	4%	**	3%
				abe			e								
E-book reader	1	-	1	-	-	1	-	1	1	**	**	**	1	**	1
	*%	-%	1%	-%	-%	1%	-%	*%	*%	**	**	**	*%	**	*%
Other device	3	2	1	-	-	3	-	3	1	**	**	**	2	**	3
	1%	2%	1%	-%	-%	2%	-%	1%	1%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 311

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	499	-	148	351	499	252	247	-	-	81	67	171	180
Effective Weighted Sample	383	-	116	267	383	197	187	-	-	67	50	130	137
Total	306	-	98	208	306	156	149	-	-	55	42	101	107
Laptop/ netbook/ PC	118	-	44	74	118	69	50	-	-	**	**	41	33
	39%	-%	46%	35%	39%	44%	33%	-%	-%	**	**	40%	31%
						f							
Tablet	81	-	26	55	81	35	46	-	-	**	**	23	32
	26%	-%	27%	26%	26%	23%	31%	-%	-%	**	**	22%	30%
Mobile phone	67	-	12	55	67	30	37	-	-	**	**	23	32
	22%	-%	12%	26%	22%	19%	25%	-%	-%	**	**	23%	30%
				b	b								
TV	21	-	8	13	21	10	11	-	-	**	**	7	6
	7%	-%	8%	6%	7%	6%	7%	-%	-%	**	**	7%	6%
Portable Media Player	14	-	5	8	14	8	5	-	-	**	**	5	4
	4%	-%	5%	4%	4%	5%	4%	-%	-%	**	**	5%	4%
Games player	2	-	*	2	2	2	*	-	-	**	**	2	-
	1%	-%	*%	1%	1%	1%	*%	-%	-%	**	**	2%	-%
E-book reader	*	-	*	-	*	-	*	-	-	**	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	-%	-%
Other device	2	-	1	1	2	2	*	-	-	**	**	1	-
	1%	-%	1%	1%	1%	1%	*%	-%	-%	**	**	1%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 311

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16F (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles) (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	499	123	162	101	113	285	214	499	307	69	62	61	413	86	499
Effective Weighted Sample	383	96	128	78	82	224	160	383	290	61	60	58	324	60	383
Total	306	76	103	61	66	179	127	306	256	30	13	7	263	43	306
Laptop/ netbook/ PC	118	27	35	29	28	62	57	118	103	**	**	**	101	**	118
	39%	35%	34%	48%	42%	35%	45%	39%	40%	**	**	**	38%	**	39%
				e			e								
Tablet	81	28	33	10	11	60	21	81	60	**	**	**	69	**	81
	26%	36%	32%	17%	16%	34%	16%	26%	23%	**	**	**	26%	**	26%
		cdf	cdf			cdf	df								
Mobile phone	67	14	21	15	17	35	32	67	60	**	**	**	59	**	67
	22%	19%	20%	25%	25%	20%	25%	22%	23%	**	**	**	22%	**	22%
TV	21	4	6	3	8	11	11	21	17	**	**	**	18	**	21
	7%	6%	6%	5%	11%	6%	8%	7%	7%	**	**	**	7%	**	7%
Portable Media Player	14	2	7	2	3	9	5	14	12	**	**	**	12	**	14
	4%	3%	7%	4%	4%	5%	4%	4%	5%	**	**	**	5%	**	4%
Games player	2	-	-	1	1	-	2	2	2	**	**	**	2	**	2
	1%	-%	-%	2%	2%	-%	2%	1%	1%	**	**	**	1%	**	1%
				e			e								
E-book reader	*	-	*	-	-	*	-	*	-	**	**	**	-	**	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	2	1	1	-	-	2	-	2	1	**	**	**	2	**	2
	1%	1%	1%	-%	-%	1%	-%	1%	*%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 312

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15G (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	216	-	50	166	216	99	117	-	-	20	30	78	88
	32%	-%	16%	47%	32%	29%	35%	-%	-%	13%	18%	43%	50%
				bd	b							ij	ij
Laptop/ netbook/ PC	153	-	44	109	153	73	79	-	-	19	25	54	55
	23%	-%	14%	31%	23%	22%	23%	-%	-%	12%	15%	30%	31%
				bd	b							ij	ij
Tablet	104	-	33	70	104	44	60	-	-	13	21	31	39
	15%	-%	10%	20%	15%	13%	18%	-%	-%	8%	13%	17%	23%
				bd	b		e					i	ij
Portable Media Player	24	-	7	17	24	14	10	-	-	4	4	11	7
	4%	-%	2%	5%	4%	4%	3%	-%	-%	2%	2%	6%	4%
				b									
Games player	4	-	1	3	4	3	1	-	-	1	-	2	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	-%	1%	1%
TV	3	-	2	1	3	2	1	-	-	1	1	1	*
	*%	-%	1%	*%	*%	1%	*%	-%	-%	1%	*%	*%	*%
Other device	1	-	*	1	1	*	1	-	-	-	*	*	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%
Don't do this	286	-	208	78	286	160	126	-	-	112	96	48	29
	42%	-%	65%	22%	42%	47%	37%	-%	-%	71%	59%	27%	17%
			cd		c	f				jkl	kl	l	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 312

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15G (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	216 32%	55 33%	65 31%	43 35%	54 30%	119 32%	97 32%	216 32%	188 32%	15 25%	10 36%	4 28%	190 33%	26 26%	216 32%
Laptop/ netbook/ PC	153 23%	41 25%	48 23%	29 24%	34 19%	89 24%	63 21%	153 23%	134 23%	10 17%	7 25%	2 14%	130 22%	23 23%	153 23%
									k		k		k		k
Tablet	104 15%	39 23% bdfg	29 14%	19 16%	17 9%	67 18% df	36 12%	104 15% d	78 13%	18 30% hklmn	5 20% h	3 19%	89 15%	15 15%	104 15%
Portable Media Player	24 4%	6 4%	9 4%	6 5%	4 2%	15 4%	9 3%	24 4%	23 4% k	* *% ik	2 6% ik	- -% ik	19 3% k	5 5% ik	24 4% k
Games player	4 1%	2 1%	1 *% ik	1 1%	- -% ik	3 1%	1 *% ik	4 1%	3 1%	* 1% ik	* 1%	- -% ik	4 1%	- -% ik	4 1%
TV	3 *% ik	1 1%	1 *% ik	- -% ik	* *% ik	2 1%	* *% ik	3 *% ik	2 *% ik	* *% ik	* 1%	* 1%	2 *% ik	1 1%	3 *% ik
Other device	1 *% ik	- -% ik	1 *% ik	- -% ik	- -% ik	1 *% ik	- -% ik	1 *% ik	1 *% ik	- -% ik	* 1%	* 1%	1 *% ik	* *% ik	1 *% ik
Don't do this	286 42%	56 34%	91 44%	50 41%	89 49%	147 39%	139 46%	286 42%	244 42% j	27 45% j	8 32%	7 50% j	245 42% j	41 41%	286 42% j
Columns Tested:			a		ae		a	a	j	j		j	j		j

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 313

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	181	-	44	137	181	84	97	-	-	18	26	66	71
	27%	-%	14%	38% bd	27% b	25%	29%	-%	-%	11%	16%	37% ij	40% ij
Laptop/ netbook/ PC	115	-	39	76	115	56	59	-	-	18	21	38	38
	17%	-%	12%	21% bd	17% b	17%	17%	-%	-%	11%	13%	21% ij	22% ij
Tablet	78	-	24	53	78	30	48	-	-	8	16	22	32
	11%	-%	8%	15% b	11% b	9%	14% e	-%	-%	5%	10%	12% i	18% ij
Portable Media Player	15	-	6	8	15	8	7	-	-	3	4	5	3
	2%	-%	2%	2%	2%	2%	2%	-%	-%	2%	2%	3%	2%
Games player	1	-	-	1	1	1	1	-	-	-	-	1	1
	*%	-%	-%	*%	*%	*%	*%	-%	-%	-%	-%	*%	1%
TV	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%
Other device	1	-	*	1	1	*	1	-	-	-	*	*	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%
Don't do this	286	-	208	78	286	160	126	-	-	112	96	48	29
	42%	-%	65% cd	22%	42% c	47% f	37%	-%	-%	71% jkl	59% kl	27% l	17%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 313

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	181	48	51	34	47	99	81	181	160	9	8	3	156	25	181
	27%	29%	25%	28%	26%	27%	27%	27%	28%	16%	29%	25%	27%	25%	27%
									i		i		i		i
Laptop/ netbook/ PC	115	33	33	22	27	66	49	115	102	7	5	1	97	19	115
	17%	20%	16%	18%	15%	18%	16%	17%	18%	12%	19%	9%	17%	19%	17%
									k		k		k	k	k
Tablet	78	25	25	13	15	50	28	78	57	16	3	2	67	11	78
	11%	15%	12%	10%	8%	13%	9%	11%	10%	27%	13%	15%	12%	11%	11%
		df								hijklmn					
Portable Media Player	15	4	6	4	2	9	6	15	13	*	1	-	12	3	15
	2%	2%	3%	3%	1%	2%	2%	2%	2%	5%	5%	-%	2%	3%	2%
										ik					
Games player	1	1	1	-	-	1	-	1	1	*	-	-	1	-	1
	*%	*%	*%	-%	-%	*%	-%	*%	*%	1%	-%	-%	*%	-%	*%
TV	1	-	1	-	*	1	*	1	1	-	*	-	*	1	1
	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	1%	-%	*%	1%	*%
										hln					
Other device	1	-	1	-	-	1	-	1	1	-	*	*	1	*	1
	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%	1%	1%	*%	*%	*%
Don't do this	286	56	91	50	89	147	139	286	244	27	8	7	245	41	286
	42%	34%	44%	41%	49%	39%	46%	42%	42%	45%	32%	50%	42%	41%	42%
			a		ae		a	a	j	j		j	j		j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 314

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15G (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by your friends

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	626	-		174	452	626	285	341	-	-	73	101	212	240
Effective Weighted Sample	485	-		136	349	485	224	262	-	-	58	79	166	183
Total	392	-		114	278	392	179	213	-	-	47	68	132	145
Mobile phone	216	-		50	166	216	99	117	-	-	**	30	78	88
	55%	-%		44%	60%	55%	55%	55%	-%	-%	**	44%	59%	60%
					b	b							j	j
Laptop/ netbook/ PC	153	-		44	109	153	73	79	-	-	**	25	54	55
	39%	-%		38%	39%	39%	41%	37%	-%	-%	**	36%	41%	38%
Tablet	104	-		33	70	104	44	60	-	-	**	21	31	39
	26%	-%		29%	25%	26%	24%	28%	-%	-%	**	30%	23%	27%
Portable Media Player	24	-		7	17	24	14	10	-	-	**	4	11	7
	6%	-%		6%	6%	6%	8%	5%	-%	-%	**	5%	8%	5%
Games player	4	-		1	3	4	3	1	-	-	**	-	2	1
	1%	-%		1%	1%	1%	2%	1%	-%	-%	**	-%	1%	1%
TV	3	-		2	1	3	2	1	-	-	**	1	1	*
	1%	-%		1%	*%	1%	1%	*%	-%	-%	**	1%	1%	*%
Other device	1	-		*	1	1	*	1	-	-	**	*	*	1
	*%	-%		*%	*%	*%	*%	*%	-%	-%	**	*%	*%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 314

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15G (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by your friends

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	626	169	194	113	150	363	263	626	401	76	85	64	513	113	626
Effective Weighted Sample	485	135	150	89	111	285	200	485	378	66	82	61	405	82	485
Total	392	110	117	72	92	228	164	392	334	33	18	7	334	58	392
Mobile phone	216	55	65	43	54	119	97	216	188	**	**	**	190	26	216
	55%	50%	55%	59%	58%	52%	59%	55%	56%	**	**	**	57%	44%	55%
													m		
Laptop/ netbook/ PC	153	41	48	29	34	89	63	153	134	**	**	**	130	23	153
	39%	37%	41%	40%	37%	39%	39%	39%	40%	**	**	**	39%	39%	39%
Tablet	104	39	29	19	17	67	36	104	78	**	**	**	89	15	104
	26%	35%	24%	27%	18%	30%	22%	26%	23%	**	**	**	27%	26%	26%
		bdfg				d									
Portable Media Player	24	6	9	6	4	15	9	24	23	**	**	**	19	5	24
	6%	6%	8%	8%	4%	7%	6%	6%	7%	**	**	**	6%	9%	6%
Games player	4	2	1	1	-	3	1	4	3	**	**	**	4	-	4
	1%	2%	1%	1%	-%	1%	1%	1%	1%	**	**	**	1%	-%	1%
TV	3	1	1	-	*	2	*	3	2	**	**	**	2	1	3
	1%	1%	1%	-%	*%	1%	*%	1%	1%	**	**	**	*%	2%	1%
Other device	1	-	1	-	-	1	-	1	1	**	**	**	1	*	1
	*%	-%	1%	-%	-%	*%	-%	*%	*%	**	**	**	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 315

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by your friends

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	626	-	174	452	626	285	341	-	-	73	101	212	240
Effective Weighted Sample	485	-	136	349	485	224	262	-	-	58	79	166	183
Total	392	-	114	278	392	179	213	-	-	47	68	132	145
Mobile phone	181	-	44	137	181	84	97	-	-	**	26	66	71
	46%	-%	39%	49%	46%	47%	46%	-%	-%	**	39%	50%	49%
Laptop/ netbook/ PC	115	-	39	76	115	56	59	-	-	**	21	38	38
	29%	-%	34%	27%	29%	31%	28%	-%	-%	**	31%	29%	26%
Tablet	78	-	24	53	78	30	48	-	-	**	16	22	32
	20%	-%	21%	19%	20%	17%	23%	-%	-%	**	24%	16%	22%
Portable Media Player	15	-	6	8	15	8	7	-	-	**	4	5	3
	4%	-%	6%	3%	4%	4%	3%	-%	-%	**	5%	4%	2%
Games player	1	-	-	1	1	1	1	-	-	**	-	1	1
	*%	-%	-%	1%	*%	*%	*%	-%	-%	**	-%	*%	1%
TV	1	-	-	1	1	1	-	-	-	**	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	**	-%	1%	-%
Other device	1	-	*	1	1	*	1	-	-	**	*	*	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	**	*%	*%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 315

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16G (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by your friends

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	626	169	194	113	150	363	263	626	401	76	85	64	513	113	626
Effective Weighted Sample	485	135	150	89	111	285	200	485	378	66	82	61	405	82	485
Total	392	110	117	72	92	228	164	392	334	33	18	7	334	58	392
Mobile phone	181	48	51	34	47	99	81	181	160	**	**	**	156	25	181
	46%	44%	44%	47%	51%	44%	49%	46%	48%	**	**	**	47%	43%	46%
Laptop/ netbook/ PC	115	33	33	22	27	66	49	115	102	**	**	**	97	19	115
	29%	30%	28%	30%	29%	29%	30%	29%	31%	**	**	**	29%	32%	29%
Tablet	78	25	25	13	15	50	28	78	57	**	**	**	67	11	78
	20%	22%	21%	18%	17%	22%	17%	20%	17%	**	**	**	20%	19%	20%
Portable Media Player	15	4	6	4	2	9	6	15	13	**	**	**	12	3	15
	4%	3%	5%	5%	2%	4%	3%	4%	4%	**	**	**	4%	4%	4%
Games player	1	1	1	-	-	1	-	1	1	**	**	**	1	-	1
	*%	1%	1%	-%	-%	1%	-%	*%	*%	**	**	**	*%	-%	*%
TV	1	-	1	-	*	1	*	1	1	**	**	**	*	1	1
	*%	-%	*%	-%	*%	*%	*%	*%	*%	**	**	**	*%	1%	*%
Other device	1	-	1	-	-	1	-	1	1	**	**	**	1	*	1
	*%	-%	1%	-%	-%	*%	-%	*%	*%	**	**	**	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 316

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15H (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by celebrities (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	124	-	33	91	124	57	67	-	-	14	19	43	48
	18%	-%	10%	26% bd	18% b	17%	20%	-%	-%	9%	12%	24% ij	28% ij
Mobile phone	105	-	20	85	105	42	63	-	-	9	11	33	52
	16%	-%	6%	24% bd	16% b	12%	19% e	-%	-%	5%	7%	18% ij	30% ijk
Tablet	62	-	18	44	62	22	40	-	-	7	11	15	29
	9%	-%	6%	12% b	9% b	7%	12% e	-%	-%	5%	6%	8%	17% ijk
Portable Media Player	15	-	4	11	15	8	7	-	-	2	2	5	5
	2%	-%	1%	3%	2%	2%	2%	-%	-%	2%	1%	3%	3%
TV	12	-	7	6	12	4	8	-	-	2	4	1	4
	2%	-%	2%	2%	2%	1%	2%	-%	-%	2%	2%	1%	2%
Games player	3	-	1	2	3	2	1	-	-	-	1	2	-
	*%	-%	*%	1%	*%	1%	*%	-%	-%	-%	*%	1%	-%
E-book reader	1	-	1	-	1	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	1%	-%	-%	-%
Other device	2	-	1	*	2	1	1	-	-	1	1	*	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%	-%
Don't do this	427	-	254	173	427	234	193	-	-	129	125	105	68
	63%	-%	79% cd	49%	63% c	69% f	57%	-%	-%	81% kl	76% kl	58% l	39%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 316

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15H (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by celebrities (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	124	37	37	19	32	74	51	124	109	9	5	1	110	14	124
	18%	22%	18%	15%	18%	20%	17%	18%	19% k	16% k	20% k	7% k	19% k	14% k	18% k
Mobile phone	105	26	28	24	26	55	50	105	93	5	4	3	96	9	105
	16%	16%	14%	20%	14%	15%	17%	16%	16% im	8% im	16% im	19% im	17% im	9% im	16% im
Tablet	62	21	16	13	11	37	24	62	45	13	2	1	52	10	62
	9%	13% d	8%	11%	6%	10%	8%	9%	8%	21% hijklmn	9%	10%	9%	10%	9%
Portable Media Player	15	4	5	4	2	9	6	15	14	*	1	-	15	*	15
	2%	2%	2%	3%	1%	2%	2%	2%	2%	*%	3%	-%	3%	*%	2%
TV	12	5	3	2	3	8	4	12	10	1	1	*	11	1	12
	2%	3%	1%	1%	2%	2%	1%	2%	2%	1%	3%	1%	2%	1%	2%
Games player	3	-	-	1	2	-	3	3	3	-	-	-	3	-	3
	*%	-%	-%	1%	1% e	-%	1% e	*%	*%	-%	-%	-%	*%	-%	*%
E-book reader	1	-	-	1	-	-	1	1	1	-	-	-	1	-	1
	*%	-%	-%	1%	-%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%
Other device	2	1	-	1	-	1	1	2	1	-	*	-	2	-	2
	*%	*%	-%	1%	-%	*%	*%	*%	*%	-%	1%	-%	*%	-%	*%
Don't do this	427	95	138	73	120	233	193	427	365	36	16	9	358	69	427
	63%	57%	66%	60%	66%	62%	64%	63%	63%	61%	59%	68%	62%	70%	63%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 317

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by celebrities (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	105	-	32	73	105	49	56	-	-	14	18	36	38
	15%	-%	10%	21%	15%	15%	16%	-%	-%	9%	11%	20%	22%
				bd	b							ij	ij
Mobile phone	81	-	16	65	81	31	50	-	-	6	10	24	40
	12%	-%	5%	18%	12%	9%	15%	-%	-%	4%	6%	14%	23%
				bd	b		e					ij	ijk
Tablet	48	-	13	35	48	16	32	-	-	5	7	10	25
	7%	-%	4%	10%	7%	5%	10%	-%	-%	3%	4%	6%	14%
				b	b		e						ijk
Portable Media Player	8	-	4	5	8	4	4	-	-	2	2	2	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
TV	5	-	2	3	5	2	3	-	-	1	1	1	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Games player	2	-	-	2	2	2	-	-	-	-	-	2	-
	*%	-%	-%	1%	*%	1%	-%	-%	-%	-%	-%	1%	-%
E-book reader	1	-	1	-	1	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	1%	-%	-%	-%
Other device	1	-	1	-	1	1	1	-	-	1	1	-	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	1%	-%	-%
Don't do this	427	-	254	173	427	234	193	-	-	129	125	105	68
	63%	-%	79%	49%	63%	69%	57%	-%	-%	81%	76%	58%	39%
			cd		c	f				kl	kl	l	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 317

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by celebrities (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	105 15%	31 18%	31 15%	15 12%	28 15%	62 17%	43 14%	105 15%	92 16% k	8 13%	4 17% k	1 6%	92 16% k	13 13%	105 15% k
Mobile phone	81 12%	22 13%	19 9%	19 15%	21 11%	42 11%	39 13%	81 12%	73 13% i	3 5%	3 13% i	2 16% i	72 12% i	9 9%	81 12% i
Tablet	48 7%	15 9%	15 7%	9 7%	9 5%	30 8%	18 6%	48 7%	33 6%	12 20% hijklmn	2 8%	1 10%	41 7%	7 7%	48 7%
Portable Media Player	8 1%	1 *%	4 2%	3 3%	1 *%	4 1%	4 1%	8 1%	7 1%	* *% hijklmn	* 2%	- -%	8 1%	* *%	8 1%
TV	5 1%	2 1%	1 *%	1 1%	1 1%	3 1%	2 1%	5 1%	4 1%	* 1%	* 2%	* 1%	5 1%	* *%	5 1%
Games player	2 *%	- -%	- -%	1 1%	1 1%	- -%	2 1%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%
E-book reader	1 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Other device	1 *%	1 *%	- -%	1 1%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Don't do this	427 63%	95 57%	138 66%	73 60%	120 66%	233 62%	193 64%	427 63%	365 63%	36 61%	16 59%	9 68%	358 62%	69 70%	427 63%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 318

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15H (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by celebrities (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by celebrities

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	397	-	101	296	397	165	232	-	-	42	59	123	173
Effective Weighted Sample	311	-	82	229	311	130	180	-	-	35	47	96	133
Total	252	-	69	183	252	105	146	-	-	29	39	76	107
Laptop/ netbook/ PC	124	-	33	91	124	57	67	-	-	**	**	43	48
	49%	-%	48%	50%	49%	54%	46%	-%	-%	**	**	56%	45%
Mobile phone	105	-	20	85	105	42	63	-	-	**	**	33	52
	42%	-%	29%	47%	42%	40%	43%	-%	-%	**	**	44%	49%
				b	b								
Tablet	62	-	18	44	62	22	40	-	-	**	**	15	29
	25%	-%	26%	24%	25%	21%	27%	-%	-%	**	**	20%	27%
Portable Media Player	15	-	4	11	15	8	7	-	-	**	**	5	5
	6%	-%	6%	6%	6%	7%	5%	-%	-%	**	**	7%	5%
TV	12	-	7	6	12	4	8	-	-	**	**	1	4
	5%	-%	9%	3%	5%	4%	6%	-%	-%	**	**	2%	4%
			c										
Games player	3	-	1	2	3	2	1	-	-	**	**	2	-
	1%	-%	1%	1%	1%	2%	*%	-%	-%	**	**	3%	-%
E-book reader	1	-	1	-	1	1	-	-	-	**	**	-	-
	*%	-%	1%	-%	*%	1%	-%	-%	-%	**	**	-%	-%
Other device	2	-	1	*	2	1	1	-	-	**	**	*	-
	1%	-%	2%	*%	1%	1%	1%	-%	-%	**	**	*%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 318

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15H (SHOWCARD) DEVICES USED BY THE CHILD TO - Look at photos posted by celebrities (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by celebrities

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	397	107	120	75	95	227	170	397	255	52	49	41	338	59	397
Effective Weighted Sample	311	87	92	61	72	178	132	311	240	45	48	39	269	42	311
Total	252	71	71	49	61	141	110	252	213	23	11	4	222	30	252
Laptop/ netbook/ PC	124	37	37	**	**	74	51	124	109	**	**	**	110	**	124
	49%	52%	52%	**	**	52%	46%	49%	51%	**	**	**	50%	**	49%
Mobile phone	105	26	28	**	**	55	50	105	93	**	**	**	96	**	105
	42%	38%	40%	**	**	39%	46%	42%	44%	**	**	**	43%	**	42%
Tablet	62	21	16	**	**	37	24	62	45	**	**	**	52	**	62
	25%	30%	23%	**	**	26%	22%	25%	21%	**	**	**	24%	**	25%
Portable Media Player	15	4	5	**	**	9	6	15	14	**	**	**	15	**	15
	6%	6%	7%	**	**	6%	5%	6%	7%	**	**	**	7%	**	6%
TV	12	5	3	**	**	8	4	12	10	**	**	**	11	**	12
	5%	7%	4%	**	**	5%	4%	5%	5%	**	**	**	5%	**	5%
Games player	3	-	-	**	**	-	3	3	3	**	**	**	3	**	3
	1%	-%	-%	**	**	-%	2%	1%	1%	**	**	**	1%	**	1%
E-book reader	1	-	-	**	**	-	1	1	1	**	**	**	1	**	1
	*%	-%	-%	**	**	-%	1%	*%	*%	**	**	**	*%	**	*%
Other device	2	1	-	**	**	1	1	2	1	**	**	**	2	**	2
	1%	1%	-%	**	**	*%	1%	1%	1%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 319

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by celebrities (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by celebrities

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	397	-	101	296	397	165	232	-	-	42	59	123	173
Effective Weighted Sample	311	-	82	229	311	130	180	-	-	35	47	96	133
Total	252	-	69	183	252	105	146	-	-	29	39	76	107
Laptop/ netbook/ PC	105	-	32	73	105	49	56	-	-	**	**	36	38
	42%	-%	46%	40%	42%	47%	38%	-%	-%	**	**	47%	35%
Mobile phone	81	-	16	65	81	31	50	-	-	**	**	24	40
	32%	-%	24%	35%	32%	29%	34%	-%	-%	**	**	32%	38%
Tablet	48	-	13	35	48	16	32	-	-	**	**	10	25
	19%	-%	18%	19%	19%	15%	22%	-%	-%	**	**	14%	23%
Portable Media Player	8	-	4	5	8	4	4	-	-	**	**	2	2
	3%	-%	5%	3%	3%	4%	3%	-%	-%	**	**	3%	2%
TV	5	-	2	3	5	2	3	-	-	**	**	1	2
	2%	-%	3%	1%	2%	2%	2%	-%	-%	**	**	1%	1%
Games player	2	-	-	2	2	2	-	-	-	**	**	2	-
	1%	-%	-%	1%	1%	2%	-%	-%	-%	**	**	3%	-%
E-book reader	1	-	1	-	1	1	-	-	-	**	**	-	-
	*%	-%	1%	-%	*%	1%	-%	-%	-%	**	**	-%	-%
Other device	1	-	1	-	1	1	1	-	-	**	**	-	-
	1%	-%	2%	-%	1%	*%	1%	-%	-%	**	**	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 319

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16H (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look at photos posted by celebrities (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look at photos posted by celebrities

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	397	107	120	75	95	227	170	397	255	52	49	41	338	59	397
Effective Weighted Sample	311	87	92	61	72	178	132	311	240	45	48	39	269	42	311
Total	252	71	71	49	61	141	110	252	213	23	11	4	222	30	252
Laptop/ netbook/ PC	105	31	31	**	**	62	43	105	92	**	**	**	92	**	105
	42%	43%	44%	**	**	44%	39%	42%	43%	**	**	**	41%	**	42%
Mobile phone	81	22	19	**	**	42	39	81	73	**	**	**	72	**	81
	32%	32%	27%	**	**	29%	36%	32%	34%	**	**	**	33%	**	32%
Tablet	48	15	15	**	**	30	18	48	33	**	**	**	41	**	48
	19%	21%	22%	**	**	21%	16%	19%	15%	**	**	**	18%	**	19%
Portable Media Player	8	1	4	**	**	4	4	8	7	**	**	**	8	**	8
	3%	1%	5%	**	**	3%	4%	3%	4%	**	**	**	3%	**	3%
TV	5	2	1	**	**	3	2	5	4	**	**	**	5	**	5
	2%	3%	1%	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%
Games player	2	-	-	**	**	-	2	2	2	**	**	**	2	**	2
	1%	-%	-%	**	**	-%	2%	1%	1%	**	**	**	1%	**	1%
E-book reader	1	-	-	**	**	-	1	1	1	**	**	**	1	**	1
	*%	-%	-%	**	**	-%	1%	*%	*%	**	**	**	*%	**	*%
Other device	1	1	-	**	**	1	1	1	1	**	**	**	1	**	1
	1%	1%	-%	**	**	*%	1%	1%	1%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 320

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15I (SHOWCARD) DEVICES USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	99	-	20	78	99	51	48	-	-	10	11	41	37
	15%	-%	6%	22% bd	15% b	15%	14%	-%	-%	6%	6%	23% ij	21% ij
Laptop/ netbook/ PC	95	-	22	72	95	49	45	-	-	11	12	39	34
	14%	-%	7%	20% bd	14% b	15%	13%	-%	-%	7%	7%	22% ij	19% ij
Tablet	72	-	22	50	72	32	40	-	-	8	14	24	26
	11%	-%	7%	14% b	11% b	10%	12%	-%	-%	5%	9%	13% i	15% ij
Portable Media Player	14	-	1	13	14	9	5	-	-	1	-	8	5
	2%	-%	*%	4% b	2% b	3%	2%	-%	-%	1%	-%	4% ij	3% j
TV	6	-	3	4	6	2	4	-	-	1	2	1	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Games player	4	-	-	4	4	4	1	-	-	-	-	4	1
	1%	-%	-%	1% b	1%	1%	*%	-%	-%	-%	-%	2% ij	*%
E-book reader	1	-	1	-	1	-	1	-	-	-	1	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	1%	-%	-%
Other device	3	-	2	2	3	3	1	-	-	2	-	1	1
	1%	-%	1%	*%	1%	1%	*%	-%	-%	1%	-%	1%	*%
Don't do this	452	-	265	187	452	225	227	-	-	133	132	92	95
	67%	-%	82% cd	53%	67% c	66%	67%	-%	-%	84% kl	81% kl	51%	54%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 320

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15I (SHOWCARD) DEVICES USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	99 15%	28 17%	30 14%	19 15%	23 12%	57 15%	41 14%	99 15%	85 15%	8 13%	4 15%	2 15%	82 14%	16 16%	99 15%
Laptop/ netbook/ PC	95 14%	27 16%	25 12%	18 15%	24 13%	52 14%	42 14%	95 14%	84 14% km	7 12%	2 9%	1 8%	87 15% km	7 7%	95 14% m
Tablet	72 11%	25 15% df	20 10%	12 9%	15 9%	45 12%	27 9%	72 11%	60 10%	10 16% j	2 8%	1 8%	63 11%	10 10%	72 11%
Portable Media Player	14 2%	5 3%	6 3% df	2 2%	1 1%	11 3% df	3 1%	14 2%	13 2%	1 1%	1 3%	* 1%	12 2%	2 2%	14 2%
TV	6 1%	2 1%	2 1%	- -%	2 1%	4 1%	2 1%	6 1%	6 1%	* *% j	* 1%	* 1%	4 1%	2 2%	6 1%
Games player	4 1%	1 1%	* *% df	2 2%	* *% df	2 *% df	2 1%	4 1%	3 1%	* 1%	* 1%	* 1%	4 1%	- -%	4 1%
E-book reader	1 *% df	- -% df	- -% df	1 1%	- -% df	- -% df	1 *% df	1 *% df	1 *% df	- -% df	- -% df	- -% df	1 *% df	- -% df	1 *% df
Other device	3 1%	1 *% df	2 1%	- -% df	1 *% df	3 1%	1 *% df	3 1%	3 1%	- -% df	- -% df	- -% df	3 1%	- -% df	3 1%
Don't do this	452 67%	100 60%	139 67%	87 71% a	125 69%	239 64%	213 70% a	452 67%	384 66%	39 66%	19 73%	10 72%	386 67%	65 66%	452 67%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCom MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 321

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	79	-	16	63	79	42	37	-	-	8	8	35	28
	12%	-%	5%	18%	12%	12%	11%	-%	-%	5%	5%	19%	16%
				bd	b							ij	ij
Laptop/ netbook/ PC	75	-	22	53	75	41	34	-	-	11	12	31	22
	11%	-%	7%	15%	11%	12%	10%	-%	-%	7%	7%	17%	13%
				bd	b							ij	ij
Tablet	55	-	15	40	55	21	34	-	-	4	11	17	23
	8%	-%	5%	11%	8%	6%	10%	-%	-%	3%	7%	9%	13%
				b	b		e					i	ij
Portable Media Player	10	-	1	9	10	5	5	-	-	1	-	4	5
	1%	-%	*%	3%	1%	2%	1%	-%	-%	1%	-%	2%	3%
				b								j	j
TV	3	-	1	2	3	2	1	-	-	1	-	1	1
	*%	-%	*%	1%	*%	1%	*%	-%	-%	1%	-%	1%	1%
E-book reader	1	-	1	-	1	-	1	-	-	-	1	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	1%	-%	-%
Games player	*	-	-	*	*	*	-	-	-	-	-	*	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%
Other device	3	-	2	2	3	3	1	-	-	2	-	1	1
	1%	-%	1%	*%	1%	1%	*%	-%	-%	1%	-%	1%	*%
Don't do this	452	-	265	187	452	225	227	-	-	133	132	92	95
	67%	-%	82%	53%	67%	66%	67%	-%	-%	84%	81%	51%	54%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 321

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	79 12%	21 13%	23 11%	14 12%	21 11%	44 12%	35 11%	79 12%	69 12%	5 8%	4 14%	2 13%	64 11%	15 16%	79 12%
Laptop/ netbook/ PC	75 11%	22 13%	19 9%	14 11%	20 11%	41 11%	34 11%	75 11%	67 12%	6 9%	2 7%	1 6%	68 12%	7 7%	75 11%
Tablet	55 8%	18 11%	18 9%	6 5%	12 7%	36 10%	19 6%	55 8%	43 7%	9 16%	1 5%	1 7%	46 8%	9 9%	55 8%
Portable Media Player	10 1%	4 2%	5 3%	- -%	1 1%	9 2%	1 *%	10 1%	9 2%	1 1%	* 2%	- -%	9 2%	1 1%	10 1%
TV	3 *%	1 *%	1 1%	- -%	1 1%	2 1%	1 *%	3 *%	3 *%	- -%	* 1%	* 1%	2 *%	2 2%	3 *%
E-book reader	1 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Games player	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* 1%	* *%	- -%	* *%
Other device	3 1%	1 *%	2 1%	- -%	1 *%	3 1%	1 *%	3 1%	3 1%	- -%	- -%	- -%	3 1%	- -%	3 1%
Don't do this	452 67%	100 60%	139 67%	87 71%	125 69%	239 64%	213 70%	452 67%	384 66%	39 66%	19 73%	10 72%	386 67%	65 66%	452 67%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 322

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15I (SHOWCARD) DEVICES USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	348	-	76	272	348	174	174	-	-	37	39	137	135	
Effective Weighted Sample	277	-	65	213	277	141	137	-	-	31	34	110	103	
Total	226	-	58	168	226	115	112	-	-	26	32	89	80	
Mobile phone	99	-	**	78	99	51	48	-	-	**	**	41	37	
	44%	-%	**	47%	44%	44%	43%	-%	-%	**	**	47%	47%	
Laptop/ netbook/ PC	95	-	**	72	95	49	45	-	-	**	**	39	34	
	42%	-%	**	43%	42%	43%	40%	-%	-%	**	**	44%	42%	
Tablet	72	-	**	50	72	32	40	-	-	**	**	24	26	
	32%	-%	**	30%	32%	28%	36%	-%	-%	**	**	27%	33%	
Portable Media Player	14	-	**	13	14	9	5	-	-	**	**	8	5	
	6%	-%	**	8%	6%	8%	5%	-%	-%	**	**	9%	7%	
TV	6	-	**	4	6	2	4	-	-	**	**	1	2	
	3%	-%	**	2%	3%	2%	4%	-%	-%	**	**	2%	3%	
Games player	4	-	**	4	4	4	1	-	-	**	**	4	1	
	2%	-%	**	2%	2%	3%	1%	-%	-%	**	**	4%	1%	
E-book reader	1	-	**	-	1	-	1	-	-	**	**	-	-	
	*%	-%	**	-%	*%	-%	1%	-%	-%	**	**	-%	-%	
Other device	3	-	**	2	3	3	1	-	-	**	**	1	1	
	2%	-%	**	1%	2%	2%	1%	-%	-%	**	**	1%	1%	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 322

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15I (SHOWCARD) DEVICES USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	348	98	111	54	85	209	139	348	232	48	33	35	285	63	348
Effective Weighted Sample	277	80	89	45	65	168	109	277	220	42	32	33	231	47	277
Total	226	66	70	35	56	135	91	226	195	20	7	4	193	33	226
Mobile phone	99	**	30	**	**	57	41	99	85	**	**	**	82	**	99
	44%	**	43%	**	**	42%	45%	44%	43%	**	**	**	43%	**	44%
Laptop/ netbook/ PC	95	**	25	**	**	52	42	95	84	**	**	**	87	**	95
	42%	**	37%	**	**	39%	46%	42%	43%	**	**	**	45%	**	42%
Tablet	72	**	20	**	**	45	27	72	60	**	**	**	63	**	72
	32%	**	29%	**	**	34%	30%	32%	31%	**	**	**	32%	**	32%
Portable Media Player	14	**	6	**	**	11	3	14	13	**	**	**	12	**	14
	6%	**	9%	**	**	8%	3%	6%	7%	**	**	**	6%	**	6%
TV	6	**	2	**	**	4	2	6	6	**	**	**	4	**	6
	3%	**	3%	**	**	3%	2%	3%	3%	**	**	**	2%	**	3%
Games player	4	**	*	**	**	2	2	4	3	**	**	**	4	**	4
	2%	**	*%	**	**	1%	3%	2%	2%	**	**	**	2%	**	2%
E-book reader	1	**	-	**	**	-	1	1	1	**	**	**	1	**	1
	*%	**	-%	**	**	-%	1%	*%	*%	**	**	**	*%	**	*%
Other device	3	**	2	**	**	3	1	3	3	**	**	**	3	**	3
	2%	**	3%	**	**	2%	1%	2%	2%	**	**	**	2%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 323

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	348	-		76	272	348	174	174	-	-	37	39	137	135
Effective Weighted Sample	277	-		65	213	277	141	137	-	-	31	34	110	103
Total	226	-		58	168	226	115	112	-	-	26	32	89	80
Mobile phone	79	-	**	63	79	42	37		-	-	**	**	35	28
	35%	-%	**	37%	35%	37%	33%		-%	-%	**	**	39%	35%
Laptop/ netbook/ PC	75	-	**	53	75	41	34		-	-	**	**	31	22
	33%	-%	**	31%	33%	36%	30%		-%	-%	**	**	34%	28%
Tablet	55	-	**	40	55	21	34		-	-	**	**	17	23
	24%	-%	**	24%	24%	18%	30%	e	-%	-%	**	**	19%	29%
Portable Media Player	10	-	**	9	10	5	5		-	-	**	**	4	5
	4%	-%	**	5%	4%	5%	4%		-%	-%	**	**	5%	6%
TV	3	-	**	2	3	2	1		-	-	**	**	1	1
	1%	-%	**	1%	1%	2%	1%		-%	-%	**	**	1%	1%
E-book reader	1	-	**	-	1	-	1		-	-	**	**	-	-
	*%	-%	**	-%	*%	-%	1%		-%	-%	**	**	-%	-%
Games player	*	-	**	*	*	*	-		-	-	**	**	*	-
	*%	-%	**	*%	*%	*%	-%		-%	-%	**	**	*%	-%
Other device	3	-	**	2	3	3	1		-	-	**	**	1	1
	2%	-%	**	1%	2%	2%	1%		-%	-%	**	**	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 323

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16I (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Stream music online - through sites such as Spotify, Soundcloud, Dweezer and Last FM

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	348	98	111	54	85	209	139	348	232	48	33	35	285	63	348
Effective Weighted Sample	277	80	89	45	65	168	109	277	220	42	32	33	231	47	277
Total	226	66	70	35	56	135	91	226	195	20	7	4	193	33	226
Mobile phone	79	**	23	**	**	44	35	79	69	**	**	**	64	**	79
	35%	**	33%	**	**	33%	38%	35%	35%	**	**	**	33%	**	35%
Laptop/ netbook/ PC	75	**	19	**	**	41	34	75	67	**	**	**	68	**	75
	33%	**	27%	**	**	30%	37%	33%	34%	**	**	**	35%	**	33%
Tablet	55	**	18	**	**	36	19	55	43	**	**	**	46	**	55
	24%	**	26%	**	**	27%	20%	24%	22%	**	**	**	24%	**	24%
Portable Media Player	10	**	5	**	**	9	1	10	9	**	**	**	9	**	10
	4%	**	8%	**	**	7%	1%	4%	5%	**	**	**	5%	**	4%
			f			f									
TV	3	**	1	**	**	2	1	3	3	**	**	**	2	**	3
	1%	**	2%	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
E-book reader	1	**	-	**	**	-	1	1	1	**	**	**	1	**	1
	*0%	**	-%	**	**	-%	1%	*0%	*0%	**	**	**	*0%	**	*0%
Games player	*	**	-	**	**	-	*	*	-	**	**	**	*	**	*
	*0%	**	-%	**	**	-%	*0%	*0%	-%	**	**	**	*0%	**	*0%
Other device	3	**	2	**	**	3	1	3	3	**	**	**	3	**	3
	2%	**	3%	**	**	2%	1%	2%	2%	**	**	**	2%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 324

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15J (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to live radio programmes (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	65 10%	- -%	10 3%	55 15% bd	65 10% b	33 10%	33 10%	- -%	- -%	4 3%	6 4%	29 16% ij	26 15% ij
TV	39 6%	- -%	17 5%	23 6%	39 6%	14 4%	25 8% e	- -%	- -%	7 4%	10 6%	7 4%	15 9% k
Laptop/ netbook/ PC	26 4%	- -%	5 1%	21 6% b	26 4% b	9 3%	17 5%	- -%	- -%	1 *%	4 2%	8 5% i	13 8% ij
Tablet	19 3%	- -%	6 2%	14 4%	19 3%	5 2%	14 4% e	- -%	- -%	1 1%	4 3%	4 2%	10 6% i
Portable Media Player	14 2%	- -%	6 2%	8 2%	14 2%	10 3%	4 1%	- -%	- -%	4 3%	2 1%	6 3%	3 1%
Games player	1 *%	- -%	1 *%	* *%	1 *%	1 *%	- -%	- -%	- -%	1 1%	- -%	* *%	- -%
E-book reader	* *%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	- -%
Other device	90 13%	- -%	42 13%	48 14%	90 13%	44 13%	46 13%	- -%	- -%	20 13%	22 13%	24 13%	24 14%
Don't do this	469 69%	- -%	245 76% cd	223 63%	469 69% c	240 71%	228 67%	- -%	- -%	124 78% kl	121 74% kl	117 65%	107 61%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 324

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15J (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to live radio programmes (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	65 10%	19 11%	20 10%	14 12%	12 7%	39 10%	27 9%	65 10%	59 10% m	3 6%	2 6%	1 11% m	61 11% m	4 4%	65 10% m
TV	39 6%	9 6%	8 4%	9 7%	14 7%	17 5%	22 7%	39 6%	32 6%	6 10%	1 4%	1 4%	35 6%	4 4%	39 6%
Laptop/ netbook/ PC	26 4%	5 3%	8 4%	4 3%	9 5%	13 4%	13 4%	26 4%	22 4%	3 5% k	1 3%	* 1%	20 3%	6 6% k	26 4%
Tablet	19 3%	4 2%	7 4%	3 3%	5 3%	11 3%	8 3%	19 3%	15 3%	4 6% hjm	- -%	1 6% jm	18 3%	1 1%	19 3%
Portable Media Player	14 2%	4 3%	6 3%	3 3%	1 1%	10 3%	4 1%	14 2%	14 2%	- -%	* 1%	* 1%	8 1%	7 7% hijkl	14 2%
Games player	1 *% %	1 1% %	- -% %	- -% %	* *% %	1 *% %	* *% %	1 *% %	1 *% %	- -% %	* 1% %	- -% %	1 *% %	- -% %	1 *% %
E-book reader	* *% %	- -% %	* *% %	- -% %	- -% %	* *% %	- -% %	* *% %	- -% %	- -% %	* 1% ln	- -% %	- -% %	* *% %	* *% %
Other device	90 13%	23 14%	35 17% df	15 12%	18 10%	57 15% df	32 11%	90 13%	78 13% k	9 16% k	2 8%	* 3%	68 12% k	22 22% hijkl	90 13% k
Don't do this	469 69%	110 66%	140 67%	85 69%	134 74%	250 67%	219 72%	469 69%	398 69%	39 66%	21 78% himn	11 80% hilmn	409 71% m	59 60%	469 69% m

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 325

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to live radio programmes (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	58 9%	- -%	10 3%	48 13% bd	58 9% b	31 9%	27 8%	- -%	- -%	4 2%	6 4%	27 15% ij	20 12% ij
TV	31 5%	- -%	14 4%	17 5%	31 5%	11 3%	21 6% e	- -%	- -%	6 3%	9 5%	5 3%	12 7% k
Laptop/ netbook/ PC	17 2%	- -%	4 1%	13 4% b	17 2%	6 2%	11 3%	- -%	- -%	1 *%	3 2%	5 3%	8 5% i
Tablet	13 2%	- -%	4 1%	9 2%	13 2%	5 1%	8 2%	- -%	- -%	1 1%	3 2%	4 2%	5 3%
Portable Media Player	9 1%	- -%	6 2%	3 1%	9 1%	6 2%	3 1%	- -%	- -%	4 3%	2 1%	2 1%	1 1%
E-book reader	* *%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	- -%
Other device	82 12%	- -%	39 12%	42 12%	82 12%	40 12%	42 12%	- -%	- -%	19 12%	20 12%	21 11%	22 12%
Don't do this	469 69%	- -%	245 76% cd	223 63%	469 69% c	240 71%	228 67%	- -%	- -%	124 78% kl	121 74% kl	117 65%	107 61%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 325

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to live radio programmes (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	58 9%	18 11% d	17 8%	12 10%	10 5%	36 10%	22 7%	58 9%	53 9%	3 5%	2 6%	1 7%	53 9%	4 4%	58 9%
TV	31 5%	7 4%	6 3%	8 6%	10 6%	13 4%	18 6%	31 5%	25 4%	4 7%	1 4%	1 4%	27 5%	4 4%	31 5%
Laptop/ netbook/ PC	17 2%	3 2%	5 2%	2 1%	7 4%	8 2%	9 3%	17 2%	15 3%	1 1%	1 3%	- -%	12 2%	5 5% kl	17 2%
Tablet	13 2%	3 2%	6 3%	1 1%	3 2%	9 2%	4 1%	13 2%	9 2%	3 5% hjmn	- -%	1 4% j	12 2%	1 1%	13 2%
Portable Media Player	9 1%	4 2%	3 2%	1 1%	1 1%	7 2%	2 1%	9 1%	9 1%	- -%	* 1%	* 1%	4 1%	5 5% hiln	9 1%
E-book reader	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* 1% ln	- -%	- -%	* *% m	* *%
Other device	82 12%	20 12%	31 15%	14 11%	16 9%	51 14%	30 10%	82 12%	70 12% k	9 16% k	2 8%	* 3%	61 11% k	20 20% hijkln	82 12% k
Don't do this	469 69%	110 66%	140 67%	85 69%	134 74%	250 67%	219 72%	469 69%	398 69%	39 66%	21 78% himn	11 80% hilmn	409 71% m	59 60%	469 69% m

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 326

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15J (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to live radio programmes (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Listen to live radio programmes

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	~k	l
Unweighted total	319	-	111	208	319	150	169	-	-	51	60	99	109
Effective Weighted Sample	260	-	94	166	260	124	136	-	-	44	50	80	86
Total	210	-	78	132	210	99	111	-	-	35	43	64	68
Mobile phone	65	-	10	55	65	33	33	-	-	**	**	**	26
	31%	-%	13%	42%	31%	33%	30%	-%	-%	**	**	**	39%
				bd	b								
TV	39	-	17	23	39	14	25	-	-	**	**	**	15
	19%	-%	21%	17%	19%	14%	23%	-%	-%	**	**	**	23%
Laptop/ netbook/ PC	26	-	5	21	26	9	17	-	-	**	**	**	13
	12%	-%	6%	16%	12%	9%	15%	-%	-%	**	**	**	19%
				b									
Tablet	19	-	6	14	19	5	14	-	-	**	**	**	10
	9%	-%	7%	10%	9%	5%	13%	-%	-%	**	**	**	14%
							e						
Portable Media Player	14	-	6	8	14	10	4	-	-	**	**	**	3
	7%	-%	8%	6%	7%	10%	4%	-%	-%	**	**	**	4%
Games player	1	-	1	*	1	1	-	-	-	**	**	**	-
	1%	-%	1%	*%	1%	1%	-%	-%	-%	**	**	**	-%
E-book reader	*	-	*	-	*	-	*	-	-	**	**	**	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	**	-%
Other device	90	-	42	48	90	44	46	-	-	**	**	**	24
	43%	-%	54%	36%	43%	45%	41%	-%	-%	**	**	**	35%
			c										

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 326

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15J (SHOWCARD) DEVICES USED BY THE CHILD TO - Listen to live radio programmes (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Listen to live radio programmes

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	319	81	110	54	74	191	128	319	223	44	26	26	256	63	319
Effective Weighted Sample	260	68	91	45	56	159	101	260	209	39	25	25	209	51	260
Total	210	56	69	37	47	125	85	210	181	20	6	3	170	39	210
Mobile phone	65	**	20	**	**	39	27	65	59	**	**	**	61	**	65
	31%	**	29%	**	**	31%	31%	31%	33%	**	**	**	36%	**	31%
TV	39	**	8	**	**	17	22	39	32	**	**	**	35	**	39
	19%	**	11%	**	**	14%	26% be	19%	18%	**	**	**	21%	**	19%
Laptop/ netbook/ PC	26	**	8	**	**	13	13	26	22	**	**	**	20	**	26
	12%	**	12%	**	**	11%	15%	12%	12%	**	**	**	12%	**	12%
Tablet	19	**	7	**	**	11	8	19	15	**	**	**	18	**	19
	9%	**	11%	**	**	9%	10%	9%	8%	**	**	**	11%	**	9%
Portable Media Player	14	**	6	**	**	10	4	14	14	**	**	**	8	**	14
	7%	**	8%	**	**	8%	5%	7%	8%	**	**	**	5%	**	7%
Games player	1	**	-	**	**	1	*	1	1	**	**	**	1	**	1
	1%	**	-%	**	**	1%	*%	1%	1%	**	**	**	1%	**	1%
E-book reader	*	**	*	**	**	*	-	*	-	**	**	**	-	**	*
	*%	**	*%	**	**	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	90	**	35	**	**	57	32	90	78	**	**	**	68	**	90
	43%	**	50%	**	**	46%	38%	43%	43%	**	**	**	40%	**	43%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 327

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to live radio programmes (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Listen to live radio programmes

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	~k	l
Unweighted total		319	-	111	208	319	150	169	-	-	51	60	99	109
Effective Weighted Sample		260	-	94	166	260	124	136	-	-	44	50	80	86
Total		210	-	78	132	210	99	111	-	-	35	43	64	68
Mobile phone		58	-	10	48	58	31	27	-	-	**	**	**	20
		28%	-%	13%	36%	28%	32%	24%	-%	-%	**	**	**	30%
					b	b								
TV		31	-	14	17	31	11	21	-	-	**	**	**	12
		15%	-%	18%	13%	15%	11%	19%	-%	-%	**	**	**	18%
Laptop/ netbook/ PC		17	-	4	13	17	6	11	-	-	**	**	**	8
		8%	-%	5%	10%	8%	6%	10%	-%	-%	**	**	**	12%
Tablet		13	-	4	9	13	5	8	-	-	**	**	**	5
		6%	-%	5%	7%	6%	5%	7%	-%	-%	**	**	**	7%
Portable Media Player		9	-	6	3	9	6	3	-	-	**	**	**	1
		4%	-%	8%	2%	4%	6%	3%	-%	-%	**	**	**	1%
				c										
E-book reader		*	-	*	-	*	-	*	-	-	**	**	**	-
		*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	**	-%
Other device		82	-	39	42	82	40	42	-	-	**	**	**	22
		39%	-%	50%	32%	39%	40%	38%	-%	-%	**	**	**	32%
				c										

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 327

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16J (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Listen to live radio programmes (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Listen to live radio programmes

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	319	81	110	54	74	191	128	319	223	44	26	26	256	63	319
Effective Weighted Sample	260	68	91	45	56	159	101	260	209	39	25	25	209	51	260
Total	210	56	69	37	47	125	85	210	181	20	6	3	170	39	210
Mobile phone	58	**	17	**	**	36	22	58	53	**	**	**	53	**	58
	28%	**	25%	**	**	29%	26%	28%	29%	**	**	**	31%	**	28%
TV	31	**	6	**	**	13	18	31	25	**	**	**	27	**	31
	15%	**	9%	**	**	11%	21%	15%	14%	**	**	**	16%	**	15%
							be								
Laptop/ netbook/ PC	17	**	5	**	**	8	9	17	15	**	**	**	12	**	17
	8%	**	7%	**	**	6%	10%	8%	9%	**	**	**	7%	**	8%
Tablet	13	**	6	**	**	9	4	13	9	**	**	**	12	**	13
	6%	**	9%	**	**	7%	4%	6%	5%	**	**	**	7%	**	6%
Portable Media Player	9	**	3	**	**	7	2	9	9	**	**	**	4	**	9
	4%	**	5%	**	**	6%	2%	4%	5%	**	**	**	3%	**	4%
E-book reader	*	**	*	**	**	*	-	*	-	**	**	**	-	**	*
	*%	**	*%	**	**	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	82	**	31	**	**	51	30	82	70	**	**	**	61	**	82
	39%	**	45%	**	**	41%	36%	39%	38%	**	**	**	36%	**	39%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 328

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15K (SHOWCARD) DEVICES USED BY THE CHILD TO - Download music for you to own (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	137 20%	- -%	34 11%	102 29% bd	137 20% b	72 21%	65 19%	- -%	- -%	15 10%	19 12%	56 31% ij	46 26% ij
Mobile phone	126 19%	- -%	21 7%	105 29% bd	126 19% b	50 15%	75 22% e	- -%	- -%	8 5%	13 8%	42 23% ij	62 36% ijk
Tablet	70 10%	- -%	24 7%	46 13% b	70 10%	31 9%	40 12%	- -%	- -%	10 7%	13 8%	20 11%	26 15% ij
Portable Media Player	39 6%	- -%	13 4%	25 7%	39 6%	22 6%	17 5%	- -%	- -%	7 5%	6 4%	14 8%	11 6%
Games player	4 1%	- -%	- -%	4 1% b	4 1%	2 1%	2 1%	- -%	- -%	- -%	- -%	2 1%	2 1%
TV	3 *%	- -%	1 *%	2 1%	3 *%	1 *%	2 1%	- -%	- -%	1 *%	- -%	- -%	2 1%
E-book reader	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 1%
Other device	6 1%	- -%	1 *%	5 1%	6 1%	4 1%	3 1%	- -%	- -%	1 1%	- -%	2 1%	3 2%
Don't do this	359 53%	- -%	238 74% cd	122 34%	359 53% c	187 55%	172 51%	- -%	- -%	121 76% kl	117 71% kl	66 37%	56 32%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 328

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15K (SHOWCARD) DEVICES USED BY THE CHILD TO - Download music for you to own (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	137	42	45	21	28	87	49	137	121	12	2	1	125	12	137
	20%	26%	22%	17%	16%	23%	16%	20%	21%	20%	9%	10%	22%	12%	20%
		df				df			jkm	jk			jkm		jkm
Mobile phone	126	27	38	29	32	64	61	126	106	9	8	4	108	17	126
	19%	16%	18%	24%	18%	17%	20%	19%	18%	15%	29%	27%	19%	18%	19%
											hilmn	hiln			
Tablet	70	22	24	9	15	46	24	70	51	14	3	2	58	12	70
	10%	13%	12%	7%	8%	12%	8%	10%	9%	24%	11%	14%	10%	12%	10%
		f				f				hijklmn					
Portable Media Player	39	15	13	6	4	28	11	39	35	2	1	*	28	10	39
	6%	9%	6%	5%	2%	7%	3%	6%	6%	4%	5%	2%	5%	10%	6%
		df	d			df		d	k					kl	
Games player	4	-	1	1	2	1	3	4	3	*	*	-	4	-	4
	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	1%	-%	1%
TV	3	-	2	1	-	2	1	3	3	-	-	-	2	1	3
	1%	-%	1%	1%	-%	1%	1%	1%	1%	-%	-%	-%	1%	1%	1%
E-book reader	1	-	-	-	1	-	1	1	1	-	-	-	1	-	1
	1%	-%	-%	-%	1%	-%	1%	1%	1%	-%	-%	-%	1%	-%	1%
Other device	6	-	4	1	1	4	2	6	6	-	*	-	2	4	6
	1%	-%	2%	1%	1%	1%	1%	1%	1%	-%	2%	-%	1%	4%	1%
			a										hikln		
Don't do this	359	80	102	69	108	183	177	359	309	29	14	7	309	50	359
	53%	49%	49%	56%	60%	49%	58%	53%	53%	49%	53%	53%	53%	51%	53%
					abe		abe								

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 329

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Download music for you to own (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288	
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224	
Total	678	-	323	355	678	339	339	-	-	159	164	181	175	
Laptop/ netbook/ PC	119	-	33	86	119	64	55	-	-	14	19	50	36	
	18%	-%	10%	24%	18%	19%	16%	-%	-%	9%	12%	28%	21%	
Mobile phone	108	-	19	88	108	43	65	-	-	6	13	37	52	
	16%	-%	6%	25%	16%	13%	19%	-%	-%	4%	8%	20%	30%	
Tablet	54	-	19	35	54	22	32	-	-	8	11	14	21	
	8%	-%	6%	10%	8%	6%	9%	-%	-%	5%	7%	8%	12%	
Portable Media Player	31	-	12	19	31	19	12	-	-	7	5	12	7	
	5%	-%	4%	5%	5%	6%	4%	-%	-%	5%	3%	7%	4%	
TV	1	-	1	1	1	1	1	-	-	1	-	-	1	
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	*%	
Other device	6	-	1	5	6	4	2	-	-	1	-	2	2	
	1%	-%	*%	1%	1%	1%	1%	-%	-%	1%	-%	1%	1%	
Don't do this	359	-	238	122	359	187	172	-	-	121	117	66	56	
	53%	-%	74%	34%	53%	55%	51%	-%	-%	76%	71%	37%	32%	
			cd		c					kl	kl			

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 329

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Download music for you to own (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	119	39	38	16	26	77	42	119	108	8	2	1	109	10	119
	18%	24%	18%	13%	14%	21%	14%	18%	19%	14%	7%	9%	19%	11%	18%
		cd	fg			cd			jk				jk		jk
Mobile phone	108	20	31	26	31	51	57	108	90	7	7	3	94	14	108
	16%	12%	15%	21%	17%	14%	19%	16%	16%	12%	27%	25%	16%	14%	16%
			ae				ae				hilmn	hilmn			
Tablet	54	14	19	6	14	34	20	54	37	13	2	2	43	11	54
	8%	9%	9%	5%	8%	9%	7%	8%	6%	23%	7%	11%	7%	11%	8%
										hijklmn					
Portable Media Player	31	12	13	4	2	25	6	31	28	2	1	*	22	9	31
	5%	7%	6%	3%	1%	7%	2%	5%	5%	3%	5%	2%	4%	9%	5%
		df	df			df		df						hikln	
TV	1	-	1	-	-	1	-	1	1	-	-	-	1	1	1
	*%	-%	1%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	1%	*%
Other device	6	-	4	1	*	4	2	6	6	-	*	-	2	4	6
	1%	-%	2%	1%	*%	1%	1%	1%	1%	-%	2%	-%	*%	4%	1%
			ad											hikln	
Don't do this	359	80	102	69	108	183	177	359	309	29	14	7	309	50	359
	53%	49%	49%	56%	60%	49%	58%	53%	53%	49%	53%	53%	53%	51%	53%
					abe		abe								

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 330

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15K (SHOWCARD) DEVICES USED BY THE CHILD TO - Download music for you to own (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Download music for you to own

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	511	-	126	385	511	245	266	-	-	60	66	185	200
Effective Weighted Sample	396	-	98	298	396	190	206	-	-	45	53	145	154
Total	319	-	85	234	319	152	167	-	-	38	47	115	119
Laptop/ netbook/ PC	137	-	34	102	137	72	65	-	-	**	**	56	46
	43%	-%	40%	44%	43%	47%	39%	-%	-%	**	**	49%	39%
Mobile phone	126	-	21	105	126	50	75	-	-	**	**	42	62
	39%	-%	25%	45%	39%	33%	45%	-%	-%	**	**	37%	52%
				b	b		e						k
Tablet	70	-	24	46	70	31	40	-	-	**	**	20	26
	22%	-%	28%	20%	22%	20%	24%	-%	-%	**	**	18%	22%
Portable Media Player	39	-	13	25	39	22	17	-	-	**	**	14	11
	12%	-%	16%	11%	12%	14%	10%	-%	-%	**	**	13%	9%
Games player	4	-	-	4	4	2	2	-	-	**	**	2	2
	1%	-%	-%	2%	1%	1%	1%	-%	-%	**	**	2%	2%
TV	3	-	1	2	3	1	2	-	-	**	**	-	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	**	**	-%	2%
E-book reader	1	-	-	1	1	-	1	-	-	**	**	-	1
	*%	-%	-%	*%	*%	-%	1%	-%	-%	**	**	-%	1%
Other device	6	-	1	5	6	4	3	-	-	**	**	2	3
	2%	-%	1%	2%	2%	2%	2%	-%	-%	**	**	2%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 330

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15K (SHOWCARD) DEVICES USED BY THE CHILD TO - Download music for you to own (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Download music for you to own

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	511	132	174	89	116	306	205	511	324	70	58	59	419	92	511
Effective Weighted Sample	396	106	136	67	87	242	154	396	305	60	56	56	329	68	396
Total	319	85	107	54	73	192	127	319	270	30	12	6	270	49	319
Laptop/ netbook/ PC	137	42	45	**	28	87	49	137	121	**	**	**	125	**	137
	43%	50%	42%	**	38%	45%	39%	43%	45%	**	**	**	46%	**	43%
Mobile phone	126	27	38	**	32	64	61	126	106	**	**	**	108	**	126
	39%	31%	35%	**	44%	34%	48%	39%	39%	**	**	**	40%	**	39%
							abe								
Tablet	70	22	24	**	15	46	24	70	51	**	**	**	58	**	70
	22%	26%	23%	**	21%	24%	19%	22%	19%	**	**	**	22%	**	22%
Portable Media Player	39	15	13	**	4	28	11	39	35	**	**	**	28	**	39
	12%	17%	12%	**	6%	15%	8%	12%	13%	**	**	**	10%	**	12%
		df				d									
Games player	4	-	1	**	2	1	3	4	3	**	**	**	4	**	4
	1%	-%	1%	**	3%	*%	2%	1%	1%	**	**	**	1%	**	1%
TV	3	-	2	**	-	2	1	3	3	**	**	**	2	**	3
	1%	-%	2%	**	-%	1%	1%	1%	1%	**	**	**	1%	**	1%
E-book reader	1	-	-	**	1	-	1	1	1	**	**	**	1	**	1
	*%	-%	-%	**	1%	-%	1%	*%	*%	**	**	**	*%	**	*%
Other device	6	-	4	**	1	4	2	6	6	**	**	**	2	**	6
	2%	-%	4%	**	1%	2%	2%	2%	2%	**	**	**	1%	**	2%
			a												

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 331

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Download music for you to own (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Download music for you to own

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total		511	-	126	385	511	245	266	-	-	60	66	185	200
Effective Weighted Sample		396	-	98	298	396	190	206	-	-	45	53	145	154
Total		319	-	85	234	319	152	167	-	-	38	47	115	119
Laptop/ netbook/ PC		119	-	33	86	119	64	55	-	-	**	**	50	36
		37%	-%	39%	37%	37%	42%	33%	-%	-%	**	**	43%	30%
													l	
Mobile phone		108	-	19	88	108	43	65	-	-	**	**	37	52
		34%	-%	22%	38%	34%	28%	39%	-%	-%	**	**	32%	44%
					b	b		e						k
Tablet		54	-	19	35	54	22	32	-	-	**	**	14	21
		17%	-%	23%	15%	17%	14%	19%	-%	-%	**	**	12%	18%
Portable Media Player		31	-	12	19	31	19	12	-	-	**	**	12	7
		10%	-%	14%	8%	10%	13%	7%	-%	-%	**	**	11%	6%
TV		1	-	1	1	1	1	1	-	-	**	**	-	1
		*%	-%	1%	*%	*%	1%	*%	-%	-%	**	**	-%	*%
Other device		6	-	1	5	6	4	2	-	-	**	**	2	2
		2%	-%	1%	2%	2%	2%	1%	-%	-%	**	**	2%	2%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 331

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16K (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Download music for you to own (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Download music for you to own

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	511	132	174	89	116	306	205	511	324	70	58	59	419	92	511
Effective Weighted Sample	396	106	136	67	87	242	154	396	305	60	56	56	329	68	396
Total	319	85	107	54	73	192	127	319	270	30	12	6	270	49	319
Laptop/ netbook/ PC	119	39	38	**	26	77	42	119	108	**	**	**	109	**	119
	37%	46%	35%	**	35%	40%	33%	37%	40%	**	**	**	40%	**	37%
		f													
Mobile phone	108	20	31	**	31	51	57	108	90	**	**	**	94	**	108
	34%	23%	29%	**	42%	26%	45%	34%	33%	**	**	**	35%	**	34%
					abe		abeg	a							
Tablet	54	14	19	**	14	34	20	54	37	**	**	**	43	**	54
	17%	17%	18%	**	19%	18%	16%	17%	14%	**	**	**	16%	**	17%
Portable Media Player	31	12	13	**	2	25	6	31	28	**	**	**	22	**	31
	10%	14%	12%	**	3%	13%	5%	10%	10%	**	**	**	8%	**	10%
		df	df			df		d							
TV	1	-	1	**	-	1	-	1	1	**	**	**	1	**	1
	*%	-%	1%	**	-%	1%	-%	*%	1%	**	**	**	*%	**	*%
Other device	6	-	4	**	*	4	2	6	6	**	**	**	2	**	6
	2%	-%	4%	**	*%	2%	1%	2%	2%	**	**	**	1%	**	2%
			a												

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 332

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15L (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Games player	202	-	80	122	202	156	46	-	-	57	23	99	23
	30%	-%	25%	34%	30%	46%	14%	-%	-%	36%	14%	55%	13%
				b		f				jl		ijl	
Laptop/ netbook/ PC	105	-	40	65	105	60	45	-	-	21	18	39	26
	15%	-%	12%	18%	15%	18%	13%	-%	-%	13%	11%	21%	15%
				b								ij	
Tablet	66	-	30	36	66	39	28	-	-	18	12	20	16
	10%	-%	9%	10%	10%	11%	8%	-%	-%	12%	7%	11%	9%
Mobile phone	52	-	14	38	52	25	28	-	-	6	8	19	20
	8%	-%	4%	11%	8%	7%	8%	-%	-%	4%	5%	10%	11%
				b	b							ij	ij
Portable Media Player	25	-	12	12	25	13	12	-	-	5	7	8	5
	4%	-%	4%	3%	4%	4%	3%	-%	-%	3%	4%	4%	3%
TV	15	-	4	11	15	6	9	-	-	2	2	4	7
	2%	-%	1%	3%	2%	2%	3%	-%	-%	1%	1%	2%	4%
E-book reader	2	-	1	1	2	1	1	-	-	-	1	1	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	1%	*%	-%
Other device	12	-	5	7	12	5	7	-	-	3	2	3	4
	2%	-%	2%	2%	2%	1%	2%	-%	-%	2%	1%	1%	2%
Don't do this	323	-	178	145	323	118	205	-	-	72	106	46	99
	48%	-%	55%	41%	48%	35%	60%	-%	-%	45%	64%	26%	57%
			cd		c		e			k	ik		ik

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 332

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15L (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Games player	202 30%	46 28%	66 31%	41 33%	49 27%	112 30%	90 30%	202 30%	168 29%	23 38% h	8 29%	4 28%	173 30%	29 30%	202 30%
Laptop/ netbook/ PC	105 15%	32 19% df	36 17% df	18 14%	19 10%	68 18% df	36 12%	105 15%	94 16% k	6 10%	4 14% k	1 7%	91 16% k	13 14%	105 15% k
Tablet	66 10%	18 11%	24 11%	12 10%	13 7%	42 11%	25 8%	66 10%	51 9%	11 18% hln	4 14%	1 9%	54 9%	12 12%	66 10%
Mobile phone	52 8%	13 8%	18 8%	8 6%	14 8%	30 8%	22 7%	52 8%	47 8% i	1 3%	3 11% i	1 10% i	43 8% i	9 9% i	52 8% i
Portable Media Player	25 4%	5 3%	5 3%	10 8% abdeg	4 2%	11 3%	14 5%	25 4%	23 4%	* *%	1 3%	* 3%	19 3%	6 6% i	25 4%
TV	15 2%	7 4% f	3 2%	1 1%	3 2%	10 3%	5 1%	15 2%	14 2%	* 1%	* 2%	* 1%	12 2%	3 3%	15 2%
E-book reader	2 *%	1 *%	- -%	1 1%	- -%	1 *%	1 *%	2 *%	2 *%	- -%	- -%	- -%	1 *%	1 1%	2 *%
Other device	12 2%	3 2%	6 3%	2 1%	1 1%	9 2%	3 1%	12 2%	10 2%	1 1%	1 2%	* 2%	10 2%	1 1%	12 2%
Don't do this	323 48%	79 48%	87 42%	58 48%	98 54% be	166 44%	157 52% be	323 48%	281 49%	24 40%	12 45%	6 47%	273 47%	50 50%	323 48%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 333

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Games player	179	-	69	110	179	137	42	-	-	49	20	88	22
	26%	-%	21%	31%	26%	40%	12%	-%	-%	31%	12%	49%	12%
				b		f				jl		ijl	
Laptop/ netbook/ PC	67	-	27	41	67	34	34	-	-	14	13	20	21
	10%	-%	8%	11%	10%	10%	10%	-%	-%	9%	8%	11%	12%
Tablet	44	-	23	22	44	21	23	-	-	13	10	8	13
	7%	-%	7%	6%	7%	6%	7%	-%	-%	8%	6%	5%	8%
Mobile phone	24	-	8	16	24	11	13	-	-	3	5	8	8
	4%	-%	2%	5%	4%	3%	4%	-%	-%	2%	3%	4%	5%
Portable Media Player	15	-	9	6	15	8	7	-	-	5	5	3	2
	2%	-%	3%	2%	2%	2%	2%	-%	-%	3%	3%	2%	1%
TV	13	-	3	10	13	6	7	-	-	2	2	4	6
	2%	-%	1%	3%	2%	2%	2%	-%	-%	1%	1%	2%	3%
E-book reader	1	-	1	-	1	-	1	-	-	-	1	-	-
	1%	-%	1%	-%	1%	-%	1%	-%	-%	-%	1%	-%	-%
Other device	11	-	4	7	11	5	7	-	-	2	2	3	4
	2%	-%	1%	2%	2%	1%	2%	-%	-%	1%	1%	1%	2%
Don't do this	323	-	178	145	323	118	205	-	-	72	106	46	99
	48%	-%	55%	41%	48%	35%	60%	-%	-%	45%	64%	26%	57%
			cd		c		e			k	ik		ik

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 333

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Games player	179 26%	39 24%	57 28%	36 30%	46 25%	97 26%	82 27%	179 26%	146 25%	22 36% hln	7 27%	4 28%	153 26%	26 26%	179 26%
Laptop/ netbook/ PC	67 10%	20 12% f	25 12% f	9 7%	13 7%	46 12% df	22 7%	67 10%	62 11% k	3 6%	2 6%	1 5%	62 11% km	5 5%	67 10%
Tablet	44 7%	11 6%	16 8%	7 6%	11 6%	26 7%	18 6%	44 7%	32 6%	9 15% hlmn	2 9%	1 8%	37 6%	7 7%	44 7%
Mobile phone	24 4%	4 3%	9 5%	3 2%	8 4%	14 4%	11 3%	24 4%	21 4%	1 1%	2 7% i	1 7% i	21 4%	3 4%	24 4%
Portable Media Player	15 2%	4 2%	5 2%	6 5% dg	1 *%	8 2%	7 2%	15 2%	14 2%	* *%	1 3%	* 2%	11 2%	4 4%	15 2%
TV	13 2%	6 4%	3 2%	1 1%	3 2%	9 2%	4 1%	13 2%	12 2%	* 1%	* 2%	* 1%	11 2%	2 2%	13 2%
E-book reader	1 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Other device	11 2%	3 2%	6 3%	2 1%	1 1%	8 2%	3 1%	11 2%	10 2%	1 1%	1 2%	* 2%	10 2%	1 1%	11 2%
Don't do this	323 48%	79 48%	87 42%	58 48%	98 54% be	166 44%	157 52% be	323 48%	281 49%	24 40%	12 45%	6 47%	273 47%	50 50%	323 48%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 334

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15L (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games with or against other people

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	~j	k	l
Unweighted total	569	-	230	339	569	360	209	-	-	141	89	219	120
Effective Weighted Sample	441	-	177	264	441	277	164	-	-	108	70	169	95
Total	355	-	145	210	355	221	134	-	-	87	58	134	76
Games player	202	-	80	122	202	156	46	-	-	57	**	99	23
	57%	-%	55%	58%	57%	71%	34%	-%	-%	66%	**	74%	31%
						f				l		l	
Laptop/ netbook/ PC	105	-	40	65	105	60	45	-	-	21	**	39	26
	29%	-%	27%	31%	29%	27%	33%	-%	-%	24%	**	29%	35%
Tablet	66	-	30	36	66	39	28	-	-	18	**	20	16
	19%	-%	21%	17%	19%	17%	21%	-%	-%	21%	**	15%	21%
Mobile phone	52	-	14	38	52	25	28	-	-	6	**	19	20
	15%	-%	10%	18%	15%	11%	21%	-%	-%	7%	**	14%	26%
				b		e							ik
Portable Media Player	25	-	12	12	25	13	12	-	-	5	**	8	5
	7%	-%	8%	6%	7%	6%	9%	-%	-%	6%	**	6%	6%
TV	15	-	4	11	15	6	9	-	-	2	**	4	7
	4%	-%	3%	5%	4%	3%	7%	-%	-%	2%	**	3%	9%
						e							ik
E-book reader	2	-	1	1	2	1	1	-	-	-	**	1	-
	*%	-%	1%	*%	*%	*%	1%	-%	-%	-%	**	1%	-%
Other device	12	-	5	7	12	5	7	-	-	3	**	3	4
	3%	-%	3%	3%	3%	2%	5%	-%	-%	3%	**	2%	6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 334

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15L (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games with or against other people (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games with or against other people

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	569	132	186	109	142	318	251	569	359	76	68	66	472	97	569
Effective Weighted Sample	441	107	152	81	101	259	182	441	338	66	66	62	373	69	441
Total	355	87	121	64	83	208	147	355	298	36	15	7	306	49	355
Games player	202	46	66	41	49	112	90	202	168	**	**	**	173	**	202
	57%	54%	54%	64%	60%	54%	61%	57%	57%	**	**	**	57%	**	57%
Laptop/ netbook/ PC	105	32	36	18	19	68	36	105	94	**	**	**	91	**	105
	29%	37%	30%	27%	23%	33%	25%	29%	32%	**	**	**	30%	**	29%
		df													
Tablet	66	18	24	12	13	42	25	66	51	**	**	**	54	**	66
	19%	21%	20%	18%	16%	20%	17%	19%	17%	**	**	**	18%	**	19%
Mobile phone	52	13	18	8	14	30	22	52	47	**	**	**	43	**	52
	15%	15%	14%	12%	17%	15%	15%	15%	16%	**	**	**	14%	**	15%
Portable Media Player	25	5	5	10	4	11	14	25	23	**	**	**	19	**	25
	7%	6%	4%	16%	5%	5%	10%	7%	8%	**	**	**	6%	**	7%
				abdeg											
TV	15	7	3	1	3	10	5	15	14	**	**	**	12	**	15
	4%	8%	3%	2%	4%	5%	3%	4%	5%	**	**	**	4%	**	4%
		b													
E-book reader	2	1	-	1	-	1	1	2	2	**	**	**	1	**	2
	*%	1%	-%	1%	-%	*%	1%	*%	1%	**	**	**	*%	**	*%
Other device	12	3	6	2	1	9	3	12	10	**	**	**	10	**	12
	3%	3%	5%	2%	2%	4%	2%	3%	3%	**	**	**	3%	**	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 335

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games with or against other people

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	~j	k	l
Unweighted total	569	-	230	339	569	360	209	-	-	141	89	219	120
Effective Weighted Sample	441	-	177	264	441	277	164	-	-	108	70	169	95
Total	355	-	145	210	355	221	134	-	-	87	58	134	76
Games player	179	-	69	110	179	137	42	-	-	49	**	88	22
	50%	-%	48%	52%	50%	62%	31%	-%	-%	56%	**	65%	29%
						f				l		l	
Laptop/ netbook/ PC	67	-	27	41	67	34	34	-	-	14	**	20	21
	19%	-%	19%	19%	19%	15%	25%	-%	-%	16%	**	15%	27%
						e							ik
Tablet	44	-	23	22	44	21	23	-	-	13	**	8	13
	12%	-%	16%	10%	12%	10%	17%	-%	-%	15%	**	6%	17%
						e				k			k
Mobile phone	24	-	8	16	24	11	13	-	-	3	**	8	8
	7%	-%	5%	8%	7%	5%	10%	-%	-%	3%	**	6%	11%
						e							i
Portable Media Player	15	-	9	6	15	8	7	-	-	5	**	3	2
	4%	-%	6%	3%	4%	4%	5%	-%	-%	6%	**	3%	3%
			c										
TV	13	-	3	10	13	6	7	-	-	2	**	4	6
	4%	-%	2%	5%	4%	3%	6%	-%	-%	2%	**	3%	7%
E-book reader	1	-	1	-	1	-	1	-	-	-	**	-	-
	*%	-%	1%	-%	*%	-%	1%	-%	-%	-%	**	-%	-%
Other device	11	-	4	7	11	5	7	-	-	2	**	3	4
	3%	-%	3%	3%	3%	2%	5%	-%	-%	2%	**	2%	6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 335

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16L (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games with or against other people (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games with or against other people

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	569	132	186	109	142	318	251	569	359	76	68	66	472	97	569
Effective Weighted Sample	441	107	152	81	101	259	182	441	338	66	66	62	373	69	441
Total	355	87	121	64	83	208	147	355	298	36	15	7	306	49	355
Games player	179	39	57	36	46	97	82	179	146	**	**	**	153	**	179
	50%	45%	47%	56%	56%	46%	56%	50%	49%	**	**	**	50%	**	50%
							e								
Laptop/ netbook/ PC	67	20	25	9	13	46	22	67	62	**	**	**	62	**	67
	19%	24%	21%	14%	16%	22%	15%	19%	21%	**	**	**	20%	**	19%
Tablet	44	11	16	7	11	26	18	44	32	**	**	**	37	**	44
	12%	12%	13%	11%	13%	13%	12%	12%	11%	**	**	**	12%	**	12%
Mobile phone	24	4	9	3	8	14	11	24	21	**	**	**	21	**	24
	7%	5%	8%	4%	9%	7%	7%	7%	7%	**	**	**	7%	**	7%
Portable Media Player	15	4	5	6	1	8	7	15	14	**	**	**	11	**	15
	4%	4%	4%	9%	1%	4%	5%	4%	5%	**	**	**	3%	**	4%
				dg											
TV	13	6	3	1	3	9	4	13	12	**	**	**	11	**	13
	4%	7%	3%	1%	4%	4%	3%	4%	4%	**	**	**	4%	**	4%
E-book reader	1	-	-	1	-	-	1	1	1	**	**	**	1	**	1
	*%	-%	-%	1%	-%	-%	1%	*%	*%	**	**	**	*%	**	*%
Other device	11	3	6	2	1	8	3	11	10	**	**	**	10	**	11
	3%	3%	5%	2%	2%	4%	2%	3%	3%	**	**	**	3%	**	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 336

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15M (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on your own (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Games player	278	-	125	153	278	192	86	-	-	77	48	115	38
	41%	-%	39%	43%	41%	57%	25%	-%	-%	48%	29%	64%	22%
						f				jl		ijl	
Tablet	192	-	106	85	192	85	107	-	-	46	60	38	47
	28%	-%	33%	24%	28%	25%	32%	-%	-%	29%	37%	21%	27%
			c				e				kl		
Laptop/ netbook/ PC	190	-	93	96	190	98	91	-	-	49	44	49	48
	28%	-%	29%	27%	28%	29%	27%	-%	-%	31%	27%	27%	27%
Mobile phone	177	-	57	120	177	81	97	-	-	26	31	55	65
	26%	-%	18%	34%	26%	24%	28%	-%	-%	16%	19%	30%	37%
				bd	b							ij	ij
Portable Media Player	40	-	21	19	40	22	18	-	-	12	10	10	9
	6%	-%	7%	5%	6%	6%	5%	-%	-%	7%	6%	6%	5%
TV	21	-	9	12	21	11	10	-	-	6	3	5	7
	3%	-%	3%	3%	3%	3%	3%	-%	-%	4%	2%	3%	4%
E-book reader	3	-	2	1	3	2	1	-	-	1	1	1	-
	*%	-%	1%	*%	*%	1%	*%	-%	-%	1%	1%	*%	-%
Other device	20	-	13	7	20	10	10	-	-	5	8	5	2
	3%	-%	4%	2%	3%	3%	3%	-%	-%	3%	5%	3%	1%
											l		
Don't do this	80	-	40	40	80	21	59	-	-	14	25	7	33
	12%	-%	12%	11%	12%	6%	17%	-%	-%	9%	15%	4%	19%
						e				k	k		ik

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 336

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15M (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on your own (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Games player	278 41%	73 44%	81 39%	50 41%	75 41%	154 41%	125 41%	278 41%	231 40%	30 50% h	12 45%	6 40%	239 41%	39 40%	278 41%
Tablet	192 28%	53 32% df	68 33% cdf	28 23%	41 23%	122 33% cdf	70 23%	192 28%	156 27%	24 41% hkln	8 29%	4 27%	161 28%	30 31%	192 28%
Laptop/ netbook/ PC	190 28%	52 32% c	64 30% c	27 22%	47 26%	116 31% cf	74 24%	190 28%	174 30% ijk	9 15% k	5 21% k	1 6%	166 29% ik	23 24% k	190 28% ik
Mobile phone	177 26%	36 22%	52 25%	39 32% ae	50 28%	88 23%	89 29% ae	177 26%	159 27% ikm	9 16%	7 25%	3 19%	159 27% ikm	18 18%	177 26% im
Portable Media Player	40 6%	12 7%	13 6%	9 7%	7 4%	24 6%	16 5%	40 6%	36 6%	2 3%	1 5%	1 6%	29 5%	11 12% hiln	40 6%
TV	21 3%	6 4%	4 2%	2 2%	8 5%	10 3%	10 3%	21 3%	19 3%	1 1%	1 4%	* 1%	18 3%	3 3%	21 3%
E-book reader	3 *%	1 *%	* *%	2 2% bdeg	- -%	1 *%	2 1%	3 *%	3 1%	- -%	* 1%	- -%	2 *%	1 1%	3 *%
Other device	20 3%	6 3%	9 4%	2 2%	4 2%	14 4%	6 2%	20 3%	18 3% k	1 1%	1 4% k	- -%	19 3% k	1 1%	20 3%
Don't do this	80 12%	22 13%	20 10%	15 13%	23 12%	42 11%	38 12%	80 12%	68 12%	4 8%	4 15%	3 20% hiln	65 11%	15 15%	80 12%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 337

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16M (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on your own (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Games player	220	-	97	123	220	158	62	-	-	64	34	94	28
	32%	-%	30%	35%	32%	47%	18%	-%	-%	40%	20%	52%	16%
						f				jl		ijl	
Tablet	132	-	78	54	132	47	85	-	-	30	48	17	37
	19%	-%	24%	15%	19%	14%	25%	-%	-%	19%	29%	10%	21%
			c			e				k	ik		k
Mobile phone	107	-	30	77	107	41	66	-	-	13	17	28	49
	16%	-%	9%	22%	16%	12%	19%	-%	-%	8%	10%	16%	28%
				bd	b	e						i	ijk
Laptop/ netbook/ PC	93	-	49	44	93	45	48	-	-	22	27	23	21
	14%	-%	15%	12%	14%	13%	14%	-%	-%	14%	17%	13%	12%
Portable Media Player	27	-	17	10	27	15	12	-	-	9	8	6	4
	4%	-%	5%	3%	4%	4%	4%	-%	-%	6%	5%	3%	2%
			c										
TV	6	-	3	2	6	5	1	-	-	3	*	2	1
	1%	-%	1%	1%	1%	1%	*%	-%	-%	2%	*%	1%	*%
E-book reader	2	-	2	-	2	1	1	-	-	1	1	-	-
	*%	-%	1%	-%	*%	*%	*%	-%	-%	1%	1%	-%	-%
Other device	12	-	7	5	12	6	6	-	-	3	4	3	2
	2%	-%	2%	1%	2%	2%	2%	-%	-%	2%	3%	2%	1%
Don't do this	80	-	40	40	80	21	59	-	-	14	25	7	33
	12%	-%	12%	11%	12%	6%	17%	-%	-%	9%	15%	4%	19%
						e				k	k		ik

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 337

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16M (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on your own (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Games player	220 32%	59 35%	65 31%	39 32%	58 32%	123 33%	97 32%	220 32%	183 32%	22 38%	9 35%	5 38%	185 32%	35 35%	220 32%
Tablet	132 19%	31 19%	47 22%	22 18%	32 18%	78 21%	54 18%	132 19%	105 18%	19 33%	4 16%	3 23%	111 19%	21 21%	132 19%
Mobile phone	107 16%	19 12%	30 14%	24 20% ae	33 18% a	49 13%	58 19% ae	107 16%	96 17% i	5 8%	4 17% i	2 11%	96 17% i	11 11%	107 16% i
Laptop/ netbook/ PC	93 14%	26 15%	31 15%	11 9%	26 14%	56 15%	37 12%	93 14%	84 14% k	6 10% k	3 10% k	* 3%	84 15% k	8 9%	93 14% k
Portable Media Player	27 4%	7 4%	11 5% d	7 6% d	3 2%	17 5% d	10 3%	27 4%	24 4%	1 2%	1 5%	* 3%	20 3%	7 7% l	27 4%
TV	6 1%	1 1%	- -%	* *% be	4 2% be	1 *% be	4 1%	6 1%	5 1%	1 1%	* 1%	* 1%	5 1%	* 1%	6 1%
E-book reader	2 *% eg	- -%	* *% eg	2 1% eg	- -%	* *% eg	2 1%	2 *% eg	2 *% eg	- -%	* 1%	- -%	2 *% eg	* *% eg	2 *% eg
Other device	12 2%	2 1%	6 3%	1 1%	3 2%	8 2%	4 1%	12 2%	11 2%	1 1%	* 2%	- -%	12 2%	- -%	12 2%
Don't do this	80 12%	22 13%	20 10%	15 13%	23 12%	42 11%	38 12%	80 12%	68 12%	4 8%	4 15%	3 20% hiln	65 11%	15 15%	80 12%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 338

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15M (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on your own (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games on your own

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	967	-		460	507	967	520	447	-	-	238	222	282	225
Effective Weighted Sample	756	-		356	400	756	405	351	-	-	184	171	220	179
Total	598	-		283	315	598	318	280	-	-	144	139	174	141
Games player	278	-		125	153	278	192	86	-	-	77	48	115	38
	46%	-%		44%	49%	46%	60%	31%	-%	-%	53%	35%	66%	27%
							f				jl		ijl	
Tablet	192	-		106	85	192	85	107	-	-	46	60	38	47
	32%	-%		38%	27%	32%	27%	38%	-%	-%	32%	43%	22%	33%
				c				e			k	ik		k
Laptop/ netbook/ PC	190	-		93	96	190	98	91	-	-	49	44	49	48
	32%	-%		33%	31%	32%	31%	33%	-%	-%	34%	31%	28%	34%
Mobile phone	177	-		57	120	177	81	97	-	-	26	31	55	65
	30%	-%		20%	38%	30%	25%	34%	-%	-%	18%	22%	32%	46%
					bd	b		e					ij	ijk
Portable Media Player	40	-		21	19	40	22	18	-	-	12	10	10	9
	7%	-%		7%	6%	7%	7%	7%	-%	-%	8%	7%	6%	6%
TV	21	-		9	12	21	11	10	-	-	6	3	5	7
	3%	-%		3%	4%	3%	3%	3%	-%	-%	4%	2%	3%	5%
E-book reader	3	-		2	1	3	2	1	-	-	1	1	1	-
	1%	-%		1%	*%	1%	1%	*%	-%	-%	1%	1%	*%	-%
Other device	20	-		13	7	20	10	10	-	-	5	8	5	2
	3%	-%		5%	2%	3%	3%	4%	-%	-%	4%	6%	3%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 338

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15M (SHOWCARD) DEVICES USED BY THE CHILD TO - Play games on your own (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games on your own

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	967	226	303	183	255	529	438	967	634	126	106	101	802	165	967
Effective Weighted Sample	756	181	240	139	196	421	335	756	592	107	102	95	641	116	756
Total	598	144	189	107	159	333	266	598	510	55	22	11	515	83	598
Games player	278	73	81	50	75	154	125	278	231	30	12	6	239	39	278
	46%	51%	43%	46%	47%	46%	47%	46%	45%	54%	53%	51%	46%	47%	46%
Tablet	192	53	68	28	41	122	70	192	156	24	8	4	161	30	192
	32%	37%	36%	26%	26%	37%	26%	32%	31%	44%	34%	34%	31%	36%	32%
		cdf	cdf			cdf				hln					
Laptop/ netbook/ PC	190	52	64	27	47	116	74	190	174	9	5	1	166	23	190
	32%	36%	34%	25%	30%	35%	28%	32%	34%	16%	24%	7%	32%	28%	32%
		cf				cf			ik		k		ik	ik	ik
Mobile phone	177	36	52	39	50	88	89	177	159	9	7	3	159	18	177
	30%	25%	27%	37%	32%	26%	34%	30%	31%	17%	29%	24%	31%	22%	30%
				ae			ae		im		i		im		i
Portable Media Player	40	12	13	9	7	24	16	40	36	2	1	1	29	11	40
	7%	8%	7%	8%	4%	7%	6%	7%	7%	4%	6%	8%	6%	14%	7%
													hln		
TV	21	6	4	2	8	10	10	21	19	1	1	*	18	3	21
	3%	4%	2%	2%	5%	3%	4%	3%	4%	1%	4%	2%	3%	3%	3%
E-book reader	3	1	*	2	-	1	2	3	3	-	*	-	2	1	3
	1%	1%	*%	2%	-%	*%	1%	1%	1%	-%	1%	-%	*%	1%	1%
				bdeg											
Other device	20	6	9	2	4	14	6	20	18	1	1	-	19	1	20
	3%	4%	5%	2%	2%	4%	2%	3%	4%	1%	4%	-%	4%	1%	3%
											k				

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 339

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16M (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on your own (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games on your own

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	967	-		460	507	967	520	447	-	-	238	222	282	225
Effective Weighted Sample	756	-		356	400	756	405	351	-	-	184	171	220	179
Total	598	-		283	315	598	318	280	-	-	144	139	174	141
Games player	220	-		97	123	220	158	62	-	-	64	34	94	28
	37%	-%		34%	39%	37%	50%	22%	-%	-%	44%	24%	54%	20%
							f				jl		ijl	
Tablet	132	-		78	54	132	47	85	-	-	30	48	17	37
	22%	-%		27%	17%	22%	15%	30%	-%	-%	21%	34%	10%	26%
				cd				e			k	ik		k
Mobile phone	107	-		30	77	107	41	66	-	-	13	17	28	49
	18%	-%		11%	25%	18%	13%	23%	-%	-%	9%	12%	16%	35%
					bd	b		e					i	ijk
Laptop/ netbook/ PC	93	-		49	44	93	45	48	-	-	22	27	23	21
	16%	-%		17%	14%	16%	14%	17%	-%	-%	15%	20%	13%	15%
Portable Media Player	27	-		17	10	27	15	12	-	-	9	8	6	4
	5%	-%		6%	3%	5%	5%	4%	-%	-%	7%	6%	3%	3%
				c										
TV	6	-		3	2	6	5	1	-	-	3	*	2	1
	1%	-%		1%	1%	1%	1%	*%	-%	-%	2%	*%	1%	*%
E-book reader	2	-		2	-	2	1	1	-	-	1	1	-	-
	*%	-%		1%	-%	*%	*%	*%	-%	-%	1%	1%	-%	-%
Other device	12	-		7	5	12	6	6	-	-	3	4	3	2
	2%	-%		2%	2%	2%	2%	2%	-%	-%	2%	3%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 339

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16M (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Play games on your own (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Play games on your own

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	967	226	303	183	255	529	438	967	634	126	106	101	802	165	967
Effective Weighted Sample	756	181	240	139	196	421	335	756	592	107	102	95	641	116	756
Total	598	144	189	107	159	333	266	598	510	55	22	11	515	83	598
Games player	220 37%	59 41%	65 34%	39 36%	58 36%	123 37%	97 36%	220 37%	183 36%	22 41%	9 41%	5 48% hln	185 36%	35 42%	220 37%
Tablet	132 22%	31 22%	47 25%	22 20%	32 20%	78 23%	54 20%	132 22%	105 21%	19 35% hjl	4 19%	3 29%	111 22%	21 25%	132 22%
Mobile phone	107 18%	19 13%	30 16%	24 23% ae	33 21%	49 15%	58 22% ae	107 18%	96 19% i	5 8%	4 20% i	2 14%	96 19% i	11 13%	107 18% i
Laptop/ netbook/ PC	93 16%	26 18%	31 16%	11 11%	26 16%	56 17%	37 14%	93 16%	84 16% k	6 11%	3 12% k	* 4%	84 16% k	8 10%	93 16% k
Portable Media Player	27 5%	7 5%	11 6% d	7 7% d	3 2%	17 5% d	10 4%	27 5%	24 5%	1 2%	1 6%	* 4%	20 4%	7 9% il	27 5%
TV	6 1%	1 1%	- -%	* *%	4 2% be	1 *%	4 2%	6 1%	5 1%	1 1%	* 1%	* 1%	5 1%	* 1%	6 1%
E-book reader	2 *%	- -%	* *%	2 2% eg	- -%	* *%	2 1%	2 *%	2 *%	- -%	* 1%	- -%	2 *%	* *%	2 *%
Other device	12 2%	2 1%	6 3%	1 1%	3 2%	8 2%	4 2%	12 2%	11 2%	1 1%	* 2%	- -%	12 2%	- -%	12 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 340

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15N (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos you have taken (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	204	-	45	159	204	89	115	-	-	17	27	72	88
	30%	-%	14%	45% bd	30% b	26%	34% e	-%	-%	11%	17%	40% ij	50% ijk
Laptop/ netbook/ PC	97	-	26	71	97	48	50	-	-	11	15	37	34
	14%	-%	8%	20% bd	14% b	14%	15%	-%	-%	7%	9%	21% ij	20% ij
Tablet	81	-	28	53	81	33	48	-	-	10	18	23	30
	12%	-%	9%	15% b	12%	10%	14% e	-%	-%	7%	11%	12% i	17% i
Portable Media Player	20	-	6	14	20	10	10	-	-	2	4	8	6
	3%	-%	2%	4%	3%	3%	3%	-%	-%	1%	2%	5% i	3%
Games player	8	-	1	7	8	5	3	-	-	*	1	5	2
	1%	-%	*%	2% b	1%	2%	1%	-%	-%	*%	1%	3% i	1%
TV	1	-	1	-	1	1	*	-	-	1	*	-	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	-%
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	2	-	1	*	2	1	1	-	-	1	1	*	*
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
Don't do this	332	-	222	110	332	184	148	-	-	121	101	63	47
	49%	-%	69% cd	31%	49% c	54% f	44%	-%	-%	76% jkl	62% kl	35%	27%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 340

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15N (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos you have taken (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	204 30%	54 33%	66 31%	37 31%	47 26%	119 32%	84 28%	204 30%	178 31%	14 24%	8 31%	3 26%	176 30%	28 28%	204 30%
Laptop/ netbook/ PC	97 14%	27 16%	29 14%	22 18%	20 11%	55 15%	42 14%	97 14%	86 15% k	6 10%	4 17% k	1 8%	86 15% k	12 12%	97 14%
Tablet	81 12%	27 16% cdf	29 14% df	11 9%	15 8%	56 15% cdf	25 8%	81 12%	59 10%	16 27% hijklmn	4 16%	2 14%	69 12%	12 12%	81 12%
Portable Media Player	20 3%	9 5% df	5 2%	3 2%	3 2%	14 4%	6 2%	20 3%	18 3% k	* 1%	1 4% k	- -%	16 3%	4 4% k	20 3%
Games player	8 1%	2 1%	2 1%	1 1%	3 1%	5 1%	4 1%	8 1%	7 1%	1 1%	* 2%	- -%	8 1%	1 1%	8 1%
TV	1 *% %	- -%	* *% %	1 1%	- -%	* *% %	1 *% %	1 *% %	- -%	1 2% hln	- -%	- -%	* *% %	1 1%	1 *% %
E-book reader	* *% %	- -%	* *% %	- -%	- -%	* *% %	- -%	* *% %	- -%	- -%	* 1% ln	- -%	- -%	* *% %	* *% %
Other device	2 *% %	* *% %	1 1%	- -%	- -%	2 *% %	- -%	2 *% %	1 *% %	* 1%	* 1%	* 1%	2 *% %	* *% %	2 *% %
Don't do this	332 49%	66 40%	99 47%	60 49%	107 59%	165 44%	167 55%	332 49%	282 49%	31 52%	12 44%	8 57% j	284 49%	48 49%	332 49%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 341

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16N (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos you have taken (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	187 28%	- -%	44 14%	143 40% bd	187 28% b	82 24%	105 31% e	- -%	- -%	16 10%	27 17%	66 36% ij	77 44% ij
Tablet	70 10%	- -%	26 8%	44 12% b	70 10%	27 8%	44 13% e	- -%	- -%	10 6%	17 10%	17 9%	27 16% ik
Laptop/ netbook/ PC	68 10%	- -%	23 7%	45 13% b	68 10%	37 11%	31 9%	- -%	- -%	10 6%	13 8%	27 15% ij	17 10%
Portable Media Player	16 2%	- -%	6 2%	10 3%	16 2%	7 2%	9 3%	- -%	- -%	2 1%	4 2%	5 3%	5 3%
Games player	5 1%	- -%	1 *%	4 1%	5 1%	2 1%	3 1%	- -%	- -%	* *%	1 1%	2 1%	2 1%
E-book reader	* *%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	- -%
Other device	1 *%	- -%	1 *%	* *%	1 *%	* *%	1 *%	- -%	- -%	- -%	1 *%	* *%	- -%
Don't do this	332 49%	- -%	222 69% cd	110 31%	332 49% c	184 54% f	148 44%	- -%	- -%	121 76% jkl	101 62% kl	63 35%	47 27%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 341

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16N (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos you have taken (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	187 28%	48 29%	59 28%	35 29%	44 24%	108 29%	79 26%	187 28%	164 28%	12 20%	7 26%	3 24%	162 28%	25 25%	187 28%
Tablet	70 10%	22 13% df	26 12% f	10 8%	13 7%	48 13% df	23 7%	70 10%	51 9%	14 23% hklmn	4 14%	2 12%	59 10%	11 11%	70 10%
Laptop/ netbook/ PC	68 10%	20 12%	18 9%	15 12%	15 8%	38 10%	30 10%	68 10%	62 11% i	2 4%	3 10%	1 6%	57 10% i	11 11% i	68 10% i
Portable Media Player	16 2%	7 4%	4 2%	3 2%	2 1%	11 3%	5 2%	16 2%	14 2%	* 1%	1 4% k	- -%	13 2%	3 3%	16 2%
Games player	5 1%	2 1%	2 1%	* *%	1 *%	4 1%	1 *%	5 1%	5 1%	- -%	* 1%	- -%	4 1%	1 1%	5 1%
E-book reader	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* 1% ln	- -%	- -%	* *%	* *%
Other device	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	* 1%	* 1%	1 *%	* *%	1 *%
Don't do this	332 49%	66 40%	99 47%	60 49%	107 59%	165 44%	167 55%	332 49%	282 49%	31 52%	12 44%	8 57% j	284 49%	48 49%	332 49%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n								abceg	aeg	a		j			

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 342

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15N (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos you have taken (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share photos you have taken

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	542	-	151	391	542	241	301	-	-	56	95	185	206
Effective Weighted Sample	425	-	119	306	425	191	233	-	-	45	74	146	159
Total	346	-	101	246	346	155	191	-	-	38	63	117	128
Mobile phone	204	-	45	159	204	89	115	-	-	**	**	72	88
	59%	-%	44%	65%	59%	57%	60%	-%	-%	**	**	61%	68%
				b	b								
Laptop/ netbook/ PC	97	-	26	71	97	48	50	-	-	**	**	37	34
	28%	-%	26%	29%	28%	31%	26%	-%	-%	**	**	32%	27%
Tablet	81	-	28	53	81	33	48	-	-	**	**	23	30
	23%	-%	28%	21%	23%	21%	25%	-%	-%	**	**	19%	24%
Portable Media Player	20	-	6	14	20	10	10	-	-	**	**	8	6
	6%	-%	6%	6%	6%	7%	5%	-%	-%	**	**	7%	5%
Games player	8	-	1	7	8	5	3	-	-	**	**	5	2
	2%	-%	1%	3%	2%	3%	2%	-%	-%	**	**	4%	2%
TV	1	-	1	-	1	1	*	-	-	**	**	-	-
	*%	-%	1%	-%	*%	*%	*%	-%	-%	**	**	-%	-%
E-book reader	*	-	*	-	*	-	*	-	-	**	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	-%	-%
Other device	2	-	1	*	2	1	1	-	-	**	**	*	*
	*%	-%	1%	*%	*%	*%	1%	-%	-%	**	**	*%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 342

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15N (SHOWCARD) DEVICES USED BY THE CHILD TO - Share photos you have taken (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share photos you have taken

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	542	154	175	97	116	329	213	542	352	67	70	53	449	93	542
Effective Weighted Sample	425	123	137	78	86	260	164	425	333	60	68	51	356	70	425
Total	346	100	110	63	74	210	137	346	297	28	15	6	296	51	346
Mobile phone	204	54	66	**	47	119	84	204	178	**	**	**	176	**	204
	59%	54%	59%	**	64%	57%	62%	59%	60%	**	**	**	60%	**	59%
Laptop/ netbook/ PC	97	27	29	**	20	55	42	97	86	**	**	**	86	**	97
	28%	27%	26%	**	28%	26%	31%	28%	29%	**	**	**	29%	**	28%
Tablet	81	27	29	**	15	56	25	81	59	**	**	**	69	**	81
	23%	27%	27%	**	20%	27%	18%	23%	20%	**	**	**	23%	**	23%
Portable Media Player	20	9	5	**	3	14	6	20	18	**	**	**	16	**	20
	6%	9%	4%	**	5%	7%	5%	6%	6%	**	**	**	5%	**	6%
Games player	8	2	2	**	3	5	4	8	7	**	**	**	8	**	8
	2%	2%	2%	**	4%	2%	3%	2%	2%	**	**	**	3%	**	2%
TV	1	-	*	**	-	*	1	1	-	**	**	**	*	**	1
	*%	-%	*%	**	-%	*%	*%	*%	-%	**	**	**	*%	**	*%
E-book reader	*	-	*	**	-	*	-	*	-	**	**	**	-	**	*
	*%	-%	*%	**	-%	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	2	*	1	**	-	2	-	2	1	**	**	**	2	**	2
	*%	*%	1%	**	-%	1%	-%	*%	*%	**	**	**	1%	**	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 343

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16N (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos you have taken (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share photos you have taken

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	542	-	151	391	542	241	301	-	-	56	95	185	206
Effective Weighted Sample	425	-	119	306	425	191	233	-	-	45	74	146	159
Total	346	-	101	246	346	155	191	-	-	38	63	117	128
Mobile phone	187	-	44	143	187	82	105	-	-	**	**	66	77
	54%	-%	43%	58%	54%	53%	55%	-%	-%	**	**	56%	60%
				b	b								
Tablet	70	-	26	44	70	27	44	-	-	**	**	17	27
	20%	-%	26%	18%	20%	17%	23%	-%	-%	**	**	14%	21%
Laptop/ netbook/ PC	68	-	23	45	68	37	31	-	-	**	**	27	17
	20%	-%	23%	18%	20%	24%	16%	-%	-%	**	**	23%	14%
						f						l	
Portable Media Player	16	-	6	10	16	7	9	-	-	**	**	5	5
	5%	-%	6%	4%	5%	5%	4%	-%	-%	**	**	5%	4%
Games player	5	-	1	4	5	2	3	-	-	**	**	2	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	**	**	2%	1%
E-book reader	*	-	*	-	*	-	*	-	-	**	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	-%	-%
Other device	1	-	1	*	1	*	1	-	-	**	**	*	-
	*%	-%	1%	*%	*%	*%	*%	-%	-%	**	**	*%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 343

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16N (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share photos you have taken (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share photos you have taken

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	542	154	175	97	116	329	213	542	352	67	70	53	449	93	542
Effective Weighted Sample	425	123	137	78	86	260	164	425	333	60	68	51	356	70	425
Total	346	100	110	63	74	210	137	346	297	28	15	6	296	51	346
Mobile phone	187	48	59	**	44	108	79	187	164	**	**	**	162	**	187
	54%	49%	54%	**	59%	51%	58%	54%	55%	**	**	**	55%	**	54%
Tablet	70	22	26	**	13	48	23	70	51	**	**	**	59	**	70
	20%	22%	23%	**	17%	23%	16%	20%	17%	**	**	**	20%	**	20%
Laptop/ netbook/ PC	68	20	18	**	15	38	30	68	62	**	**	**	57	**	68
	20%	20%	16%	**	20%	18%	22%	20%	21%	**	**	**	19%	**	20%
Portable Media Player	16	7	4	**	2	11	5	16	14	**	**	**	13	**	16
	5%	7%	4%	**	3%	5%	4%	5%	5%	**	**	**	4%	**	5%
Games player	5	2	2	**	1	4	1	5	5	**	**	**	4	**	5
	1%	2%	2%	**	1%	2%	*%	1%	2%	**	**	**	1%	**	1%
E-book reader	*	-	*	**	-	*	-	*	-	**	**	**	-	**	*
	*%	-%	*%	**	-%	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	1	-	1	**	-	1	-	1	1	**	**	**	1	**	1
	*%	-%	1%	**	-%	*%	-%	*%	*%	**	**	**	*%	**	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 344

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC150 (SHOWCARD) DEVICES USED BY THE CHILD TO - Share videos you have made (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	118	-	26	92	118	56	62	-	-	13	13	43	49
	17%	-%	8%	26%	17%	17%	18%	-%	-%	8%	8%	24%	28%
				bd	b							ij	ij
Laptop/ netbook/ PC	70	-	15	55	70	43	28	-	-	10	5	32	22
	10%	-%	5%	15%	10%	13%	8%	-%	-%	6%	3%	18%	13%
				bd	b	f						ij	ij
Tablet	52	-	24	28	52	18	34	-	-	6	18	12	16
	8%	-%	7%	8%	8%	5%	10%	-%	-%	4%	11%	7%	9%
							e				i		i
Portable Media Player	15	-	6	9	15	9	6	-	-	3	3	6	3
	2%	-%	2%	2%	2%	3%	2%	-%	-%	2%	2%	3%	2%
Games player	6	-	3	3	6	4	2	-	-	1	2	3	-
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	2%	-%
												l	
TV	2	-	1	1	2	1	1	-	-	1	-	-	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	1%
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	4	-	3	1	4	1	3	-	-	-	3	1	-
	1%	-%	1%	*%	1%	*%	1%	-%	-%	-%	2%	1%	-%
											il		
Don't do this	456	-	255	200	456	230	226	-	-	129	127	101	99
	67%	-%	79%	56%	67%	68%	67%	-%	-%	81%	77%	56%	57%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 344

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC150 (SHOWCARD) DEVICES USED BY THE CHILD TO - Share videos you have made (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	118	30	38	24	26	68	50	118	103	9	4	2	106	12	118
	17%	18%	18%	20%	14%	18%	17%	17%	18%	15%	17%	17%	18%	13%	17%
Laptop/ netbook/ PC	70	17	24	16	13	41	29	70	61	7	2	1	64	7	70
	10%	10%	12%	13%	7%	11%	9%	10%	11%	11%	6%	4%	11%	7%	10%
									k				k		k
Tablet	52	18	15	10	9	33	19	52	36	12	3	1	46	6	52
	8%	11%	7%	8%	5%	9%	6%	8%	6%	20%	12%	5%	8%	6%	8%
		df								hklmn	h				
Portable Media Player	15	5	4	3	2	10	5	15	14	*	*	-	13	2	15
	2%	3%	2%	2%	1%	3%	2%	2%	2%	2%	2%	-%	2%	2%	2%
Games player	6	2	2	1	1	4	3	6	6	-	*	-	5	2	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	2%	-%	1%	2%	1%
TV	2	1	-	1	-	1	1	2	1	1	-	-	1	1	2
	0%	1%	-%	1%	-%	0%	0%	0%	0%	1%	-%	-%	0%	1%	0%
E-book reader	*	-	*	-	-	*	-	*	-	-	*	-	-	*	*
	0%	-%	0%	-%	-%	0%	-%	0%	-%	-%	1%	-%	-%	0%	0%
											ln				
Other device	4	1	3	-	1	4	1	4	4	-	*	-	3	1	4
	1%	1%	1%	-%	0%	1%	0%	1%	1%	-%	1%	-%	1%	1%	1%
Don't do this	456	107	136	78	134	243	213	456	389	39	18	10	381	74	456
	67%	65%	65%	64%	74%	65%	70%	67%	67%	66%	67%	74%	66%	75%	67%
					abceg									l	

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 345

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC160 (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share videos you have made (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	105 16%	- -%	25 8%	80 23% bd	105 16% b	48 14%	58 17%	- -%	- -%	12 8%	13 8%	35 19% ij	45 26% ij
Laptop/ netbook/ PC	57 8%	- -%	14 4%	43 12% bd	57 8% b	39 11% f	19 5%	- -%	- -%	9 6%	5 3%	29 16% ijl	14 8% j
Tablet	40 6%	- -%	18 5%	23 6%	40 6%	13 4%	28 8% e	- -%	- -%	5 3%	13 8% i	8 5%	15 8% i
Portable Media Player	12 2%	- -%	5 2%	6 2%	12 2%	7 2%	5 1%	- -%	- -%	3 2%	3 2%	4 2%	2 1%
Games player	4 1%	- -%	2 1%	2 *% *	4 1%	3 1%	1 *% *	- -%	- -%	1 1%	1 1%	2 1%	- -%
E-book reader	* *%	- -%	* *%	- -% *	* *%	- -%	* *% *	- -%	- -%	- -%	* *% *	- -%	- -%
Other device	4 1%	- -%	3 1%	1 *% *	4 1%	1 *% *	3 1%	- -%	- -%	- -%	3 2% il	1 1%	- -%
Don't do this	456 67%	- -%	255 79% cd	200 56%	456 67% c	230 68%	226 67%	- -%	- -%	129 81% kl	127 77% kl	101 56%	99 57%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 345

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC160 (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share videos you have made (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	105 16%	28 17%	31 15%	23 18%	24 13%	59 16%	46 15%	105 16%	94 16%	6 11%	3 11%	2 17%	95 16%	10 10%	105 16%
Laptop/ netbook/ PC	57 8%	14 8%	19 9%	13 10%	12 7%	33 9%	24 8%	57 8%	52 9%	3 6%	1 6%	1 4%	51 9%	6 6%	57 8%
Tablet	40 6%	12 7%	14 7%	6 5%	8 4%	26 7%	14 5%	40 6%	27 5%	10 17%	3 11%	1 5%	35 6%	5 5%	40 6%
Portable Media Player	12 2%	3 2%	4 2%	3 2%	2 1%	7 2%	5 2%	12 2%	11 2%	* *%	* 2%	- -%	11 2%	1 1%	12 2%
Games player	4 1%	1 *%	2 1%	1 1%	* *%	3 1%	1 *%	4 1%	3 1%	- -%	* 2%	- -%	3 *%	1 1%	4 1%
E-book reader	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* 1%	- -%	- -%	* *%	* *%
Other device	4 1%	1 1%	3 1%	- -%	1 *%	4 1%	1 *%	4 1%	4 1%	- -%	* 1%	- -%	3 1%	1 1%	4 1%
Don't do this	456 67%	107 65%	136 65%	78 64%	134 74%	243 65%	213 70%	456 67%	389 67%	39 66%	18 67%	10 74%	381 66%	74 75%	456 67%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 346

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC150 (SHOWCARD) DEVICES USED BY THE CHILD TO - Share videos you have made (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share videos you have made

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	342	-	96	246	342	169	173	-	-	42	54	127	119
Effective Weighted Sample	270	-	77	193	270	135	135	-	-	35	42	100	93
Total	223	-	68	155	223	109	113	-	-	30	38	79	76
Mobile phone	118	-	**	92	118	56	62	-	-	**	**	43	49
	53%	-%	**	60%	53%	52%	55%	-%	-%	**	**	54%	65%
Laptop/ netbook/ PC	70	-	**	55	70	43	28	-	-	**	**	32	22
	32%	-%	**	35%	32%	39%	24%	-%	-%	**	**	41%	30%
Tablet	52	-	**	28	52	18	34	-	-	**	**	12	16
	23%	-%	**	18%	23%	17%	30%	-%	-%	**	**	15%	22%
Portable Media Player	15	-	**	9	15	9	6	-	-	**	**	6	3
	7%	-%	**	6%	7%	8%	5%	-%	-%	**	**	7%	4%
Games player	6	-	**	3	6	4	2	-	-	**	**	3	-
	3%	-%	**	2%	3%	4%	2%	-%	-%	**	**	4%	-%
TV	2	-	**	1	2	1	1	-	-	**	**	-	1
	1%	-%	**	1%	1%	1%	1%	-%	-%	**	**	-%	1%
E-book reader	*	-	**	-	*	-	*	-	-	**	**	-	-
	*%	-%	**	-%	*%	-%	*%	-%	-%	**	**	-%	-%
Other device	4	-	**	1	4	1	3	-	-	**	**	1	-
	2%	-%	**	1%	2%	1%	3%	-%	-%	**	**	1%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 346

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC150 (SHOWCARD) DEVICES USED BY THE CHILD TO - Share videos you have made (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share videos you have made

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		~a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	342	86	113	67	76	199	143	342	224	45	40	33	292	50	342
Effective Weighted Sample	270	69	91	55	55	160	110	270	212	39	38	32	235	36	270
Total	223	59	73	44	47	131	91	223	190	20	9	4	198	24	223
Mobile phone	118	**	38	**	**	68	50	118	103	**	**	**	106	**	118
	53%	**	52%	**	**	52%	55%	53%	54%	**	**	**	53%	**	53%
Laptop/ netbook/ PC	70	**	24	**	**	41	29	70	61	**	**	**	64	**	70
	32%	**	33%	**	**	32%	32%	32%	32%	**	**	**	32%	**	32%
Tablet	52	**	15	**	**	33	19	52	36	**	**	**	46	**	52
	23%	**	21%	**	**	25%	21%	23%	19%	**	**	**	23%	**	23%
Portable Media Player	15	**	4	**	**	10	5	15	14	**	**	**	13	**	15
	7%	**	6%	**	**	8%	6%	7%	7%	**	**	**	7%	**	7%
Games player	6	**	2	**	**	4	3	6	6	**	**	**	5	**	6
	3%	**	3%	**	**	3%	3%	3%	3%	**	**	**	2%	**	3%
TV	2	**	-	**	**	1	1	2	1	**	**	**	1	**	2
	1%	**	-%	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
E-book reader	*	**	*	**	**	*	-	*	-	**	**	**	-	**	*
	*%	**	*%	**	**	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	4	**	3	**	**	4	1	4	4	**	**	**	3	**	4
	2%	**	4%	**	**	3%	1%	2%	2%	**	**	**	2%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 347

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC160 (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share videos you have made (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share videos you have made

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	342	-		96	246	342	169	173	-	-	42	54	127	119
Effective Weighted Sample	270	-		77	193	270	135	135	-	-	35	42	100	93
Total	223	-		68	155	223	109	113	-	-	30	38	79	76
Mobile phone	105	-	**		80	105	48	58	-	-	**	**	35	45
	47%	-%	**		52%	47%	44%	51%	-%	-%	**	**	44%	59%
														k
Laptop/ netbook/ PC	57	-	**		43	57	39	19	-	-	**	**	29	14
	26%	-%	**		28%	26%	35%	16%	-%	-%	**	**	37%	18%
							f						l	
Tablet	40	-	**		23	40	13	28	-	-	**	**	8	15
	18%	-%	**		15%	18%	12%	24%	-%	-%	**	**	10%	19%
							e							
Portable Media Player	12	-	**		6	12	7	5	-	-	**	**	4	2
	5%	-%	**		4%	5%	6%	4%	-%	-%	**	**	5%	3%
Games player	4	-	**		2	4	3	1	-	-	**	**	2	-
	2%	-%	**		1%	2%	2%	1%	-%	-%	**	**	2%	-%
E-book reader	*	-	**		-	*	-	*	-	-	**	**	-	-
	*%	-%	**		-%	*%	-%	*%	-%	-%	**	**	-%	-%
Other device	4	-	**		1	4	1	3	-	-	**	**	1	-
	2%	-%	**		1%	2%	1%	3%	-%	-%	**	**	1%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 347

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC160 (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Share videos you have made (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Share videos you have made

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	342	86	113	67	76	199	143	342	224	45	40	33	292	50	342
Effective Weighted Sample	270	69	91	55	55	160	110	270	212	39	38	32	235	36	270
Total	223	59	73	44	47	131	91	223	190	20	9	4	198	24	223
Mobile phone	105	**	31	**	**	59	46	105	94	**	**	**	95	**	105
	47%	**	42%	**	**	45%	51%	47%	49%	**	**	**	48%	**	47%
Laptop/ netbook/ PC	57	**	19	**	**	33	24	57	52	**	**	**	51	**	57
	26%	**	26%	**	**	25%	27%	26%	27%	**	**	**	26%	**	26%
Tablet	40	**	14	**	**	26	14	40	27	**	**	**	35	**	40
	18%	**	20%	**	**	20%	15%	18%	14%	**	**	**	18%	**	18%
Portable Media Player	12	**	4	**	**	7	5	12	11	**	**	**	11	**	12
	5%	**	5%	**	**	5%	6%	5%	6%	**	**	**	5%	**	5%
Games player	4	**	2	**	**	3	1	4	3	**	**	**	3	**	4
	2%	**	3%	**	**	2%	1%	2%	2%	**	**	**	1%	**	2%
E-book reader	*	**	*	**	**	*	-	*	-	**	**	**	-	**	*
	*%	**	*%	**	**	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	4	**	3	**	**	4	1	4	4	**	**	**	3	**	4
	2%	**	4%	**	**	3%	1%	2%	2%	**	**	**	2%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 348

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15P (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages that anyone can see (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	146	-	36	109	146	64	82	-	-	16	20	48	62
	21%	-%	11%	31%	21%	19%	24%	-%	-%	10%	12%	26%	35%
				bd	b							ij	ijk
Laptop/ netbook/ PC	97	-	20	77	97	58	39	-	-	10	10	48	29
	14%	-%	6%	22%	14%	17%	11%	-%	-%	7%	6%	26%	17%
				bd	b	f						ijl	ij
Tablet	55	-	11	44	55	23	31	-	-	3	8	20	24
	8%	-%	3%	12%	8%	7%	9%	-%	-%	2%	5%	11%	14%
				bd	b							ij	ij
Portable Media Player	14	-	4	10	14	9	5	-	-	2	2	7	3
	2%	-%	1%	3%	2%	3%	2%	-%	-%	1%	1%	4%	2%
Games player	7	-	2	5	7	4	3	-	-	1	1	4	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	2%	1%
TV	4	-	2	2	4	2	1	-	-	1	*	1	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	*%	1%	1%
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	4	-	1	2	4	2	2	-	-	1	1	1	1
	1%	-%	*%	1%	1%	1%	1%	-%	-%	1%	*%	1%	1%
Don't do this	419	-	256	164	419	210	209	-	-	129	127	81	82
	62%	-%	79%	46%	62%	62%	62%	-%	-%	81%	77%	45%	47%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 348

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15P (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages that anyone can see (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	146	34	47	27	38	81	65	146	124	11	7	4	127	19	146
	21%	20%	22%	22%	21%	22%	21%	21%	21%	19%	27%	27%	22%	19%	21%
Laptop/ netbook/ PC	97	25	31	18	23	56	41	97	86	7	4	1	85	12	97
	14%	15%	15%	15%	13%	15%	14%	14%	15% k	11%	14%	8%	15% k	12%	14% k
Tablet	55	17	15	10	12	33	22	55	40	10	3	1	47	7	55
	8%	11%	7%	8%	7%	9%	7%	8%	7%	17% hlmn	10%	9%	8%	7%	8%
Portable Media Player	14	4	2	3	4	6	8	14	13	1	1	*	11	4	14
	2%	2%	1%	3%	2%	2%	3%	2%	2%	1%	3%	1%	2%	4%	2%
Games player	7	-	3	1	3	3	4	7	7	*	-	*	7	1	7
	1%	-%	2%	1%	1%	1%	1%	1%	1%	*%	-%	2%	1%	1%	1%
TV	4	1	*	1	2	1	3	4	3	1	*	*	3	1	4
	1%	*%	*%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%
E-book reader	*	-	*	-	-	*	-	*	-	-	*	-	-	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1% ln	-%	-%	*%	*%
Other device	4	1	1	-	1	3	1	4	3	*	-	-	3	1	4
	1%	1%	1%	-%	1%	1%	*%	1%	1%	*%	-%	-%	*%	1%	1%
Don't do this	419	96	129	77	117	225	194	419	360	37	14	8	358	61	419
	62%	58%	62%	63%	65%	60%	64%	62%	62%	63%	54%	61%	62%	62%	62%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 349

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16P (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages that anyone can see (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	126	-	33	93	126	54	72	-	-	15	18	39	54
	19%	-%	10%	26%	19%	16%	21%	-%	-%	9%	11%	22%	31%
				bd	b							ij	ijk
Laptop/ netbook/ PC	72	-	17	55	72	47	25	-	-	8	8	39	17
	11%	-%	5%	16%	11%	14%	7%	-%	-%	5%	5%	21%	10%
				bd	b	f						ijl	
Tablet	42	-	10	32	42	17	25	-	-	2	7	15	17
	6%	-%	3%	9%	6%	5%	7%	-%	-%	1%	5%	8%	10%
				b	b							i	ij
Portable Media Player	10	-	4	6	10	6	5	-	-	2	2	4	3
	2%	-%	1%	2%	2%	2%	1%	-%	-%	1%	1%	2%	2%
Games player	3	-	2	2	3	2	1	-	-	1	1	2	-
	1%	-%	1%	*%	1%	1%	*%	-%	-%	1%	1%	1%	-%
TV	2	-	1	1	2	1	1	-	-	1	*	-	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%	1%
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	4	-	1	2	4	2	2	-	-	1	1	1	1
	1%	-%	*%	1%	1%	1%	1%	-%	-%	1%	*%	1%	1%
Don't do this	419	-	256	164	419	210	209	-	-	129	127	81	82
	62%	-%	79%	46%	62%	62%	62%	-%	-%	81%	77%	45%	47%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 349

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16P (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages that anyone can see (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	126 19%	29 18%	38 18%	25 20%	33 18%	67 18%	58 19%	126 19%	107 19%	9 15%	7 25% i	3 23%	109 19%	17 17%	126 19%
Laptop/ netbook/ PC	72 11%	22 13%	23 11%	12 10%	15 9%	45 12%	27 9%	72 11%	64 11%	4 7%	3 10%	1 5%	61 11%	10 11%	72 11%
Tablet	42 6%	13 8%	14 7%	6 5%	9 5%	27 7%	15 5%	42 6%	30 5%	9 15% hjlmn	2 7%	1 8%	36 6%	5 5%	42 6%
Portable Media Player	10 2%	4 2%	1 *%	3 3%	3 1%	5 1%	6 2%	10 2%	10 2%	- -%	* 2%	* 1%	7 1%	3 3%	10 2%
Games player	3 1%	- -%	2 1%	* *%	1 1%	2 1%	1 *%	3 1%	3 1%	- -%	- -%	* 2% ln	3 1%	* *%	3 1%
TV	2 *%	1 *%	* *%	- -%	1 1%	1 *%	1 *%	2 *%	2 *%	- -%	* 1%	- -%	2 *%	* *%	2 *%
E-book reader	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* 1% ln	- -%	- -%	* *%	* *%
Other device	4 1%	1 1%	1 1%	- -%	1 1%	3 1%	1 *%	4 1%	3 1%	* *%	- -%	- -%	3 *%	1 1%	4 1%
Don't do this	419 62%	96 58%	129 62%	77 63%	117 65%	225 60%	194 64%	419 62%	360 62%	37 63%	14 54%	8 61%	358 62%	61 62%	419 62%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 350

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15P (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages that anyone can see (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages that anyone can see

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	424	-	102	322	424	213	211	-	-	47	55	166	156
Effective Weighted Sample	322	-	78	245	322	164	159	-	-	37	41	127	118
Total	259	-	67	192	259	129	130	-	-	30	37	99	92
Mobile phone	146	-	36	109	146	64	82	-	-	**	**	48	62
	56%	-%	54%	57%	56%	49%	63%	-%	-%	**	**	48%	67%
							e						k
Laptop/ netbook/ PC	97	-	20	77	97	58	39	-	-	**	**	48	29
	37%	-%	30%	40%	37%	45%	30%	-%	-%	**	**	48%	32%
						f						l	
Tablet	55	-	11	44	55	23	31	-	-	**	**	20	24
	21%	-%	16%	23%	21%	18%	24%	-%	-%	**	**	20%	26%
Portable Media Player	14	-	4	10	14	9	5	-	-	**	**	7	3
	5%	-%	6%	5%	5%	7%	4%	-%	-%	**	**	7%	4%
Games player	7	-	2	5	7	4	3	-	-	**	**	4	2
	3%	-%	3%	3%	3%	3%	2%	-%	-%	**	**	4%	2%
TV	4	-	2	2	4	2	1	-	-	**	**	1	1
	1%	-%	2%	1%	1%	2%	1%	-%	-%	**	**	1%	1%
E-book reader	*	-	*	-	*	-	*	-	-	**	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	-%	-%
Other device	4	-	1	2	4	2	2	-	-	**	**	1	1
	1%	-%	2%	1%	1%	1%	1%	-%	-%	**	**	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 350

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15P (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages that anyone can see (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages that anyone can see

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	424	112	136	72	104	248	176	424	261	55	58	50	350	74	424
Effective Weighted Sample	322	88	102	57	76	190	133	322	247	49	56	48	270	53	322
Total	259	70	79	46	64	149	110	259	219	22	12	5	221	38	259
Mobile phone	146	34	47	**	38	81	65	146	124	**	**	**	127	**	146
	56%	48%	59%	**	60%	54%	59%	56%	56%	**	**	**	57%	**	56%
Laptop/ netbook/ PC	97	25	31	**	23	56	41	97	86	**	**	**	85	**	97
	37%	35%	39%	**	36%	37%	38%	37%	39%	**	**	**	38%	**	37%
Tablet	55	17	15	**	12	33	22	55	40	**	**	**	47	**	55
	21%	25%	19%	**	19%	22%	20%	21%	18%	**	**	**	21%	**	21%
Portable Media Player	14	4	2	**	4	6	8	14	13	**	**	**	11	**	14
	5%	5%	3%	**	7%	4%	7%	5%	6%	**	**	**	5%	**	5%
Games player	7	-	3	**	3	3	4	7	7	**	**	**	7	**	7
	3%	-%	4%	**	4%	2%	3%	3%	3%	**	**	**	3%	**	3%
TV	4	1	*	**	2	1	3	4	3	**	**	**	3	**	4
	1%	1%	*%	**	4%	1%	3%	1%	1%	**	**	**	1%	**	1%
E-book reader	*	-	*	**	-	*	-	*	-	**	**	**	-	**	*
	*%	-%	*%	**	-%	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	4	1	1	**	1	3	1	4	3	**	**	**	3	**	4
	1%	2%	2%	**	2%	2%	1%	1%	2%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 351

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16P (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages that anyone can see (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages that anyone can see

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	424	-	102	322	424	213	211	-	-	47	55	166	156
Effective Weighted Sample	322	-	78	245	322	164	159	-	-	37	41	127	118
Total	259	-	67	192	259	129	130	-	-	30	37	99	92
Mobile phone	126 49%	- -%	33 49%	93 49%	126 49%	54 42%	72 55% e	- -%	- -%	** **	** **	39 40%	54 58% k
Laptop/ netbook/ PC	72 28%	- -%	17 25%	55 29%	72 28%	47 36% f	25 19%	- -%	- -%	** **	** **	39 39% l	17 18%
Tablet	42 16%	- -%	10 15%	32 17%	42 16%	17 13%	25 19%	- -%	- -%	** **	** **	15 15%	17 18%
Portable Media Player	10 4%	- -%	4 6%	6 3%	10 4%	6 5%	5 4%	- -%	- -%	** **	** **	4 4%	3 3%
Games player	3 1%	- -%	2 3%	2 1%	3 1%	2 2%	1 1%	- -%	- -%	** **	** **	2 2%	- -%
TV	2 1%	- -%	1 1%	1 1%	2 1%	1 1%	1 1%	- -%	- -%	** **	** **	- -%	1 1%
E-book reader	* *%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	** **	** **	- -%	- -%
Other device	4 1%	- -%	1 2%	2 1%	4 1%	2 1%	2 1%	- -%	- -%	** **	** **	1 1%	1 1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 351

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16P (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages that anyone can see (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages that anyone can see

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	424	112	136	72	104	248	176	424	261	55	58	50	350	74	424
Effective Weighted Sample	322	88	102	57	76	190	133	322	247	49	56	48	270	53	322
Total	259	70	79	46	64	149	110	259	219	22	12	5	221	38	259
Mobile phone	126	29	38	**	33	67	58	126	107	**	**	**	109	**	126
	49%	42%	48%	**	53%	45%	53%	49%	49%	**	**	**	49%	**	49%
Laptop/ netbook/ PC	72	22	23	**	15	45	27	72	64	**	**	**	61	**	72
	28%	31%	29%	**	24%	30%	25%	28%	29%	**	**	**	28%	**	28%
Tablet	42	13	14	**	9	27	15	42	30	**	**	**	36	**	42
	16%	19%	17%	**	14%	18%	13%	16%	14%	**	**	**	16%	**	16%
Portable Media Player	10	4	1	**	3	5	6	10	10	**	**	**	7	**	10
	4%	5%	1%	**	4%	3%	5%	4%	5%	**	**	**	3%	**	4%
Games player	3	-	2	**	1	2	1	3	3	**	**	**	3	**	3
	1%	-%	3%	**	2%	1%	1%	1%	1%	**	**	**	1%	**	1%
TV	2	1	*	**	1	1	1	2	2	**	**	**	2	**	2
	1%	1%	*%	**	2%	1%	1%	1%	1%	**	**	**	1%	**	1%
E-book reader	*	-	*	**	-	*	-	*	-	**	**	**	-	**	*
	*%	-%	*%	**	-%	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	4	1	1	**	1	3	1	4	3	**	**	**	3	**	4
	1%	2%	2%	**	2%	2%	1%	1%	2%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 352

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15Q (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages just for your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	252 37%	- -%	63 20%	188 53% bd	252 37% b	117 34%	135 40%	- -%	- -%	25 16%	38 23%	92 51% ij	96 55% ij
Laptop/ netbook/ PC	135 20%	- -%	32 10%	102 29% bd	135 20% b	73 22%	62 18%	- -%	- -%	15 10%	17 10%	58 32% ij	45 26% ij
Tablet	100 15%	- -%	32 10%	68 19% bd	100 15% b	41 12%	59 17% e	- -%	- -%	13 8%	19 12%	29 16% i	39 23% ij
Portable Media Player	26 4%	- -%	11 3%	15 4%	26 4%	14 4%	12 3%	- -%	- -%	5 3%	5 3%	9 5%	6 4%
Games player	14 2%	- -%	5 1%	9 3%	14 2%	13 4% f	1 *% f	- -%	- -%	4 3% l	1 *% l	9 5% jl	* *% jl
TV	4 1%	- -%	1 *%	2 1%	4 1%	2 1%	2 1%	- -%	- -%	1 *%	1 *%	1 1%	1 1%
E-book reader	1 *%	- -%	* *%	1 *%	1 *%	1 *%	* *%	- -%	- -%	- -%	* *%	1 *%	- -%
Other device	2 *%	- -%	1 *%	1 *%	2 *%	1 *%	1 *%	- -%	- -%	1 *%	* *%	* *%	1 1%
Don't do this	268 40%	- -%	201 62% cd	67 19%	268 40% c	143 42%	125 37%	- -%	- -%	105 66% kl	95 58% kl	38 21%	30 17%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 352

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15Q (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages just for your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	252 37%	64 38%	77 37%	53 43% d	58 32%	140 37%	111 37%	252 37%	220 38% i	15 26%	11 42% i	5 37%	213 37% i	38 39% i	252 37% i
Laptop/ netbook/ PC	135 20%	41 25% df	40 19%	27 22%	27 15%	81 22% d	53 18%	135 20%	117 20% k	10 17%	6 23% k	1 10%	119 21% k	16 16%	135 20% k
Tablet	100 15%	35 21% dfg	32 15%	16 13%	18 10%	66 18% df	34 11%	100 15%	76 13%	17 28% hklmn	5 19%	2 15%	84 14%	16 16%	100 15%
Portable Media Player	26 4%	9 6% d	8 4%	5 4%	3 2%	18 5% d	8 3%	26 4%	23 4%	1 1%	2 8% ikln	* 1%	20 3%	6 6% ik	26 4%
Games player	14 2%	4 2%	5 2%	3 3%	2 1%	9 2%	5 2%	14 2%	12 2%	- -%	2 7% hiln	1 4% i	9 2%	5 5% il	14 2%
TV	4 1%	1 1%	1 1%	- -%	1 1%	2 1%	1 *%	4 1%	3 1%	- -%	* 1%	* 1%	3 1%	* *%	4 1%
E-book reader	1 *%	- -%	* *%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	- -%	* 1%	- -%	1 *%	* *%	1 *%
Other device	2 *%	- -%	2 1%	- -%	* *%	2 *%	* *%	2 *%	1 *%	* *%	* 2% hln	* 1%	1 *%	1 1%	2 *%
Don't do this	268 40%	50 30%	79 38%	48 39%	91 50% abceg	129 34%	139 46% abeg	268 40% a	227 39% j	29 49% jm	6 21%	6 47% jm	234 40% j	34 35% j	268 40% j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 353

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16Q (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages just for your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	224	-	56	168	224	104	120	-	-	22	34	82	87
	33%	-%	17%	47%	33%	31%	36%	-%	-%	14%	20%	45%	50%
				bd	b							ij	ij
Laptop/ netbook/ PC	88	-	27	61	88	52	36	-	-	13	14	39	22
	13%	-%	8%	17%	13%	15%	11%	-%	-%	8%	8%	21%	13%
				bd	b	f						ijl	
Tablet	65	-	24	41	65	21	43	-	-	9	15	13	28
	10%	-%	7%	11%	10%	6%	13%	-%	-%	5%	9%	7%	16%
				b		e							ijk
Portable Media Player	21	-	9	11	21	10	11	-	-	4	5	6	6
	3%	-%	3%	3%	3%	3%	3%	-%	-%	3%	3%	3%	3%
Games player	8	-	4	3	8	7	1	-	-	4	1	3	*
	1%	-%	1%	1%	1%	2%	*%	-%	-%	2%	*%	2%	*%
						f				l			
TV	3	-	1	2	3	2	1	-	-	1	*	1	1
	*%	-%	*%	1%	*%	1%	*%	-%	-%	*%	*%	1%	1%
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	2	-	1	1	2	1	1	-	-	1	*	*	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	1%
Don't do this	268	-	201	67	268	143	125	-	-	105	95	38	30
	40%	-%	62%	19%	40%	42%	37%	-%	-%	66%	58%	21%	17%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 353

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16Q (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages just for your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	224 33%	56 34%	65 31%	47 38%	56 31%	121 32%	103 34%	224 33%	197 34% i	13 21%	10 36% i	5 35% i	191 33% i	33 33% i	224 33% i
Laptop/ netbook/ PC	88 13%	28 17% df	27 13%	16 13%	17 9%	55 15% d	33 11%	88 13%	79 14% ik	4 7%	4 15% ik	1 7%	77 13% ik	10 11%	88 13% ik
Tablet	65 10%	21 13% cdf	25 12% cdf	7 5%	12 7%	46 12% cdf	19 6%	65 10% f	47 8%	14 23% hklmn	4 13%	1 7%	53 9%	12 12%	65 10%
Portable Media Player	21 3%	8 5%	6 3%	4 3%	3 2%	14 4%	7 2%	21 3%	19 3% k	* **%	2 6% ikl	- -%	16 3%	5 5% ik	21 3%
Games player	8 1%	3 2%	3 1%	1 1%	1 1%	5 1%	2 1%	8 1%	6 1%	- -%	1 4% hiln	* 3% il	4 1%	3 4% hln	8 1%
TV	3 *% *	1 *% -	1 1% *	- -% -	1 1% -	2 *% *	1 *% -	3 *% *	3 *% -	- -% -	* 1% *	- -% -	3 *% -	* *% *	3 *% *
E-book reader	* *% *	- -% *	* *% *	- -% *	- -% *	* *% *	- -% *	* *% *	- -% *	- -% *	1% 1% ln	- -% *	- -% *	* *% *	* *% *
Other device	2 *% *	- -% *	2 1% *	- -% *	* *% *	2 *% *	* *% *	2 *% *	1 *% *	* *% *	* 2% hln	* 1% *	1 *% *	1 1% *	2 *% *
Don't do this	268 40%	50 30%	79 38%	48 39%	91 50% abceg	129 34%	139 46% abeg	268 40% a	227 39% j	29 49% jm	6 21%	6 47% jm	234 40% j	34 35% j	268 40% j
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 354

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15Q (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages just for your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages just for your friends

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	651	-	181	470	651	312	339	-	-	79	102	233	237
Effective Weighted Sample	503	-	142	362	503	243	260	-	-	63	78	180	183
Total	410	-	122	288	410	196	214	-	-	53	69	143	145
Mobile phone	252	-	63	188	252	117	135	-	-	**	38	92	96
	61%	-%	52%	65%	61%	60%	63%	-%	-%	**	56%	64%	66%
				b	b								
Laptop/ netbook/ PC	135	-	32	102	135	73	62	-	-	**	17	58	45
	33%	-%	26%	36%	33%	37%	29%	-%	-%	**	24%	40%	31%
				b		f						j	
Tablet	100	-	32	68	100	41	59	-	-	**	19	29	39
	24%	-%	26%	24%	24%	21%	27%	-%	-%	**	28%	20%	27%
Portable Media Player	26	-	11	15	26	14	12	-	-	**	5	9	6
	6%	-%	9%	5%	6%	7%	5%	-%	-%	**	8%	6%	4%
Games player	14	-	5	9	14	13	1	-	-	**	1	9	*
	3%	-%	4%	3%	3%	7%	*%	-%	-%	**	1%	6%	*%
						f						l	
TV	4	-	1	2	4	2	2	-	-	**	1	1	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	**	1%	1%	1%
E-book reader	1	-	*	1	1	1	*	-	-	**	*	1	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	**	*%	1%	-%
Other device	2	-	1	1	2	1	1	-	-	**	*	*	1
	*%	-%	1%	*%	*%	*%	1%	-%	-%	**	*%	*%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 354

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15Q (SHOWCARD) DEVICES USED BY THE CHILD TO - Send or post messages just for your friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages just for your friends

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	651	178	206	119	148	384	267	651	415	72	97	67	529	122	651
Effective Weighted Sample	503	142	160	93	108	303	201	503	393	63	94	64	416	88	503
Total	410	116	130	75	90	246	165	410	351	31	21	7	346	65	410
Mobile phone	252	64	77	53	58	140	111	252	220	**	**	**	213	38	252
	61%	55%	59%	71%	65%	57%	68%	61%	63%	**	**	**	62%	60%	61%
				ae			ae								
Laptop/ netbook/ PC	135	41	40	27	27	81	53	135	117	**	**	**	119	16	135
	33%	36%	31%	36%	29%	33%	32%	33%	33%	**	**	**	34%	24%	33%
Tablet	100	35	32	16	18	66	34	100	76	**	**	**	84	16	100
	24%	30%	25%	22%	20%	27%	20%	24%	22%	**	**	**	24%	25%	24%
		f													
Portable Media Player	26	9	8	5	3	18	8	26	23	**	**	**	20	6	26
	6%	8%	6%	7%	3%	7%	5%	6%	7%	**	**	**	6%	9%	6%
Games player	14	4	5	3	2	9	5	14	12	**	**	**	9	5	14
	3%	4%	4%	4%	2%	4%	3%	3%	3%	**	**	**	3%	7%	3%
														l	
TV	4	1	1	-	1	2	1	4	3	**	**	**	3	*	4
	1%	1%	1%	-%	1%	1%	1%	1%	1%	**	**	**	1%	*%	1%
E-book reader	1	-	*	-	1	*	1	1	1	**	**	**	1	*	1
	*%	-%	*%	-%	1%	*%	*%	*%	*%	**	**	**	*%	*%	*%
Other device	2	-	2	-	*	2	*	2	1	**	**	**	1	1	2
	*%	-%	1%	-%	*%	1%	*%	*%	*%	**	**	**	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 355

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16Q (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages just for your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages just for your friends

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	651	-		181	470	651	312	339	-	-	79	102	233	237
Effective Weighted Sample	503	-		142	362	503	243	260	-	-	63	78	180	183
Total	410	-		122	288	410	196	214	-	-	53	69	143	145
Mobile phone	224	-		56	168	224	104	120	-	-	**	34	82	87
	55%	-%		46%	58%	55%	53%	56%	-%	-%	**	49%	57%	60%
					b									
Laptop/ netbook/ PC	88	-		27	61	88	52	36	-	-	**	14	39	22
	21%	-%		22%	21%	21%	26%	17%	-%	-%	**	20%	27%	15%
							f						l	
Tablet	65	-		24	41	65	21	43	-	-	**	15	13	28
	16%	-%		20%	14%	16%	11%	20%	-%	-%	**	22%	9%	19%
								e				k		k
Portable Media Player	21	-		9	11	21	10	11	-	-	**	5	6	6
	5%	-%		8%	4%	5%	5%	5%	-%	-%	**	8%	4%	4%
Games player	8	-		4	3	8	7	1	-	-	**	1	3	*
	2%	-%		4%	1%	2%	4%	*%	-%	-%	**	1%	2%	*%
							f							
TV	3	-		1	2	3	2	1	-	-	**	*	1	1
	1%	-%		1%	1%	1%	1%	1%	-%	-%	**	*%	1%	1%
E-book reader	*	-		*	-	*	-	*	-	-	**	*	-	-
	*%	-%		*%	-%	*%	-%	*%	-%	-%	**	*%	-%	-%
Other device	2	-		1	1	2	1	1	-	-	**	*	*	1
	*%	-%		1%	*%	*%	*%	1%	-%	-%	**	*%	*%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 355

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16Q (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Send or post messages just for your friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Send or post messages just for your friends

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	651	178	206	119	148	384	267	651	415	72	97	67	529	122	651
Effective Weighted Sample	503	142	160	93	108	303	201	503	393	63	94	64	416	88	503
Total	410	116	130	75	90	246	165	410	351	31	21	7	346	65	410
Mobile phone	224	56	65	47	56	121	103	224	197	**	**	**	191	33	224
	55%	48%	50%	63%	62%	49%	63%	55%	56%	**	**	**	55%	51%	55%
				abe	ae		abe								
Laptop/ netbook/ PC	88	28	27	16	17	55	33	88	79	**	**	**	77	10	88
	21%	24%	21%	21%	19%	23%	20%	21%	22%	**	**	**	22%	16%	21%
Tablet	65	21	25	7	12	46	19	65	47	**	**	**	53	12	65
	16%	18%	19%	9%	13%	19%	11%	16%	13%	**	**	**	15%	18%	16%
			cf			cf									
Portable Media Player	21	8	6	4	3	14	7	21	19	**	**	**	16	5	21
	5%	7%	5%	5%	3%	6%	4%	5%	5%	**	**	**	5%	8%	5%
Games player	8	3	3	1	1	5	2	8	6	**	**	**	4	3	8
	2%	2%	2%	2%	1%	2%	2%	2%	2%	**	**	**	1%	5%	2%
													ln		
TV	3	1	1	-	1	2	1	3	3	**	**	**	3	*	3
	1%	*%	1%	-%	1%	1%	1%	1%	1%	**	**	**	1%	*%	1%
E-book reader	*	-	*	-	-	*	-	*	-	**	**	**	-	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	**	**	**	-%	*%	*%
Other device	2	-	2	-	*	2	*	2	1	**	**	**	1	1	2
	*%	-%	1%	-%	*%	1%	*%	*%	*%	**	**	**	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 356

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15R (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for your school work (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	462	-	204	258	462	233	229	-	-	101	102	131	127
	68%	-%	63%	73%	68%	69%	68%	-%	-%	64%	62%	73%	72%
				b								ij	j
Tablet	172	-	86	85	172	77	95	-	-	38	49	39	46
	25%	-%	27%	24%	25%	23%	28%	-%	-%	24%	30%	22%	26%
Mobile phone	86	-	23	63	86	37	49	-	-	7	16	30	33
	13%	-%	7%	18%	13%	11%	14%	-%	-%	4%	10%	17%	19%
				bd	b						i	ij	ij
TV	20	-	6	13	20	10	10	-	-	3	3	7	7
	3%	-%	2%	4%	3%	3%	3%	-%	-%	2%	2%	4%	4%
Portable Media Player	10	-	4	6	10	4	6	-	-	1	3	3	3
	1%	-%	1%	2%	1%	1%	2%	-%	-%	*%	2%	2%	2%
E-book reader	7	-	1	5	7	2	4	-	-	1	1	2	4
	1%	-%	*%	2%	1%	1%	1%	-%	-%	*%	*%	1%	2%
Games player	4	-	1	3	4	3	2	-	-	1	*	2	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	*%	1%	1%
Other device	4	-	3	1	4	3	1	-	-	3	1	*	1
	1%	-%	1%	*%	1%	1%	*%	-%	-%	2%	*%	*%	*%
Don't do this	79	-	47	31	79	45	34	-	-	25	22	19	12
	12%	-%	15%	9%	12%	13%	10%	-%	-%	16%	13%	11%	7%
			c							l	l		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 356

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15R (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for your school work (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	462	131	146	82	103	277	185	462	413	23	18	8	392	70	462
	68%	79%	70%	67%	57%	74%	61%	68%	71%	39%	68%	56%	68%	71%	68%
		bcd	fg	df		dfg		df	ik		i	i	ik	ik	ik
Tablet	172	46	57	27	41	103	69	172	135	24	8	5	144	28	172
	25%	28%	27%	22%	23%	27%	23%	25%	23%	40%	29%	35%	25%	28%	25%
										hln		hln			
Mobile phone	86	17	29	16	24	46	40	86	75	6	3	2	78	8	86
	13%	10%	14%	13%	13%	12%	13%	13%	13%	11%	12%	15%	13%	8%	13%
TV	20	4	4	3	9	8	12	20	19	1	*	*	15	5	20
	3%	3%	2%	3%	5%	2%	4%	3%	3%	1%	2%	1%	3%	5%	3%
Portable Media Player	10	2	2	3	2	4	6	10	9	*	1	*	9	1	10
	1%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%
E-book reader	7	3	1	*	3	4	3	7	6	-	*	*	6	1	7
	1%	2%	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
Games player	4	-	1	2	2	1	3	4	4	-	-	*	4	*	4
	1%	-%	*%	1%	1%	*%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Other device	4	*	2	1	2	2	2	4	4	-	*	*	4	*	4
	1%	*%	1%	*%	1%	1%	1%	1%	1%	-%	2%	1%	1%	*%	1%
Don't do this	79	10	23	15	31	33	46	79	61	13	3	1	66	13	79
	12%	6%	11%	12%	17%	9%	15%	12%	11%	22%	10%	10%	11%	13%	12%
			a		aeg		ae	a		hjk	lmn				

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 357

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16R (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for your school work (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	440	-	194	246	440	223	217	-	-	98	96	124	121
	65%	-%	60%	69%	65%	66%	64%	-%	-%	62%	58%	69%	69%
				b								j	j
Tablet	104	-	59	45	104	48	56	-	-	26	33	22	23
	15%	-%	18%	13%	15%	14%	17%	-%	-%	17%	20%	12%	13%
			c								k		
Mobile phone	41	-	15	26	41	16	24	-	-	4	10	12	14
	6%	-%	5%	7%	6%	5%	7%	-%	-%	3%	6%	7%	8%
													i
Portable Media Player	5	-	2	3	5	2	3	-	-	-	2	2	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	-%	1%	1%	1%
TV	5	-	2	3	5	2	3	-	-	1	1	1	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	*%	1%	1%
Games player	1	-	1	*	1	1	*	-	-	1	*	*	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	*%	*%	-%
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	3	-	3	1	3	3	1	-	-	3	*	-	1
	1%	-%	1%	*%	1%	1%	*%	-%	-%	2%	*%	-%	*%
Don't do this	79	-	47	31	79	45	34	-	-	25	22	19	12
	12%	-%	15%	9%	12%	13%	10%	-%	-%	16%	13%	11%	7%
			c							l	l		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 357

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16R (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for your school work (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	440	125	136	79	99	262	178	440	395	22	17	6	375	64	440
	65%	76%	65%	65%	55%	70%	59%	65%	68%	37%	62%	47%	65%	65%	65%
		bcd	fg	d		df		df	ik		ik		ik	ik	ik
Tablet	104	25	32	18	30	57	47	104	76	19	5	4	87	17	104
	15%	15%	15%	14%	16%	15%	16%	15%	13%	32%	18%	28%	15%	18%	15%
										hijlmn		hijlmn			
Mobile phone	41	4	13	8	16	17	24	41	33	4	2	2	39	2	41
	6%	2%	6%	6%	9%	5%	8%	6%	6%	7%	8%	12%	7%	2%	6%
			a		ae		ae	a		m	m	hlmn	m		
Portable Media Player	5	1	2	1	1	3	2	5	5	-	*	*	5	*	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%
TV	5	1	1	1	2	2	3	5	4	*	*	-	4	1	5
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	1%
Games player	1	-	-	1	1	-	1	1	1	-	-	*	1	*	1
	*%	-%	-%	1%	*%	-%	*%	*%	*%	-%	-%	1%	*%	1%	*%
E-book reader	*	-	*	-	-	*	-	*	-	-	*	-	-	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%	-%	*%	*%
											ln				
Other device	3	-	2	-	2	2	2	3	3	-	*	*	3	*	3
	1%	-%	1%	-%	1%	*%	1%	1%	1%	-%	1%	1%	1%	*%	1%
Don't do this	79	10	23	15	31	33	46	79	61	13	3	1	66	13	79
	12%	6%	11%	12%	17%	9%	15%	12%	11%	22%	10%	10%	11%	13%	12%
			a		aeg		ae	a		hijklmn					

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 358

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15R (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for your school work (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Find information for your school work

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	976	-	442	534	976	484	492	-	-	219	223	265	269
Effective Weighted Sample	755	-	341	414	755	376	379	-	-	169	172	206	208
Total	599	-	275	324	599	295	305	-	-	133	142	161	163
Laptop/ netbook/ PC	462	-	204	258	462	233	229	-	-	101	102	131	127
	77%	-%	74%	80%	77%	79%	75%	-%	-%	76%	72%	81%	78%
Tablet	172	-	86	85	172	77	95	-	-	38	49	39	46
	29%	-%	31%	26%	29%	26%	31%	-%	-%	28%	34%	24%	28%
Mobile phone	86	-	23	63	86	37	49	-	-	7	16	30	33
	14%	-%	8%	19%	14%	13%	16%	-%	-%	5%	11%	19%	20%
				bd	b						i	ij	ij
TV	20	-	6	13	20	10	10	-	-	3	3	7	7
	3%	-%	2%	4%	3%	3%	3%	-%	-%	2%	2%	4%	4%
Portable Media Player	10	-	4	6	10	4	6	-	-	1	3	3	3
	2%	-%	1%	2%	2%	1%	2%	-%	-%	1%	2%	2%	2%
E-book reader	7	-	1	5	7	2	4	-	-	1	1	2	4
	1%	-%	1%	2%	1%	1%	1%	-%	-%	1%	1%	1%	2%
Games player	4	-	1	3	4	3	2	-	-	1	*	2	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Other device	4	-	3	1	4	3	1	-	-	3	1	*	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	2%	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 358

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15R (SHOWCARD) DEVICES USED BY THE CHILD TO - Find information for your school work (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Find information for your school work

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	976	246	305	183	242	551	425	976	642	107	113	114	802	174	976
Effective Weighted Sample	755	196	239	138	183	435	320	755	600	91	109	108	637	119	755
Total	599	156	186	107	151	342	258	599	517	46	24	12	514	86	599
Laptop/ netbook/ PC	462	131	146	82	103	277	185	462	413	23	18	8	392	70	462
	77%	84%	79%	76%	68%	81%	72%	77%	80%	50%	76%	63%	76%	81%	77%
		dfg	d			df		d	ik		ik		ik	ik	ik
Tablet	172	46	57	27	41	103	69	172	135	24	8	5	144	28	172
	29%	30%	30%	26%	27%	30%	27%	29%	26%	51%	33%	39%	28%	33%	29%
										hjlmn		hln			
Mobile phone	86	17	29	16	24	46	40	86	75	6	3	2	78	8	86
	14%	11%	16%	15%	16%	14%	15%	14%	14%	14%	13%	17%	15%	10%	14%
TV	20	4	4	3	9	8	12	20	19	1	*	*	15	5	20
	3%	3%	2%	3%	6%	2%	5%	3%	4%	1%	2%	1%	3%	6%	3%
					be										
Portable Media Player	10	2	2	3	2	4	6	10	9	*	1	*	9	1	10
	2%	1%	1%	3%	2%	1%	2%	2%	2%	1%	3%	1%	2%	1%	2%
E-book reader	7	3	1	*	3	4	3	7	6	-	*	*	6	1	7
	1%	2%	1%	*%	2%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
Games player	4	-	1	2	2	1	3	4	4	-	-	*	4	*	4
	1%	-%	1%	2%	1%	*%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Other device	4	*	2	1	2	2	2	4	4	-	*	*	4	*	4
	1%	*%	1%	*%	1%	1%	1%	1%	1%	-%	2%	1%	1%	*%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 359

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16R (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for your school work (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Find information for your school work

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	976	-	442	534	976	484	492	-	-	219	223	265	269
Effective Weighted Sample	755	-	341	414	755	376	379	-	-	169	172	206	208
Total	599	-	275	324	599	295	305	-	-	133	142	161	163
Laptop/ netbook/ PC	440	-	194	246	440	223	217	-	-	98	96	124	121
	73%	-%	70%	76%	73%	76%	71%	-%	-%	74%	67%	77%	75%
Tablet	104	-	59	45	104	48	56	-	-	26	33	22	23
	17%	-%	21%	14%	17%	16%	18%	-%	-%	20%	23%	14%	14%
			c								kl		
Mobile phone	41	-	15	26	41	16	24	-	-	4	10	12	14
	7%	-%	5%	8%	7%	6%	8%	-%	-%	3%	7%	7%	9%
													i
Portable Media Player	5	-	2	3	5	2	3	-	-	-	2	2	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	-%	1%	1%	1%
TV	5	-	2	3	5	2	3	-	-	1	1	1	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	*%	1%	1%
Games player	1	-	1	*	1	1	*	-	-	1	*	*	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	*%	*%	-%
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	3	-	3	1	3	3	1	-	-	3	*	-	1
	1%	-%	1%	*%	1%	1%	*%	-%	-%	2%	*%	-%	*%
										k			

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 359

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16R (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Find information for your school work (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Find information for your school work

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	976	246	305	183	242	551	425	976	642	107	113	114	802	174	976
Effective Weighted Sample	755	196	239	138	183	435	320	755	600	91	109	108	637	119	755
Total	599	156	186	107	151	342	258	599	517	46	24	12	514	86	599
Laptop/ netbook/ PC	440	125	136	79	99	262	178	440	395	22	17	6	375	64	440
	73%	80%	73%	74%	66%	77%	69%	73%	76%	48%	69%	52%	73%	75%	73%
		dfg				df		d	ik		ik		ik	ik	ik
Tablet	104	25	32	18	30	57	47	104	76	19	5	4	87	17	104
	17%	16%	17%	16%	20%	17%	18%	17%	15%	42%	19%	32%	17%	20%	17%
										hjlmn		hjlmn			
Mobile phone	41	4	13	8	16	17	24	41	33	4	2	2	39	2	41
	7%	3%	7%	7%	11%	5%	9%	7%	6%	10%	9%	14%	8%	2%	7%
			a	a	ae		ae	a		m	m	hlmn	m		
Portable Media Player	5	1	2	1	1	3	2	5	5	-	*	*	5	*	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%
TV	5	1	1	1	2	2	3	5	4	*	*	-	4	1	5
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	1%
Games player	1	-	-	1	1	-	1	1	1	-	-	*	1	*	1
	*%	-%	-%	1%	*%	-%	1%	*%	*%	-%	-%	1%	*%	1%	*%
E-book reader	*	-	*	-	-	*	-	*	-	-	*	-	-	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%	-%	*%	*%
											l				
Other device	3	-	2	-	2	2	2	3	3	-	*	*	3	*	3
	1%	-%	1%	-%	1%	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 360

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15S (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	326	-	148	177	326	175	151	-	-	81	67	94	84
	48%	-%	46%	50%	48%	51%	45%	-%	-%	51%	41%	52%	48%
						f				j		j	
Tablet	194	-	91	104	194	84	110	-	-	37	53	47	57
	29%	-%	28%	29%	29%	25%	33%	-%	-%	23%	33%	26%	33%
						e				i		i	
Mobile phone	160	-	36	124	160	69	91	-	-	13	23	56	68
	24%	-%	11%	35%	24%	20%	27%	-%	-%	8%	14%	31%	39%
				bd	b		e				i	ij	ij
Games player	38	-	17	22	38	31	8	-	-	11	6	19	2
	6%	-%	5%	6%	6%	9%	2%	-%	-%	7%	3%	11%	1%
						f				l		jl	
TV	30	-	14	16	30	15	15	-	-	8	6	7	9
	4%	-%	4%	5%	4%	4%	5%	-%	-%	5%	4%	4%	5%
Portable Media Player	28	-	12	17	28	16	12	-	-	8	4	9	8
	4%	-%	4%	5%	4%	5%	4%	-%	-%	5%	3%	5%	4%
E-book reader	5	-	4	1	5	2	3	-	-	1	3	1	*
	1%	-%	1%	*%	1%	1%	1%	-%	-%	1%	2%	*%	*%
Other device	4	-	3	1	4	3	2	-	-	2	1	1	1
	1%	-%	1%	*%	1%	1%	1%	-%	-%	1%	1%	*%	*%
Don't do this	125	-	87	39	125	61	64	-	-	40	47	21	18
	18%	-%	27%	11%	18%	18%	19%	-%	-%	25%	28%	12%	10%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 360

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15S (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	326	92	101	57	75	193	132	326	289	24	8	5	285	41	326
	48%	56%	48%	47%	42%	52%	44%	48%	50%	40%	31%	36%	49%	42%	48%
		dfg				df			ijk				jk		jk
Tablet	194	59	64	31	41	122	72	194	152	29	9	5	164	31	194
	29%	35%	30%	25%	23%	33%	24%	29%	26%	48%	35%	34%	28%	31%	29%
		cdf				df				hijklmn	h				
Mobile phone	160	39	46	35	40	84	76	160	140	12	6	3	141	19	160
	24%	23%	22%	29%	22%	23%	25%	24%	24%	20%	23%	20%	24%	19%	24%
Games player	38	11	11	8	9	22	17	38	33	2	2	1	28	10	38
	6%	6%	5%	6%	5%	6%	5%	6%	6%	3%	6%	9%	5%	10%	6%
												il		hiln	
TV	30	7	8	6	9	15	15	30	27	1	2	*	27	3	30
	4%	4%	4%	5%	5%	4%	5%	4%	5%	2%	7%	2%	5%	3%	4%
Portable Media Player	28	8	8	8	4	16	12	28	26	1	1	*	23	5	28
	4%	5%	4%	6%	2%	4%	4%	4%	4%	1%	5%	2%	4%	5%	4%
E-book reader	5	1	*	3	1	1	4	5	4	-	*	-	4	*	5
	1%	1%	1%	3%	1%	1%	1%	1%	1%	-%	2%	-%	1%	1%	1%
				beg											
Other device	4	1	3	-	1	3	1	4	3	1	*	-	4	*	4
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	2%	-%	1%	1%	1%
Don't do this	125	18	37	25	46	54	71	125	110	7	5	3	105	20	125
	18%	11%	18%	20%	26%	15%	23%	18%	19%	12%	17%	24%	18%	21%	18%
			a	a	abeg		aeg	a				i			

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 361

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16S (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	261	-	122	139	261	145	115	-	-	69	53	76	62
	38%	-%	38%	39%	38%	43%	34%	-%	-%	44%	32%	42%	36%
						f				j		j	
Tablet	142	-	72	70	142	58	85	-	-	28	44	30	40
	21%	-%	22%	20%	21%	17%	25%	-%	-%	17%	27%	17%	23%
						e				ik			
Mobile phone	104	-	17	87	104	48	56	-	-	8	10	40	47
	15%	-%	5%	24%	15%	14%	17%	-%	-%	5%	6%	22%	27%
				bd	b							ij	ij
TV	15	-	9	6	15	7	8	-	-	4	5	3	3
	2%	-%	3%	2%	2%	2%	2%	-%	-%	3%	3%	1%	2%
Portable Media Player	13	-	8	6	13	7	6	-	-	5	3	3	3
	2%	-%	2%	2%	2%	2%	2%	-%	-%	3%	2%	1%	2%
Games player	13	-	5	8	13	11	2	-	-	4	1	7	*
	2%	-%	2%	2%	2%	3%	*%	-%	-%	2%	1%	4%	*%
						f				l		jl	
E-book reader	*	-	*	*	*	-	*	-	-	-	*	-	*
	*%	-%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
Other device	4	-	3	1	4	3	2	-	-	2	1	1	1
	1%	-%	1%	*%	1%	1%	1%	-%	-%	1%	1%	*%	*%
Don't do this	125	-	87	39	125	61	64	-	-	40	47	21	18
	18%	-%	27%	11%	18%	18%	19%	-%	-%	25%	28%	12%	10%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 361

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16S (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	261	75	79	45	61	154	106	261	234	17	6	3	226	35	261
	38%	46%	38%	37%	34%	41%	35%	38%	40%	29%	23%	25%	39%	35%	38%
		df							ijk				jk	j	jk
Tablet	142	40	45	25	32	86	56	142	105	25	8	4	118	24	142
	21%	24%	22%	20%	17%	23%	18%	21%	18%	43%	29%	28%	20%	25%	21%
										hijklmn	hln	h			
Mobile phone	104	22	28	22	31	51	53	104	91	7	4	2	93	11	104
	15%	13%	14%	18%	17%	14%	18%	15%	16%	11%	17%	17%	16%	11%	15%
TV	15	2	4	2	7	6	9	15	13	1	1	-	13	2	15
	2%	1%	2%	1%	4%	2%	3%	2%	2%	1%	3%	-%	2%	2%	2%
Portable Media Player	13	4	7	3	*	11	3	13	12	1	1	*	12	2	13
	2%	2%	3%	2%	*%	3%	1%	2%	2%	1%	4%	2%	2%	2%	2%
		d	df	d		d		d							
Games player	13	3	5	2	3	8	4	13	10	1	1	1	8	4	13
	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	4%	5%	1%	4%	2%
												hln	l		
E-book reader	*	-	*	-	-	*	-	*	-	-	*	-	*	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%	*%	*%	*%
											hln				
Other device	4	1	3	-	1	3	1	4	3	1	*	-	4	*	4
	1%	*%	1%	-%	1%	1%	*%	1%	1%	1%	2%	-%	1%	*%	1%
Don't do this	125	18	37	25	46	54	71	125	110	7	5	3	105	20	125
	18%	11%	18%	20%	26%	15%	23%	18%	19%	12%	17%	24%	18%	21%	18%
			a	a	abeg		aeg	a				i			

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 362

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15S (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look around online to pass the time or have fun

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	895	-	379	516	895	452	443	-	-	193	186	259	257
Effective Weighted Sample	697	-	294	403	697	354	343	-	-	151	143	203	200
Total	553	-	236	317	553	278	274	-	-	119	118	160	157
Laptop/ netbook/ PC	326	-	148	177	326	175	151	-	-	81	67	94	84
	59%	-%	63%	56%	59%	63%	55%	-%	-%	68%	57%	59%	53%
						f				l			
Tablet	194	-	91	104	194	84	110	-	-	37	53	47	57
	35%	-%	38%	33%	35%	30%	40%	-%	-%	31%	45%	29%	36%
						e				ik			
Mobile phone	160	-	36	124	160	69	91	-	-	13	23	56	68
	29%	-%	15%	39%	29%	25%	33%	-%	-%	11%	20%	35%	43%
				bd	b		e			i		ij	ij
Games player	38	-	17	22	38	31	8	-	-	11	6	19	2
	7%	-%	7%	7%	7%	11%	3%	-%	-%	9%	5%	12%	1%
						f				l		jl	
TV	30	-	14	16	30	15	15	-	-	8	6	7	9
	5%	-%	6%	5%	5%	5%	6%	-%	-%	7%	5%	4%	6%
Portable Media Player	28	-	12	17	28	16	12	-	-	8	4	9	8
	5%	-%	5%	5%	5%	6%	4%	-%	-%	6%	4%	5%	5%
E-book reader	5	-	4	1	5	2	3	-	-	1	3	1	*
	1%	-%	2%	*%	1%	1%	1%	-%	-%	1%	2%	*%	*%
Other device	4	-	3	1	4	3	2	-	-	2	1	1	1
	1%	-%	1%	*%	1%	1%	1%	-%	-%	2%	1%	*%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 362

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15S (SHOWCARD) DEVICES USED BY THE CHILD TO - Look around online to pass the time or have fun (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look around online to pass the time or have fun

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	895	228	282	169	216	510	385	895	578	118	103	96	739	156	895
Effective Weighted Sample	697	185	222	126	165	406	291	697	541	100	99	91	588	110	697
Total	553	148	172	98	135	320	233	553	468	52	22	10	474	78	553
Laptop/ netbook/ PC	326 59%	92 62%	101 59%	57 58%	75 56%	193 60%	132 57%	326 59%	289 62% ij	24 45%	8 37%	** **	285 60% ij	41 52% j	326 59% ij
Tablet	194 35%	59 40%	64 37%	31 32%	41 30%	122 38% f	72 31%	194 35%	152 32%	29 55% hlmn	9 42%	** **	164 34%	31 40%	194 35%
Mobile phone	160 29%	39 26%	46 27%	35 36% e	40 30%	84 26%	76 33%	160 29%	140 30%	12 23%	6 28%	** **	141 30%	19 24%	160 29%
Games player	38 7%	11 7%	11 6%	8 8%	9 7%	22 7%	17 7%	38 7%	33 7%	2 4%	2 8%	** **	28 6%	10 13% hilm	38 7%
TV	30 5%	7 5%	8 5%	6 6%	9 7%	15 5%	15 6%	30 5%	27 6%	1 2%	2 8%	** **	27 6%	3 4%	30 5%
Portable Media Player	28 5%	8 5%	8 5%	8 8%	4 3%	16 5%	12 5%	28 5%	26 6%	1 2%	1 6%	** **	23 5%	5 7%	28 5%
E-book reader	5 1%	1 *% beg	* *% beg	3 3% beg	1 *% beg	1 *% beg	4 2% beg	5 1% beg	4 1% beg	- -% beg	* 2% beg	** **	4 1% beg	* *% beg	5 1% beg
Other device	4 1%	1 *% beg	3 2% beg	- -% beg	1 1% beg	3 1% beg	1 *% beg	4 1% beg	3 1% beg	1 1% beg	* 2% beg	** **	4 1% beg	* *% beg	4 1% beg

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 363

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16S (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look around online to pass the time or have fun

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	895	-	379	516	895	452	443	-	-	193	186	259	257
Effective Weighted Sample	697	-	294	403	697	354	343	-	-	151	143	203	200
Total	553	-	236	317	553	278	274	-	-	119	118	160	157
Laptop/ netbook/ PC	261	-	122	139	261	145	115	-	-	69	53	76	62
	47%	-%	52%	44%	47%	52%	42%	-%	-%	58%	45%	48%	40%
			c			f				jkl			
Tablet	142	-	72	70	142	58	85	-	-	28	44	30	40
	26%	-%	30%	22%	26%	21%	31%	-%	-%	23%	38%	19%	26%
			c			e				ikl			
Mobile phone	104	-	17	87	104	48	56	-	-	8	10	40	47
	19%	-%	7%	27%	19%	17%	21%	-%	-%	6%	8%	25%	30%
				bd	b							ij	ij
TV	15	-	9	6	15	7	8	-	-	4	5	3	3
	3%	-%	4%	2%	3%	2%	3%	-%	-%	4%	4%	2%	2%
Portable Media Player	13	-	8	6	13	7	6	-	-	5	3	3	3
	2%	-%	3%	2%	2%	3%	2%	-%	-%	4%	3%	2%	2%
Games player	13	-	5	8	13	11	2	-	-	4	1	7	*
	2%	-%	2%	2%	2%	4%	1%	-%	-%	3%	1%	5%	-%
						f				l		l	
E-book reader	*	-	*	*	*	-	*	-	-	-	*	-	*
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Other device	4	-	3	1	4	3	2	-	-	2	1	1	1
	1%	-%	1%	-%	1%	1%	1%	-%	-%	2%	1%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 363

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16S (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Look around online to pass the time or have fun (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Look around online to pass the time or have fun

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	895	228	282	169	216	510	385	895	578	118	103	96	739	156	895
Effective Weighted Sample	697	185	222	126	165	406	291	697	541	100	99	91	588	110	697
Total	553	148	172	98	135	320	233	553	468	52	22	10	474	78	553
Laptop/ netbook/ PC	261	75	79	45	61	154	106	261	234	17	6	**	226	35	261
	47%	51%	46%	46%	45%	48%	46%	47%	50%	34%	28%	**	48%	45%	47%
									ij				ij	j	ij
Tablet	142	40	45	25	32	86	56	142	105	25	8	**	118	24	142
	26%	27%	26%	25%	23%	27%	24%	26%	22%	49%	36%	**	25%	31%	26%
										hlmn	hln				
Mobile phone	104	22	28	22	31	51	53	104	91	7	4	**	93	11	104
	19%	15%	17%	23%	23%	16%	23%	19%	19%	13%	20%	**	20%	14%	19%
					e		ae								
TV	15	2	4	2	7	6	9	15	13	1	1	**	13	2	15
	3%	1%	3%	2%	5%	2%	4%	3%	3%	1%	3%	**	3%	2%	3%
					ae										
Portable Media Player	13	4	7	3	*	11	3	13	12	1	1	**	12	2	13
	2%	3%	4%	3%	*%	3%	1%	2%	3%	1%	4%	**	2%	2%	2%
		d	d			d									
Games player	13	3	5	2	3	8	4	13	10	1	1	**	8	4	13
	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	5%	**	2%	5%	2%
														l	
E-book reader	*	-	*	-	-	*	-	*	-	-	*	**	*	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	2%	**	*%	*%	*%
											hln				
Other device	4	1	3	-	1	3	1	4	3	1	*	**	4	*	4
	1%	*%	2%	-%	1%	1%	*%	1%	1%	1%	2%	**	1%	*%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 364

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15T (SHOWCARD) DEVICES USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	121	-	43	78	121	70	51	-	-	28	15	43	35
	18%	-%	13%	22% b	18% b	21% f	15%	-%	-%	17% j	9% j	24% j	20% j
Tablet	86	-	35	52	86	32	54	-	-	13	22	20	32
	13%	-%	11%	15%	13%	10%	16% e	-%	-%	8%	13%	11%	18% ik
Mobile phone	73	-	16	56	73	31	42	-	-	7	9	24	32
	11%	-%	5%	16% bd	11% b	9%	12%	-%	-%	4%	6% ij	13% ij	18% ij
Portable Media Player	21	-	10	11	21	11	10	-	-	5	5	6	5
	3%	-%	3%	3%	3%	3%	3%	-%	-%	3%	3%	3%	3%
Games player	2	-	-	2	2	1	1	-	-	-	-	1	1
	*%	-%	-%	1%	*%	*%	*%	-%	-%	-%	-%	1%	1%
TV	2	-	-	2	2	1	1	-	-	-	-	1	1
	*%	-%	-%	1%	*%	*%	*%	-%	-%	-%	-%	1%	1%
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	3	-	1	2	3	2	1	-	-	-	1	2	*
	*%	-%	*%	1%	*%	1%	*%	-%	-%	-%	1%	1%	*%
Don't do this	416	-	228	188	416	212	204	-	-	111	116	101	87
	61%	-%	71% cd	53%	61% c	63%	60%	-%	-%	70% kl	71% kl	56%	50%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 364

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15T (SHOWCARD) DEVICES USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	121	39	38	20	25	76	44	121	107	9	4	1	110	11	121
	18%	23%	18%	16%	14%	20%	15%	18%	18%	14%	15%	11%	19%	11%	18%
		df				df			km				km		k
Tablet	86	29	24	18	15	53	33	86	68	13	4	2	73	13	86
	13%	18%	11%	15%	8%	14%	11%	13%	12%	21%	15%	12%	13%	13%	13%
		bdf		d		d			hln						
Mobile phone	73	14	21	18	20	35	38	73	57	9	4	2	62	10	73
	11%	9%	10%	15%	11%	9%	12%	11%	10%	15%	15%	14%	11%	11%	11%
Portable Media Player	21	6	7	5	3	13	8	21	19	1	1	*	18	3	21
	3%	3%	3%	4%	2%	3%	3%	3%	3%	2%	3%	1%	3%	3%	3%
Games player	2	-	*	1	1	*	2	2	2	-	-	*	2	-	2
	*%	-%	*%	1%	1%	*%	1%	*%	*%	-%	-%	1%	*%	-%	*%
TV	2	-	-	-	2	-	2	2	2	-	-	-	2	-	2
	*%	-%	-%	-%	1%	-%	1%	*%	*%	-%	-%	-%	*%	-%	*%
					e										
E-book reader	*	-	*	-	-	*	-	*	-	-	*	-	-	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%	-%	*%	*%
											ln				
Other device	3	*	2	-	1	2	1	3	3	-	*	-	2	1	3
	*%	*%	1%	-%	1%	1%	*%	*%	1%	-%	1%	-%	*%	1%	*%
Don't do this	416	90	126	76	124	216	200	416	359	32	16	9	348	68	416
	61%	54%	60%	62%	69%	58%	66%	61%	62%	54%	59%	69%	60%	68%	61%
					aeg		ae					i		i	

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 365

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16T (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	106	-	40	66	106	65	41	-	-	26	14	39	27
	16%	-%	12%	19% b	16%	19% f	12%	-%	-%	16% j	8% j	22% j	16% j
Tablet	75	-	29	45	75	26	48	-	-	10	19	16	29
	11%	-%	9%	13%	11%	8% e	14% e	-%	-%	6% e	12% e	9% e	17% ik
Mobile phone	62	-	15	46	62	26	36	-	-	6	9	20	27
	9%	-%	5%	13% bd	9% b	8% b	11% b	-%	-%	4% b	6% b	11% ij	15% ij
Portable Media Player	16	-	9	6	16	8	7	-	-	5	4	3	3
	2%	-%	3%	2%	2%	2%	2%	-%	-%	3% e	2% e	2% e	2% e
TV	2	-	-	2	2	1	1	-	-	-	-	1	1
	*%	-%	-%	1% e	*% e	*% e	*% e	-%	-%	-% e	-% e	1% e	1% e
E-book reader	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*% e	-% e	*% e	-% e	*% e	-%	-%	-% e	*% e	-% e	-% e
Games player	*	-	-	*	*	*	-	-	-	-	-	*	-
	*%	-%	-% e	*% e	*% e	*% e	-% e	-%	-%	-% e	-% e	*% e	-% e
Other device	2	-	1	1	2	1	1	-	-	-	1	1	*
	*%	-%	*% e	*% e	*% e	*% e	*% e	-%	-%	-% e	1% e	1% e	*% e
Don't do this	416	-	228	188	416	212	204	-	-	111	116	101	87
	61%	-%	71% cd	53% c	61% c	63% c	60% c	-%	-%	70% kl	71% kl	56% kl	50% kl

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 365

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16T (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	106	35	35	14	22	70	36	106	95	7	3	1	98	8	106
	16%	21%	17%	12%	12%	19%	12%	16%	16%	11%	13%	9%	17%	8%	16%
		cdf				cdf			km				km		km
Tablet	75	24	21	15	14	45	30	75	59	12	3	1	64	11	75
	11%	14%	10%	13%	8%	12%	10%	11%	10%	20%	11%	9%	11%	11%	11%
		d							hklmn						
Mobile phone	62	12	17	14	18	30	32	62	49	8	3	2	53	8	62
	9%	7%	8%	12%	10%	8%	11%	9%	9%	13%	12%	11%	9%	9%	9%
Portable Media Player	16	5	6	3	1	11	4	16	13	1	1	*	13	3	16
	2%	3%	3%	2%	1%	3%	1%	2%	2%	2%	3%	1%	2%	3%	2%
TV	2	-	-	-	2	-	2	2	2	-	-	-	2	-	2
	*%	-%	-%	-%	1%	-%	1%	*%	*%	-%	-%	-%	*%	-%	*%
					e										
E-book reader	*	-	*	-	-	*	-	*	-	-	*	-	-	*	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%	-%	*%	*%
											ln				
Games player	*	-	*	-	-	*	-	*	-	-	-	*	*	-	*
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	1%	*%	-%	*%
												hln			
Other device	2	*	2	-	-	2	-	2	2	-	*	-	1	1	2
	*%	*%	1%	-%	-%	1%	-%	*%	*%	-%	1%	-%	*%	1%	*%
			f								l				
Don't do this	416	90	126	76	124	216	200	416	359	32	16	9	348	68	416
	61%	54%	60%	62%	69%	58%	66%	61%	62%	54%	59%	69%	60%	68%	61%
					aeg		ae					i		i	

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 366

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15T (SHOWCARD) DEVICES USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Make video calls through services like Skype, FaceTime or Oovoo

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	406	-	127	279	406	193	213	-	-	65	62	128	151
Effective Weighted Sample	318	-	107	212	318	154	164	-	-	55	52	100	113
Total	262	-	95	167	262	127	135	-	-	47	48	80	87
Laptop/ netbook/ PC	121	-	43	78	121	70	51	-	-	**	**	43	35
	46%	-%	45%	46%	46%	55%	37%	-%	-%	**	**	53%	40%
						f							
Tablet	86	-	35	52	86	32	54	-	-	**	**	20	32
	33%	-%	36%	31%	33%	25%	40%	-%	-%	**	**	25%	37%
						e							
Mobile phone	73	-	16	56	73	31	42	-	-	**	**	24	32
	28%	-%	17%	34%	28%	24%	31%	-%	-%	**	**	30%	37%
				b	b								
Portable Media Player	21	-	10	11	21	11	10	-	-	**	**	6	5
	8%	-%	11%	6%	8%	9%	7%	-%	-%	**	**	7%	6%
Games player	2	-	-	2	2	1	1	-	-	**	**	1	1
	1%	-%	-%	1%	1%	1%	1%	-%	-%	**	**	1%	1%
TV	2	-	-	2	2	1	1	-	-	**	**	1	1
	1%	-%	-%	1%	1%	1%	1%	-%	-%	**	**	1%	1%
E-book reader	*	-	*	-	*	-	*	-	-	**	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	-%	-%
Other device	3	-	1	2	3	2	1	-	-	**	**	2	*
	1%	-%	1%	1%	1%	2%	1%	-%	-%	**	**	3%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 366

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15T (SHOWCARD) DEVICES USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Make video calls through services like Skype, FaceTime or Oovoo

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	406	117	130	73	86	247	159	406	257	59	50	40	338	68	406
Effective Weighted Sample	318	94	102	56	67	196	123	318	244	50	48	38	274	47	318
Total	262	76	83	47	57	158	104	262	220	28	11	4	231	31	262
Laptop/ netbook/ PC	121	39	38	**	**	76	44	121	107	**	**	**	110	**	121
	46%	51%	45%	**	**	48%	43%	46%	49%	**	**	**	47%	**	46%
Tablet	86	29	24	**	**	53	33	86	68	**	**	**	73	**	86
	33%	39%	29%	**	**	34%	32%	33%	31%	**	**	**	32%	**	33%
Mobile phone	73	14	21	**	**	35	38	73	57	**	**	**	62	**	73
	28%	19%	25%	**	**	22%	36%	28%	26%	**	**	**	27%	**	28%
						ae									
Portable Media Player	21	6	7	**	**	13	8	21	19	**	**	**	18	**	21
	8%	7%	9%	**	**	8%	8%	8%	9%	**	**	**	8%	**	8%
Games player	2	-	*	**	**	*	2	2	2	**	**	**	2	**	2
	1%	-%	*%	**	**	*%	2%	1%	1%	**	**	**	1%	**	1%
TV	2	-	-	**	**	-	2	2	2	**	**	**	2	**	2
	1%	-%	-%	**	**	-%	2%	1%	1%	**	**	**	1%	**	1%
E-book reader	*	-	*	**	**	*	-	*	-	**	**	**	-	**	*
	*%	-%	*%	**	**	*%	-%	*%	-%	**	**	**	-%	**	*%
Other device	3	*	2	**	**	2	1	3	3	**	**	**	2	**	3
	1%	*%	3%	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 367

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16T (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Make video calls through services like Skype, FaceTime or Oovoo

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	406	-	127	279	406	193	213	-	-	65	62	128	151
Effective Weighted Sample	318	-	107	212	318	154	164	-	-	55	52	100	113
Total	262	-	95	167	262	127	135	-	-	47	48	80	87
Laptop/ netbook/ PC	106	-	40	66	106	65	41	-	-	**	**	39	27
	40%	-%	42%	40%	40%	51%	30%	-%	-%	**	**	49%	31%
						f						l	
Tablet	75	-	29	45	75	26	48	-	-	**	**	16	29
	28%	-%	31%	27%	28%	21%	36%	-%	-%	**	**	20%	33%
						e						k	
Mobile phone	62	-	15	46	62	26	36	-	-	**	**	20	27
	24%	-%	16%	28%	24%	20%	27%	-%	-%	**	**	25%	30%
				b									
Portable Media Player	16	-	9	6	16	8	7	-	-	**	**	3	3
	6%	-%	10%	4%	6%	6%	5%	-%	-%	**	**	4%	4%
			c										
TV	2	-	-	2	2	1	1	-	-	**	**	1	1
	1%	-%	-%	1%	1%	1%	1%	-%	-%	**	**	1%	1%
E-book reader	*	-	*	-	*	-	*	-	-	**	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	**	-%	-%
Games player	*	-	-	*	*	*	-	-	-	**	**	*	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	**	**	*%	-%
Other device	2	-	1	1	2	1	1	-	-	**	**	1	*
	1%	-%	1%	1%	1%	1%	1%	-%	-%	**	**	1%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 367

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16T (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Make video calls through services like Skype, FaceTime or Oovoo (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Make video calls through services like Skype, FaceTime or Oovoo

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	406	117	130	73	86	247	159	406	257	59	50	40	338	68	406
Effective Weighted Sample	318	94	102	56	67	196	123	318	244	50	48	38	274	47	318
Total	262	76	83	47	57	158	104	262	220	28	11	4	231	31	262
Laptop/ netbook/ PC	106	35	35	**	**	70	36	106	95	**	**	**	98	**	106
	40%	46%	42%	**	**	44%	35%	40%	43%	**	**	**	42%	**	40%
Tablet	75	24	21	**	**	45	30	75	59	**	**	**	64	**	75
	28%	31%	26%	**	**	28%	28%	28%	27%	**	**	**	28%	**	28%
Mobile phone	62	12	17	**	**	30	32	62	49	**	**	**	53	**	62
	24%	16%	21%	**	**	19%	31%	24%	22%	**	**	**	23%	**	24%
						ae									
Portable Media Player	16	5	6	**	**	11	4	16	13	**	**	**	13	**	16
	6%	7%	8%	**	**	7%	4%	6%	6%	**	**	**	5%	**	6%
TV	2	-	-	**	**	-	2	2	2	**	**	**	2	**	2
	1%	-%	-%	**	**	-%	2%	1%	1%	**	**	**	1%	**	1%
E-book reader	*	-	*	**	**	*	-	*	-	**	**	**	-	**	*
	*%	-%	*%	**	**	*%	-%	*%	-%	**	**	**	-%	**	*%
Games player	*	-	*	**	**	*	-	*	-	**	**	**	*	**	*
	*%	-%	*%	**	**	*%	-%	*%	-%	**	**	**	*%	**	*%
Other device	2	*	2	**	**	2	-	2	2	**	**	**	1	**	2
	1%	*%	3%	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 368

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15U (SHOWCARD) DEVICES USED BY THE CHILD TO - Arrange to meet friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	336	-	84	252	336	163	173	-	-	39	44	124	129
	50%	-%	26%	71%	50%	48%	51%	-%	-%	25%	27%	68%	74%
				bd	b							ij	ij
Laptop/ netbook/ PC	57	-	12	45	57	31	26	-	-	5	7	26	19
	8%	-%	4%	13%	8%	9%	8%	-%	-%	3%	4%	14%	11%
				bd	b							ij	ij
Tablet	56	-	17	39	56	20	36	-	-	4	13	16	23
	8%	-%	5%	11%	8%	6%	11%	-%	-%	2%	8%	9%	13%
				b	b		e				i	i	i
Games player	20	-	5	15	20	18	1	-	-	5	-	14	1
	3%	-%	1%	4%	3%	5%	*%	-%	-%	3%	-%	8%	1%
				b		f				j		ijl	
Portable Media Player	13	-	4	9	13	4	9	-	-	1	3	3	6
	2%	-%	1%	3%	2%	1%	3%	-%	-%	*%	2%	2%	4%
													i
TV	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	1%	-%
Other device	17	-	12	5	17	8	9	-	-	6	6	2	3
	2%	-%	4%	1%	2%	2%	3%	-%	-%	4%	4%	1%	2%
			c										
Don't do this	259	-	201	57	259	133	126	-	-	102	100	31	26
	38%	-%	62%	16%	38%	39%	37%	-%	-%	64%	61%	17%	15%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 368

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15U (SHOWCARD) DEVICES USED BY THE CHILD TO - Arrange to meet friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	336 50%	94 57% df	101 49%	59 48%	81 45%	195 52%	141 46%	336 50%	291 50%	25 42%	15 55% ik	6 41%	285 49%	51 52%	336 50%
Laptop/ netbook/ PC	57 8%	13 8%	17 8%	12 10%	14 8%	30 8%	27 9%	57 8%	50 9%	3 5%	3 11%	1 5%	49 8%	8 8%	57 8%
Tablet	56 8%	18 11%	19 9%	8 6%	12 7%	36 10%	20 6%	56 8%	43 7%	9 16% hkl	3 11% k	1 4%	47 8%	9 9%	56 8%
Games player	20 3%	- -%	5 2% a	5 4% ae	9 5% ae	5 1%	14 5% ae	20 3% a	18 3%	- -%	1 5% i	* 3% i	16 3%	4 4% i	20 3%
Portable Media Player	13 2%	2 1%	8 4% df	2 2%	1 1%	9 2%	4 1%	13 2%	11 2%	1 1%	1 5% hikln	- -%	10 2%	3 3%	13 2%
TV	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Other device	17 2%	3 2%	6 3%	3 2%	5 3%	9 2%	8 3%	17 2%	12 2%	3 6% hkl	1 4%	* 1%	13 2%	4 4%	17 2%
Don't do this	259 38%	52 32%	79 38%	48 39%	79 44% ae	132 35%	127 42% ae	259 38%	223 39% j	21 36%	7 27%	7 50% hijlmn	227 39% j	32 33%	259 38% j
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 369

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16U (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Arrange to meet friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Mobile phone	317 47%	- -%	78 24%	239 67% bd	317 47% b	156 46%	161 48%	- -%	- -%	38 24%	39 24%	118 65% ij	122 70% ij
Tablet	35 5%	- -%	13 4%	21 6%	35 5%	9 3%	26 8% e	- -%	- -%	3 2%	11 6% i	6 4%	15 9% ik
Laptop/ netbook/ PC	29 4%	- -%	11 3%	18 5%	29 4%	18 5%	10 3%	- -%	- -%	5 3%	6 3%	13 7% l	5 3%
Games player	13 2%	- -%	4 1%	9 2%	13 2%	13 4% f	* *% f	- -%	- -%	4 3% jl	- -%	8 5% jl	* *%
Portable Media Player	9 1%	- -%	4 1%	5 2%	9 1%	3 1%	6 2%	- -%	- -%	1 *% kl	3 2%	2 1%	3 2%
Other device	17 2%	- -%	12 4% c	5 1%	17 2%	8 2%	9 3%	- -%	- -%	6 4%	6 4%	2 1%	3 2%
Don't do this	259 38%	- -%	201 62% cd	57 16%	259 38% c	133 39%	126 37%	- -%	- -%	102 64% kl	100 61% kl	31 17%	26 15%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 369

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16U (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Arrange to meet friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Mobile phone	317 47%	90 54% dfg	96 46%	56 46%	74 41%	186 50% df	131 43%	317 47%	273 47%	25 42%	14 51%	5 40%	268 46%	49 49%	317 47%
Tablet	35 5%	8 5%	13 6%	3 3%	10 6%	21 6%	14 5%	35 5%	25 4%	8 13% hijklmn	2 6%	* 2%	30 5%	4 4%	35 5%
Laptop/ netbook/ PC	29 4%	10 6%	8 4%	6 5%	5 3%	18 5%	11 4%	29 4%	26 4%	1 2%	1 5%	* 3%	26 4%	3 3%	29 4%
Games player	13 2%	- -%	3 1%	3 3% a	7 4% ae	3 1%	10 3% ae	13 2% a	12 2%	- -%	1 3%	* 3% i	9 2%	4 4% i	13 2%
Portable Media Player	9 1%	2 1%	4 2%	2 2%	1 1%	5 1%	4 1%	9 1%	7 1%	1 1%	1 4% hkln	- -%	7 1%	2 2%	9 1%
Other device	17 2%	3 2%	6 3%	3 2%	5 3%	9 2%	8 3%	17 2%	12 2%	3 6% hkln	1 4%	* 1%	13 2%	4 4%	17 2%
Don't do this	259 38%	52 32%	79 38%	48 39%	79 44% ae	132 35%	127 42% ae	259 38%	223 39% j	21 36%	7 27%	7 50% hijlmn	227 39% j	32 33%	259 38% j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 370

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15U (SHOWCARD) DEVICES USED BY THE CHILD TO - Arrange to meet friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Arrange to meet friends

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	666	-	182	484	666	324	342	-	-	85	97	239	245
Effective Weighted Sample	520	-	144	376	520	255	265	-	-	67	77	188	189
Total	419	-	121	298	419	207	213	-	-	57	64	150	148
Mobile phone	336	-	84	252	336	163	173	-	-	**	**	124	129
	80%	-%	69%	85%	80%	79%	81%	-%	-%	**	**	83%	87%
Laptop/ netbook/ PC	57	-	12	45	57	31	26	-	-	**	**	26	19
	14%	-%	10%	15%	14%	15%	12%	-%	-%	**	**	17%	13%
Tablet	56	-	17	39	56	20	36	-	-	**	**	16	23
	13%	-%	14%	13%	13%	10%	17%	-%	-%	**	**	11%	15%
Games player	20	-	5	15	20	18	1	-	-	**	**	14	1
	5%	-%	4%	5%	5%	9%	1%	-%	-%	**	**	9%	1%
Portable Media Player	13	-	4	9	13	4	9	-	-	**	**	3	6
	3%	-%	3%	3%	3%	2%	4%	-%	-%	**	**	2%	4%
TV	1	-	-	1	1	1	-	-	-	**	**	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	**	**	1%	-%
Other device	17	-	12	5	17	8	9	-	-	**	**	2	3
	4%	-%	10%	2%	4%	4%	4%	-%	-%	**	**	1%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 370

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15U (SHOWCARD) DEVICES USED BY THE CHILD TO - Arrange to meet friends (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Arrange to meet friends

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	666	173	212	119	162	385	281	666	426	87	89	64	545	121	666
Effective Weighted Sample	520	140	166	92	123	305	215	520	402	74	86	61	430	91	520
Total	419	113	130	74	102	243	176	419	355	38	19	7	353	66	419
Mobile phone	336	94	101	59	81	195	141	336	291	**	**	**	285	51	336
	80%	83%	78%	80%	80%	80%	80%	80%	82%	**	**	**	81%	77%	80%
Laptop/ netbook/ PC	57	13	17	12	14	30	27	57	50	**	**	**	49	8	57
	14%	12%	13%	16%	14%	12%	15%	14%	14%	**	**	**	14%	12%	14%
Tablet	56	18	19	8	12	36	20	56	43	**	**	**	47	9	56
	13%	15%	14%	10%	12%	15%	11%	13%	12%	**	**	**	13%	14%	13%
Games player	20	-	5	5	9	5	14	20	18	**	**	**	16	4	20
	5%	-%	4%	7%	9%	2%	8%	5%	5%	**	**	**	4%	6%	5%
			a	ae	ae		ae	a							
Portable Media Player	13	2	8	2	1	9	4	13	11	**	**	**	10	3	13
	3%	1%	6%	3%	1%	4%	2%	3%	3%	**	**	**	3%	4%	3%
			adf												
TV	1	-	1	-	-	1	-	1	1	**	**	**	1	-	1
	*%	-%	1%	-%	-%	*%	-%	*%	*%	**	**	**	*%	-%	*%
Other device	17	3	6	3	5	9	8	17	12	**	**	**	13	4	17
	4%	3%	5%	3%	5%	4%	4%	4%	3%	**	**	**	4%	6%	4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 371

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16U (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Arrange to meet friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Arrange to meet friends

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	666	-	182	484	666	324	342	-	-	85	97	239	245
Effective Weighted Sample	520	-	144	376	520	255	265	-	-	67	77	188	189
Total	419	-	121	298	419	207	213	-	-	57	64	150	148
Mobile phone	317	-	78	239	317	156	161	-	-	**	**	118	122
	76%	-%	64%	80%	76%	75%	76%	-%	-%	**	**	79%	82%
				b	b								
Tablet	35	-	13	21	35	9	26	-	-	**	**	6	15
	8%	-%	11%	7%	8%	4%	12%	-%	-%	**	**	4%	10%
							e						k
Laptop/ netbook/ PC	29	-	11	18	29	18	10	-	-	**	**	13	5
	7%	-%	9%	6%	7%	9%	5%	-%	-%	**	**	9%	3%
												l	
Games player	13	-	4	9	13	13	*	-	-	**	**	8	*
	3%	-%	4%	3%	3%	6%	*%	-%	-%	**	**	6%	*%
						f						l	
Portable Media Player	9	-	4	5	9	3	6	-	-	**	**	2	3
	2%	-%	3%	2%	2%	1%	3%	-%	-%	**	**	1%	2%
Other device	17	-	12	5	17	8	9	-	-	**	**	2	3
	4%	-%	10%	2%	4%	4%	4%	-%	-%	**	**	1%	2%
			cd		c								

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 371

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16U (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Arrange to meet friends (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Arrange to meet friends

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	666	173	212	119	162	385	281	666	426	87	89	64	545	121	666
Effective Weighted Sample	520	140	166	92	123	305	215	520	402	74	86	61	430	91	520
Total	419	113	130	74	102	243	176	419	355	38	19	7	353	66	419
Mobile phone	317	90	96	56	74	186	131	317	273	**	**	**	268	49	317
	76%	80%	74%	76%	73%	77%	74%	76%	77%	**	**	**	76%	74%	76%
Tablet	35	8	13	3	10	21	14	35	25	**	**	**	30	4	35
	8%	7%	10%	5%	10%	9%	8%	8%	7%	**	**	**	9%	7%	8%
Laptop/ netbook/ PC	29	10	8	6	5	18	11	29	26	**	**	**	26	3	29
	7%	9%	6%	9%	4%	7%	6%	7%	7%	**	**	**	7%	5%	7%
Games player	13	-	3	3	7	3	10	13	12	**	**	**	9	4	13
	3%	-%	2%	5%	6%	1%	6%	3%	3%	**	**	**	3%	6%	3%
				a	ae		ae	a							
Portable Media Player	9	2	4	2	1	5	4	9	7	**	**	**	7	2	9
	2%	1%	3%	3%	1%	2%	2%	2%	2%	**	**	**	2%	3%	2%
Other device	17	3	6	3	5	9	8	17	12	**	**	**	13	4	17
	4%	3%	5%	3%	5%	4%	4%	4%	3%	**	**	**	4%	6%	4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 372

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15V (SHOWCARD) DEVICES USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	177	-	54	123	177	91	86	-	-	26	28	65	58
	26%	-%	17%	35%	26%	27%	25%	-%	-%	16%	17%	36%	33%
				bd	b							ij	ij
Mobile phone	114	-	33	82	114	56	58	-	-	15	18	42	40
	17%	-%	10%	23%	17%	17%	17%	-%	-%	9%	11%	23%	23%
				bd	b							ij	ij
Tablet	94	-	32	63	94	50	45	-	-	16	15	34	29
	14%	-%	10%	18%	14%	15%	13%	-%	-%	10%	9%	19%	17%
				b	b							ij	j
Games player	16	-	5	11	16	14	2	-	-	4	1	10	1
	2%	-%	2%	3%	2%	4%	1%	-%	-%	3%	1%	6%	1%
						f						jl	
Portable Media Player	16	-	7	10	16	12	5	-	-	5	2	7	3
	2%	-%	2%	3%	2%	3%	1%	-%	-%	3%	1%	4%	1%
						f							
TV	8	-	4	4	8	4	5	-	-	3	1	1	3
	1%	-%	1%	1%	1%	1%	1%	-%	-%	2%	1%	1%	2%
E-book reader	1	-	1	-	1	-	1	-	-	-	1	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	1%	-%	-%
Other device	3	-	1	2	3	2	1	-	-	1	1	1	1
	*%	-%	*%	*%	*%	1%	*%	-%	-%	1%	*%	1%	*%
Don't do this	348	-	212	135	348	171	176	-	-	106	106	65	70
	51%	-%	66%	38%	51%	51%	52%	-%	-%	67%	65%	36%	40%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 372

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15V (SHOWCARD) DEVICES USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	177	46	58	31	41	105	72	177	150	16	7	3	150	27	177
	26%	28%	28%	25%	23%	28%	24%	26%	26%	27%	28%	22%	26%	27%	26%
Mobile phone	114	20	33	33	29	52	62	114	96	10	6	3	100	15	114
	17%	12%	16%	27%	16%	14%	20%	17%	17%	16%	22%	19%	17%	15%	17%
				abdeg			ae								
Tablet	94	28	31	18	18	58	36	94	65	19	7	3	76	19	94
	14%	17%	15%	14%	10%	16%	12%	14%	11%	33%	25%	25%	13%	19%	14%
		d								hlmn	hln	hln	h		
Games player	16	4	3	4	5	7	9	16	14	1	1	1	13	4	16
	2%	2%	2%	3%	3%	2%	3%	2%	2%	2%	4%	5%	2%	4%	2%
												l			
Portable Media Player	16	6	4	3	2	11	6	16	15	-	1	*	14	2	16
	2%	4%	2%	3%	1%	3%	2%	2%	3%	-%	4%	1%	2%	2%	2%
											i				
TV	8	2	2	2	2	4	4	8	8	-	*	*	6	2	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	2%	1%
E-book reader	1	-	*	1	-	*	1	1	1	-	*	-	1	*	1
	*%	-%	*%	1%	-%	*%	*%	*%	*%	-%	1%	-%	*%	*%	*%
Other device	3	-	1	-	2	1	2	3	3	-	-	-	3	-	3
	*%	-%	1%	-%	1%	*%	1%	*%	1%	-%	-%	-%	1%	-%	*%
Don't do this	348	82	108	58	100	190	158	348	310	22	10	6	299	49	348
	51%	50%	52%	47%	56%	51%	52%	51%	54%	37%	38%	42%	52%	49%	51%
									ijk				ij	i	ij

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 373

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16V (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	150	-	48	102	150	78	71	-	-	23	25	55	46
	22%	-%	15%	29%	22%	23%	21%	-%	-%	14%	15%	31%	27%
				bd	b							ij	ij
Mobile phone	81	-	25	56	81	38	44	-	-	11	14	27	30
	12%	-%	8%	16%	12%	11%	13%	-%	-%	7%	9%	15%	17%
				b	b							ij	ij
Tablet	73	-	25	48	73	34	39	-	-	11	14	23	25
	11%	-%	8%	13%	11%	10%	11%	-%	-%	7%	8%	12%	14%
				b									ij
Portable Media Player	9	-	6	4	9	7	3	-	-	4	2	3	1
	1%	-%	2%	1%	1%	2%	1%	-%	-%	2%	1%	2%	*%
Games player	9	-	3	6	9	8	1	-	-	2	1	6	*
	1%	-%	1%	2%	1%	2%	*%	-%	-%	1%	1%	3%	*%
						f						jl	
TV	5	-	2	3	5	2	2	-	-	1	1	1	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	*%	1%	1%
E-book reader	1	-	1	-	1	-	1	-	-	-	1	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	1%	-%	-%
Other device	3	-	1	2	3	2	1	-	-	1	1	1	1
	*%	-%	*%	*%	*%	1%	*%	-%	-%	1%	*%	1%	*%
Don't do this	348	-	212	135	348	171	176	-	-	106	106	65	70
	51%	-%	66%	38%	51%	51%	52%	-%	-%	67%	65%	36%	40%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 373

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16V (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	150	41	47	25	37	88	62	150	128	13	6	2	126	23	150
	22%	25%	23%	20%	21%	24%	20%	22%	22%	22%	23%	16%	22%	24%	22%
Mobile phone	81	14	23	23	21	37	44	81	69	7	3	2	71	11	81
	12%	9%	11%	19%	12%	10%	15%	12%	12%	11%	12%	15%	12%	11%	12%
				abeg			ae								
Tablet	73	22	25	11	14	47	25	73	48	17	5	3	61	12	73
	11%	13%	12%	9%	8%	13%	8%	11%	8%	28%	20%	21%	10%	12%	11%
						f				hlmn	hln	hln			
Portable Media Player	9	4	2	2	1	6	3	9	9	-	1	*	8	1	9
	1%	2%	1%	2%	1%	2%	1%	1%	1%	-%	3%	1%	1%	1%	1%
Games player	9	2	2	2	3	4	5	9	7	1	1	1	8	1	9
	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	3%	4%	1%	1%	1%
												hlmn			
TV	5	1	1	2	2	1	4	5	5	-	-	-	3	2	5
	1%	*%	*%	1%	1%	*%	1%	1%	1%	-%	-%	-%	*%	2%	1%
E-book reader	1	-	*	1	-	*	1	1	1	-	*	-	1	*	1
	*%	-%	*%	1%	-%	*%	*%	*%	*%	-%	1%	-%	*%	*%	*%
Other device	3	-	1	-	2	1	2	3	3	-	-	-	3	-	3
	*%	-%	1%	-%	1%	*%	1%	*%	1%	-%	-%	-%	1%	-%	*%
Don't do this	348	82	108	58	100	190	158	348	310	22	10	6	299	49	348
	51%	50%	52%	47%	56%	51%	52%	51%	54%	37%	38%	42%	52%	49%	51%
									ijk				ij	i	ij

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 374

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15V (SHOWCARD) DEVICES USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	558	-	182	376	558	289	269	-	-	91	91	198	178
Effective Weighted Sample	420	-	137	283	420	217	203	-	-	68	69	149	134
Total	330	-	110	220	330	168	162	-	-	53	58	115	105
Laptop/ netbook/ PC	177	-	54	123	177	91	86	-	-	**	**	65	58
	54%	-%	49%	56%	54%	54%	53%	-%	-%	**	**	56%	55%
Mobile phone	114	-	33	82	114	56	58	-	-	**	**	42	40
	35%	-%	30%	37%	35%	34%	36%	-%	-%	**	**	36%	38%
Tablet	94	-	32	63	94	50	45	-	-	**	**	34	29
	29%	-%	29%	29%	29%	30%	27%	-%	-%	**	**	29%	28%
Games player	16	-	5	11	16	14	2	-	-	**	**	10	1
	5%	-%	5%	5%	5%	9%	1%	-%	-%	**	**	9%	1%
						f						l	
Portable Media Player	16	-	7	10	16	12	5	-	-	**	**	7	3
	5%	-%	6%	4%	5%	7%	3%	-%	-%	**	**	6%	2%
						f							
TV	8	-	4	4	8	4	5	-	-	**	**	1	3
	2%	-%	3%	2%	2%	2%	3%	-%	-%	**	**	1%	3%
E-book reader	1	-	1	-	1	-	1	-	-	**	**	-	-
	*%	-%	1%	-%	*%	-%	1%	-%	-%	**	**	-%	-%
Other device	3	-	1	2	3	2	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

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 374

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15V (SHOWCARD) DEVICES USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	558	144	169	111	134	313	245	558	324	86	76	72	458	100	558
Effective Weighted Sample	420	110	130	84	97	240	180	420	305	74	73	68	351	70	420
Total	330	84	101	65	81	185	146	330	269	37	16	8	280	50	330
Laptop/ netbook/ PC	177	46	58	31	41	105	72	177	150	**	**	**	150	27	177
	54%	55%	58%	47%	51%	57%	50%	54%	56%	**	**	**	54%	53%	54%
Mobile phone	114	20	33	33	29	52	62	114	96	**	**	**	100	15	114
	35%	24%	32%	50%	36%	28%	43%	35%	36%	**	**	**	36%	29%	35%
				abeg	a		ae	a							
Tablet	94	28	31	18	18	58	36	94	65	**	**	**	76	19	94
	29%	33%	30%	27%	23%	32%	25%	29%	24%	**	**	**	27%	37%	29%
													h		
Games player	16	4	3	4	5	7	9	16	14	**	**	**	13	4	16
	5%	5%	3%	6%	7%	4%	6%	5%	5%	**	**	**	4%	8%	5%
Portable Media Player	16	6	4	3	2	11	6	16	15	**	**	**	14	2	16
	5%	8%	4%	5%	3%	6%	4%	5%	6%	**	**	**	5%	5%	5%
TV	8	2	2	2	2	4	4	8	8	**	**	**	6	2	8
	2%	2%	2%	3%	3%	2%	3%	2%	3%	**	**	**	2%	4%	2%
E-book reader	1	-	*	1	-	*	1	1	1	**	**	**	1	*	1
	*%	-%	*%	1%	-%	*%	1%	*%	*%	**	**	**	*%	*%	*%
Other device	3	-	1	-	2	1	2	3	3	**	**	**	3	-	3
	1%	-%	1%	-%	2%	1%	1%	1%	1%	**	**	**	1%	-%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 375

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16V (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	558	-	182	376	558	289	269	-	-	91	91	198	178
Effective Weighted Sample	420	-	137	283	420	217	203	-	-	68	69	149	134
Total	330	-	110	220	330	168	162	-	-	53	58	115	105
Laptop/ netbook/ PC	150	-	48	102	150	78	71	-	-	**	**	55	46
	45%	-%	43%	46%	45%	47%	44%	-%	-%	**	**	48%	44%
Mobile phone	81	-	25	56	81	38	44	-	-	**	**	27	30
	25%	-%	23%	26%	25%	22%	27%	-%	-%	**	**	23%	28%
Tablet	73	-	25	48	73	34	39	-	-	**	**	23	25
	22%	-%	23%	22%	22%	20%	24%	-%	-%	**	**	20%	24%
Portable Media Player	9	-	6	4	9	7	3	-	-	**	**	3	1
	3%	-%	5%	2%	3%	4%	2%	-%	-%	**	**	2%	1%
			c										
Games player	9	-	3	6	9	8	1	-	-	**	**	6	*
	3%	-%	2%	3%	3%	5%	1%	-%	-%	**	**	5%	-%
						f						l	
TV	5	-	2	3	5	2	2	-	-	**	**	1	2
	1%	-%	2%	1%	1%	1%	1%	-%	-%	**	**	1%	2%
E-book reader	1	-	1	-	1	-	1	-	-	**	**	-	-
	*%	-%	1%	-%	*%	-%	1%	-%	-%	**	**	-%	-%
Other device	3	-	1	2	3	2	1	-	-	**	**	1	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	**	**	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 375

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16V (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Visit a site about something you're interested in where you can talk or message others - maybe a music or games site

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	558	144	169	111	134	313	245	558	324	86	76	72	458	100	558
Effective Weighted Sample	420	110	130	84	97	240	180	420	305	74	73	68	351	70	420
Total	330	84	101	65	81	185	146	330	269	37	16	8	280	50	330
Laptop/ netbook/ PC	150	41	47	25	37	88	62	150	128	**	**	**	126	23	150
	45%	49%	47%	38%	46%	48%	42%	45%	48%	**	**	**	45%	46%	45%
Mobile phone	81	14	23	23	21	37	44	81	69	**	**	**	71	11	81
	25%	17%	23%	35%	27%	20%	30%	25%	26%	**	**	**	25%	21%	25%
				abeg			ae								
Tablet	73	22	25	11	14	47	25	73	48	**	**	**	61	12	73
	22%	26%	25%	17%	18%	26%	17%	22%	18%	**	**	**	22%	24%	22%
						f									
Portable Media Player	9	4	2	2	1	6	3	9	9	**	**	**	8	1	9
	3%	5%	2%	3%	1%	3%	2%	3%	3%	**	**	**	3%	3%	3%
Games player	9	2	2	2	3	4	5	9	7	**	**	**	8	1	9
	3%	2%	2%	3%	4%	2%	3%	3%	2%	**	**	**	3%	1%	3%
TV	5	1	1	2	2	1	4	5	5	**	**	**	3	2	5
	1%	1%	1%	3%	2%	1%	2%	1%	2%	**	**	**	1%	3%	1%
E-book reader	1	-	*	1	-	*	1	1	1	**	**	**	1	*	1
	*%	-%	*%	1%	-%	*%	1%	*%	*%	**	**	**	*%	*%	*%
Other device	3	-	1	-	2	1	2	3	3	**	**	**	3	-	3
	1%	-%	1%	-%	2%	1%	1%	1%	1%	**	**	**	1%	-%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 376

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15W (SHOWCARD) DEVICES USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	65	-	18	47	65	36	29	-	-	7	11	29	18
	10%	-%	6%	13%	10%	11%	9%	-%	-%	4%	7%	16%	10%
				bd	b							ij	i
Mobile phone	37	-	10	27	37	22	15	-	-	6	4	16	11
	5%	-%	3%	8%	5%	6%	4%	-%	-%	4%	2%	9%	6%
				b								ij	j
Tablet	30	-	9	21	30	14	16	-	-	3	6	11	9
	4%	-%	3%	6%	4%	4%	5%	-%	-%	2%	4%	6%	5%
				b								i	i
Portable Media Player	5	-	1	4	5	4	1	-	-	1	*	3	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	*%	2%	*%
Games player	5	-	1	4	5	4	1	-	-	1	*	3	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	*%	2%	1%
TV	2	-	2	1	2	2	1	-	-	1	1	1	-
	*%	-%	*%	*%	*%	1%	*%	-%	-%	1%	*%	1%	-%
E-book reader	1	-	*	1	1	1	*	-	-	-	*	1	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	1%	-%
Other device	2	-	-	2	2	-	2	-	-	-	-	-	2
	*%	-%	-%	1%	*%	-%	1%	-%	-%	-%	-%	-%	1%
Don't do this	564	-	288	276	564	278	286	-	-	142	146	136	140
	83%	-%	89%	78%	83%	82%	84%	-%	-%	89%	89%	75%	80%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 376

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15W (SHOWCARD) DEVICES USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	65	17	24	14	10	40	25	65	57	5	2	1	62	3	65
	10%	10%	11%	12%	6%	11%	8%	10%	10%	9%	7%	5%	11%	3%	10%
			d	d		d			m				m		m
Mobile phone	37	4	11	14	8	15	22	37	32	2	1	1	32	4	37
	5%	3%	5%	11%	4%	4%	7%	5%	5%	4%	3%	10%	6%	4%	5%
				abdeg			ae					jn			
Tablet	30	6	15	6	4	21	9	30	22	5	2	1	25	5	30
	4%	4%	7%	5%	2%	5%	3%	4%	4%	8%	7%	7%	4%	5%	4%
			df			d				h					
Portable Media Player	5	2	2	1	*	4	1	5	5	-	1	-	5	*	5
	1%	1%	1%	1%	*%	1%	*%	1%	1%	-%	2%	-%	1%	*%	1%
Games player	5	-	1	2	2	1	4	5	4	*	*	*	5	*	5
	1%	-%	*%	2%	1%	*%	1%	1%	1%	1%	2%	1%	1%	*%	1%
				ae			e								
TV	2	1	1	*	1	2	1	2	2	-	*	-	2	*	2
	*%	1%	*%	*%	*%	*%	*%	*%	*%	-%	1%	-%	*%	*%	*%
E-book reader	1	1	*	-	-	1	-	1	1	-	*	-	1	*	1
	*%	1%	*%	-%	-%	*%	-%	*%	*%	-%	1%	-%	*%	*%	*%
Other device	2	-	1	1	1	1	2	2	2	-	*	-	1	1	2
	*%	-%	*%	1%	*%	*%	1%	*%	*%	-%	1%	-%	*%	1%	*%
Don't do this	564	138	167	99	160	305	259	564	484	47	22	11	478	86	564
	83%	83%	80%	80%	88%	81%	85%	83%	84%	79%	85%	79%	82%	87%	83%
					bce										

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 377

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16W (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Laptop/ netbook/ PC	54	-	16	38	54	29	25	-	-	6	10	23	15
	8%	-%	5%	11%	8%	9%	7%	-%	-%	4%	6%	13%	9%
				b	b							ij	i
Mobile phone	28	-	9	19	28	16	12	-	-	6	3	10	8
	4%	-%	3%	5%	4%	5%	3%	-%	-%	4%	2%	6%	5%
Tablet	24	-	7	16	24	11	13	-	-	3	5	8	8
	4%	-%	2%	5%	4%	3%	4%	-%	-%	2%	3%	4%	5%
Portable Media Player	4	-	1	3	4	3	1	-	-	1	-	2	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	-%	1%	*%
Games player	1	-	1	*	1	1	-	-	-	1	-	*	-
	*%	-%	*%	*%	*%	*%	-%	-%	-%	1%	-%	*%	-%
E-book reader	1	-	*	1	1	1	*	-	-	-	*	1	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	1%	-%
TV	*	-	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
Other device	2	-	-	2	2	-	2	-	-	-	-	-	2
	*%	-%	-%	1%	*%	-%	1%	-%	-%	-%	-%	-%	1%
Don't do this	564	-	288	276	564	278	286	-	-	142	146	136	140
	83%	-%	89%	78%	83%	82%	84%	-%	-%	89%	89%	75%	80%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 377

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16W (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Laptop/ netbook/ PC	54 8%	15 9%	21 10% d	9 8%	9 5%	35 9% d	19 6%	54 8%	47 8% m	5 9%	1 5%	1 4%	51 9% m	3 3%	54 8% m
Mobile phone	28 4%	4 3%	6 3%	11 9% abdeg	7 4%	11 3%	17 6% e	28 4%	24 4%	2 4%	* 2%	1 9% hilmn	25 4%	3 3%	28 4%
Tablet	24 4%	6 4%	12 6% df	3 2%	4 2%	18 5% f	6 2%	24 4%	17 3%	5 8% hln	2 6%	1 7% h	19 3%	4 4%	24 4%
Portable Media Player	4 1%	2 1%	2 1%	- -%	* -%	4 1%	* -%	4 1%	4 1%	- -%	* 1%	- -%	4 1%	* -%	4 1%
Games player	1 -%	- -%	- -%	* -%	1 1%	- -%	1 -%	1 -%	1 -%	* 1%	- -%	* 1%	1 -%	- -%	1 -%
E-book reader	1 -%	1 1%	* -%	- -%	- -%	1 -%	- -%	1 -%	1 -%	- -%	* 1%	- -%	1 -%	* -%	1 -%
TV	* -%	- -%	- -%	* -%	- -%	- -%	* -%	* -%	- -%	- -%	* 1% ln	- -%	- -%	* -%	* -%
Other device	2 -%	- -%	1 -%	1 1%	1 -%	1 -%	2 1%	2 -%	2 -%	- -%	* 1%	- -%	1 -%	1 1%	2 -%
Don't do this	564 83%	138 83%	167 80%	99 80%	160 88% bce	305 81%	259 85%	564 83%	484 84%	47 79%	22 85%	11 79%	478 82%	86 87%	564 83%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 378

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15W (SHOWCARD) DEVICES USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Write reviews about apps, games or some other product or service

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	182	-	51	131	182	100	82	-	-	26	25	74	57
Effective Weighted Sample	139	-	39	100	139	77	62	-	-	20	19	57	42
Total	114	-	35	80	114	62	53	-	-	17	18	45	35
Laptop/ netbook/ PC	65	-	**	47	65	36	**	-	-	**	**	**	**
	57%	-%	**	59%	57%	58%	**	-%	-%	**	**	**	**
Mobile phone	37	-	**	27	37	22	**	-	-	**	**	**	**
	32%	-%	**	34%	32%	35%	**	-%	-%	**	**	**	**
Tablet	30	-	**	21	30	14	**	-	-	**	**	**	**
	26%	-%	**	26%	26%	23%	**	-%	-%	**	**	**	**
Portable Media Player	5	-	**	4	5	4	**	-	-	**	**	**	**
	5%	-%	**	5%	5%	7%	**	-%	-%	**	**	**	**
Games player	5	-	**	4	5	4	**	-	-	**	**	**	**
	4%	-%	**	5%	4%	6%	**	-%	-%	**	**	**	**
TV	2	-	**	1	2	2	**	-	-	**	**	**	**
	2%	-%	**	1%	2%	3%	**	-%	-%	**	**	**	**
E-book reader	1	-	**	1	1	1	**	-	-	**	**	**	**
	1%	-%	**	1%	1%	2%	**	-%	-%	**	**	**	**
Other device	2	-	**	2	2	-	**	-	-	**	**	**	**
	2%	-%	**	3%	2%	-%	**	-%	-%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 378

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15W (SHOWCARD) DEVICES USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Write reviews about apps, games or some other product or service

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	182	41	64	37	40	105	77	182	111	25	20	26	153	29	182
Effective Weighted Sample	139	33	50	30	26	83	55	139	105	22	19	25	120	19	139
Total	114	28	42	24	21	69	45	114	95	12	4	3	102	12	114
Laptop/ netbook/ PC	65	**	**	**	**	40	**	65	57	**	**	**	62	**	65
	57%	**	**	**	**	58%	**	57%	60%	**	**	**	60%	**	57%
Mobile phone	37	**	**	**	**	15	**	37	32	**	**	**	32	**	37
	32%	**	**	**	**	22%	**	32%	33%	**	**	**	32%	**	32%
Tablet	30	**	**	**	**	21	**	30	22	**	**	**	25	**	30
	26%	**	**	**	**	30%	**	26%	23%	**	**	**	25%	**	26%
Portable Media Player	5	**	**	**	**	4	**	5	5	**	**	**	5	**	5
	5%	**	**	**	**	6%	**	5%	5%	**	**	**	5%	**	5%
Games player	5	**	**	**	**	1	**	5	4	**	**	**	5	**	5
	4%	**	**	**	**	1%	**	4%	4%	**	**	**	5%	**	4%
TV	2	**	**	**	**	2	**	2	2	**	**	**	2	**	2
	2%	**	**	**	**	3%	**	2%	2%	**	**	**	2%	**	2%
E-book reader	1	**	**	**	**	1	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	2%	**	1%	1%	**	**	**	1%	**	1%
Other device	2	**	**	**	**	1	**	2	2	**	**	**	1	**	2
	2%	**	**	**	**	1%	**	2%	2%	**	**	**	1%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 379

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16W (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Write reviews about apps, games or some other product or service

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	182	-	51	131	182	100	82	-	-	26	25	74	57
Effective Weighted Sample	139	-	39	100	139	77	62	-	-	20	19	57	42
Total	114	-	35	80	114	62	53	-	-	17	18	45	35
Laptop/ netbook/ PC	54	-	**	38	54	29	**	-	-	**	**	**	**
	47%	-%	**	48%	47%	47%	**	-%	-%	**	**	**	**
Mobile phone	28	-	**	19	28	16	**	-	-	**	**	**	**
	24%	-%	**	23%	24%	26%	**	-%	-%	**	**	**	**
Tablet	24	-	**	16	24	11	**	-	-	**	**	**	**
	21%	-%	**	21%	21%	17%	**	-%	-%	**	**	**	**
Portable Media Player	4	-	**	3	4	3	**	-	-	**	**	**	**
	3%	-%	**	3%	3%	5%	**	-%	-%	**	**	**	**
Games player	1	-	**	*	1	1	**	-	-	**	**	**	**
	1%	-%	**	1%	1%	2%	**	-%	-%	**	**	**	**
E-book reader	1	-	**	1	1	1	**	-	-	**	**	**	**
	1%	-%	**	1%	1%	2%	**	-%	-%	**	**	**	**
TV	*	-	**	-	*	-	**	-	-	**	**	**	**
	*%	-%	**	-%	*%	-%	**	-%	-%	**	**	**	**
Other device	2	-	**	2	2	-	**	-	-	**	**	**	**
	2%	-%	**	3%	2%	-%	**	-%	-%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 379

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC16W (SHOWCARD) DEVICE MOSTLY USED BY THE CHILD TO - Write reviews about apps, games or some other product or service (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and who use any device to - Write reviews about apps, games or some other product or service

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	182	41	64	37	40	105	77	182	111	25	20	26	153	29	182
Effective Weighted Sample	139	33	50	30	26	83	55	139	105	22	19	25	120	19	139
Total	114	28	42	24	21	69	45	114	95	12	4	3	102	12	114
Laptop/ netbook/ PC	54	**	**	**	**	35	**	54	47	**	**	**	51	**	54
	47%	**	**	**	**	51%	**	47%	49%	**	**	**	50%	**	47%
Mobile phone	28	**	**	**	**	11	**	28	24	**	**	**	25	**	28
	24%	**	**	**	**	16%	**	24%	25%	**	**	**	24%	**	24%
Tablet	24	**	**	**	**	18	**	24	17	**	**	**	19	**	24
	21%	**	**	**	**	26%	**	21%	18%	**	**	**	19%	**	21%
Portable Media Player	4	**	**	**	**	4	**	4	4	**	**	**	4	**	4
	3%	**	**	**	**	5%	**	3%	4%	**	**	**	4%	**	3%
Games player	1	**	**	**	**	-	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	-%	**	1%	1%	**	**	**	1%	**	1%
E-book reader	1	**	**	**	**	1	**	1	1	**	**	**	1	**	1
	1%	**	**	**	**	2%	**	1%	1%	**	**	**	1%	**	1%
TV	*	**	**	**	**	-	**	*	-	**	**	**	-	**	*
	*%	**	**	**	**	-%	**	*%	-%	**	**	**	-%	**	*%
Other device	2	**	**	**	**	1	**	2	2	**	**	**	1	**	2
	2%	**	**	**	**	1%	**	2%	2%	**	**	**	1%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 380

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17A (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Make videos using a smartphone, or tablet computer (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Daily	9	-	5	4	9	4	5	-	-	2	3	2	2
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	2%	1%	1%
Weekly	65	-	28	37	65	35	30	-	-	12	16	22	15
	10%	-%	9%	10%	10%	10%	9%	-%	-%	8%	9%	12%	8%
Monthly	62	-	20	42	62	24	38	-	-	10	10	15	28
	9%	-%	6%	12%	9%	7%	11%	-%	-%	6%	6%	8%	16%
				b			e						ijk
Less than monthly	90	-	30	60	90	50	41	-	-	16	14	33	27
	13%	-%	9%	17%	13%	15%	12%	-%	-%	10%	9%	18%	15%
				b	b							ij	j
EVER DO THIS	227	-	83	144	227	113	114	-	-	40	43	72	71
	33%	-%	26%	40%	33%	33%	34%	-%	-%	25%	26%	40%	41%
				bd	b							ij	ij
Never	413	-	218	195	413	204	209	-	-	106	112	98	97
	61%	-%	67%	55%	61%	60%	62%	-%	-%	67%	68%	54%	55%
			cd		c					kl	kl		
Don't know	39	-	22	17	39	23	16	-	-	13	9	10	6
	6%	-%	7%	5%	6%	7%	5%	-%	-%	8%	6%	6%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 380

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17A (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Make videos using a smartphone, or tablet computer (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	9 1%	3 2%	4 2%	- -%	2 1%	6 2%	2 1%	9 1%	8 1%	- -%	* 2%	* 1%	8 1%	1 1%	9 1%
Weekly	65 10%	22 13% bd	16 8%	17 14% bd	10 5%	38 10% d	27 9%	65 10% d	54 9% m	9 16% hjkmn	1 4%	1 5%	62 11% jkm	3 3%	65 10% jm
Monthly	62 9%	13 8%	25 12%	12 9%	14 7%	37 10%	25 8%	62 9%	56 10% m	4 6%	2 9%	1 5%	59 10% m	4 4%	62 9% m
Less than monthly	90 13%	24 14%	29 14%	13 11%	24 13%	53 14%	38 12%	90 13%	76 13%	10 17%	3 11%	1 9%	75 13%	15 15%	90 13%
EVER DO THIS	227 33%	61 37% d	74 35%	42 34%	50 28%	134 36% d	92 30%	227 33%	194 33% km	23 39% jkm	7 26%	3 20%	203 35% km	23 24%	227 33% km
Never	413 61%	95 57%	125 60%	70 57%	123 68% ace	220 59%	193 64%	413 61%	351 61%	32 55%	18 69% il	11 78% hiln	340 59%	72 73% hiln	413 61%
Don't know	39 6%	10 6%	11 5%	10 8%	8 5%	20 5%	18 6%	39 6%	34 6%	4 6%	1 5%	* 2%	36 6%	3 3%	39 6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 381

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17B (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Make videos using a video camera (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288	
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224	
Total	678	-	323	355	678	339	339	-	-	159	164	181	175	
Daily	6	-	2	4	6	4	3	-	-	1	2	3	1	
	1%	-%	1%	1%	1%	1%	1%	-%	-%	*%	1%	2%	*%	
Weekly	35	-	18	17	35	16	19	-	-	8	10	8	9	
	5%	-%	6%	5%	5%	5%	6%	-%	-%	5%	6%	4%	5%	
Monthly	43	-	19	24	43	20	23	-	-	8	12	12	11	
	6%	-%	6%	7%	6%	6%	7%	-%	-%	5%	7%	7%	7%	
Less than monthly	75	-	25	50	75	36	39	-	-	11	14	24	25	
	11%	-%	8%	14%	11%	11%	12%	-%	-%	7%	8%	14%	15%	
				b								i	ij	
EVER DO THIS	159	-	65	94	159	75	84	-	-	27	38	47	47	
	23%	-%	20%	26%	23%	22%	25%	-%	-%	17%	23%	26%	27%	
				b								i	i	
Never	482	-	238	244	482	242	241	-	-	118	120	123	121	
	71%	-%	74%	69%	71%	71%	71%	-%	-%	74%	73%	68%	69%	
Don't know	37	-	20	17	37	23	14	-	-	13	7	10	7	
	5%	-%	6%	5%	5%	7%	4%	-%	-%	8%	4%	5%	4%	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 381

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17B (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Make videos using a video camera (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	6 1%	2 1%	2 1%	1 *	2 1%	4 1%	2 1%	6 1%	6 1%	- -%	- -%	- -%	6 1%	- -%	6 1%
Weekly	35 5%	12 7%	14 7%	4 3%	5 3%	26 7%	9 3%	35 5%	34 6%	1 2%	- -%	* 1%	32 6%	3 3%	35 5%
		df	df			df			jk				j		j
Monthly	43 6%	13 8%	11 5%	8 7%	11 6%	23 6%	19 6%	43 6%	41 7%	1 1%	* 1%	1 4%	40 7%	3 3%	43 6%
									ij				ij		ij
Less than monthly	75 11%	19 12%	20 10%	12 10%	24 13%	39 10%	36 12%	75 11%	65 11%	7 11%	3 10%	1 5%	65 11%	10 10%	75 11%
									k				k		k
EVER DO THIS	159 23%	46 28%	46 22%	25 20%	42 23%	93 25%	66 22%	159 23%	146 25%	9 14%	3 11%	1 11%	144 25%	15 16%	159 23%
									ijkm				ijkm		ijkm
Never	482 71%	113 68%	154 74%	89 72%	127 70%	267 71%	215 71%	482 71%	399 69%	49 82%	23 85%	12 87%	401 69%	82 83%	482 71%
									hln	hln	hln	hln	hln	hln	
Don't know	37 5%	6 4%	9 4%	9 8%	13 7%	15 4%	22 7%	37 5%	34 6%	2 3%	1 4%	* 2%	35 6%	2 2%	37 5%
							e		m				m		

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 382

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17C (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Edit videos or pictures using a smartphone or tablet computer to add effects, filters and so on (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Daily	22 3%	- -%	6 2%	16 4% b	22 3%	5 2%	16 5% e	- -%	- -%	1 1%	5 3%	4 2%	12 7% ik
Weekly	43 6%	- -%	10 3%	32 9% b	43 6% b	18 5%	25 7%	- -%	- -%	1 1%	9 5% i	17 9% i	16 9% i
Monthly	47 7%	- -%	13 4%	34 9% b	47 7% b	19 6%	28 8%	- -%	- -%	4 2%	9 6%	15 9% i	18 10% i
Less than monthly	59 9%	- -%	19 6%	39 11% b	59 9%	31 9%	27 8%	- -%	- -%	11 7%	8 5%	20 11% j	19 11% j
EVER DO THIS	170 25%	- -%	49 15%	121 34% bd	170 25% b	74 22%	96 28% e	- -%	- -%	17 11%	31 19% i	56 31% ij	65 37% ij
Never	459 68%	- -%	245 76% cd	215 60%	459 68% c	236 70%	223 66%	- -%	- -%	123 78% kl	122 74% kl	113 63%	101 58%
Don't know	50 7%	- -%	30 9% c	20 6%	50 7%	29 9%	20 6%	- -%	- -%	18 11% kl	11 7%	11 6%	9 5%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 382

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17C (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Edit videos or pictures using a smartphone or tablet computer to add effects, filters and so on (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	22 3%	7 4%	7 4%	3 2%	5 3%	14 4%	8 2%	22 3%	20 4%	* 1%	1 3%	* 3%	18 3%	4 4%	22 3%
Weekly	43 6%	15 9% df	13 6%	9 7%	6 3%	28 7% d	15 5%	43 6%	34 6%	6 10%	2 6%	1 7%	36 6%	6 6%	43 6%
Monthly	47 7%	12 7%	13 6%	9 8%	13 7%	25 7%	22 7%	47 7%	40 7%	4 7%	1 6%	1 5%	43 7%	3 4%	47 7%
Less than monthly	59 9%	18 11%	19 9%	7 6%	14 8%	37 10%	22 7%	59 9%	48 8%	9 15% hjkmn	2 6%	* 4%	53 9% k	6 6%	59 9%
EVER DO THIS	170 25%	52 31% df	52 25%	28 23%	37 21%	104 28% df	66 22%	170 25%	143 25%	19 32% jkm	5 20%	3 20%	150 26%	19 20%	170 25%
Never	459 68%	104 63%	143 69%	82 67%	129 72%	248 66%	211 70%	459 68%	390 67%	39 66%	20 74%	10 74%	384 66%	75 76% hl	459 68%
Don't know	50 7%	10 6%	13 6%	12 10%	14 8%	23 6%	27 9%	50 7%	46 8% i	1 2%	2 6%	1 7%	45 8% i	4 4%	50 7% i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 383

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17D (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Edit videos using a laptop or desktop computer to add effects, filters and so on (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-		528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-		406	455	860	435	425	-	-	204	202	231	224
Total	678	-		323	355	678	339	339	-	-	159	164	181	175
Daily	13	-		3	10	13	6	8	-	-	1	2	5	5
	2%	-%		1%	3%	2%	2%	2%	-%	-%	1%	1%	3%	3%
					b									
Weekly	25	-		5	20	25	13	12	-	-	2	4	12	8
	4%	-%		2%	6%	4%	4%	3%	-%	-%	1%	2%	7%	5%
					b	b							ij	i
Monthly	23	-		7	16	23	13	10	-	-	3	4	10	6
	3%	-%		2%	5%	3%	4%	3%	-%	-%	2%	2%	6%	3%
Less than monthly	43	-		9	34	43	20	23	-	-	5	4	15	19
	6%	-%		3%	10%	6%	6%	7%	-%	-%	3%	2%	8%	11%
					bd	b							ij	ij
EVER DO THIS	105	-		24	80	105	53	52	-	-	11	13	42	38
	15%	-%		8%	23%	15%	16%	15%	-%	-%	7%	8%	23%	22%
					bd	b							ij	ij
Never	521	-		269	252	521	255	266	-	-	130	139	125	127
	77%	-%		83%	71%	77%	75%	79%	-%	-%	82%	85%	69%	73%
				cd		c					kl	kl		
Don't know	52	-		30	23	52	31	21	-	-	18	11	13	9
	8%	-%		9%	6%	8%	9%	6%	-%	-%	11%	7%	7%	5%
											l			

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 383

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17D (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Edit videos using a laptop or desktop computer to add effects, filters and so on (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	13 2%	4 3%	3 1%	1 1%	5 3%	7 2%	6 2%	13 2%	12 2%	* 1%	1 3%	* 2%	12 2%	1 1%	13 2%
Weekly	25 4%	7 4%	7 3%	6 5%	6 3%	14 4%	11 4%	25 4%	20 3%	4 6%	1 3%	1 9%	21 4%	5 5%	25 4%
Monthly	23 3%	9 5%	7 4%	5 4%	2 1%	16 4%	7 2%	23 3%	20 3%	1 2%	2 6%	* 1%	21 4%	2 2%	23 3%
Less than monthly	43 6%	7 4%	20 9%	8 7%	7 4%	27 7%	16 5%	43 6%	37 6%	5 8%	* 1%	1 4%	39 7%	4 4%	43 6%
EVER DO THIS	105 15%	27 16%	37 18%	20 16%	20 11%	64 17%	40 13%	105 15%	89 15%	10 17%	4 13%	2 16%	93 16%	12 12%	105 15%
Never	521 77%	125 76%	158 76%	92 75%	146 81%	283 76%	238 78%	521 77%	442 76%	47 80%	21 80%	11 79%	440 76%	81 83%	521 77%
Don't know	52 8%	13 8%	14 7%	11 9%	14 8%	27 7%	25 8%	52 8%	48 8%	2 4%	2 7%	1 5%	46 8%	6 6%	52 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 384

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17E (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Create websites (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Daily	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%
Weekly	5	-	2	4	5	4	2	-	-	1	1	3	1
	1%	-%	1%	1%	1%	1%	*%	-%	-%	*%	1%	2%	*%
Monthly	24	-	11	13	24	13	12	-	-	6	6	7	6
	4%	-%	4%	4%	4%	4%	3%	-%	-%	4%	3%	4%	4%
Less than monthly	43	-	11	32	43	28	15	-	-	8	3	20	12
	6%	-%	3%	9%	6%	8%	5%	-%	-%	5%	2%	11%	7%
				b	b	f						ij	j
EVER DO THIS	74	-	24	50	74	45	29	-	-	14	10	31	19
	11%	-%	8%	14%	11%	13%	9%	-%	-%	9%	6%	17%	11%
				b		f						ij	
Never	559	-	272	287	559	267	292	-	-	132	141	136	151
	82%	-%	84%	81%	82%	79%	86%	-%	-%	83%	86%	75%	87%
						e				k	k		k
Don't know	45	-	26	19	45	27	18	-	-	13	13	14	5
	7%	-%	8%	5%	7%	8%	5%	-%	-%	8%	8%	8%	3%
										l	l	l	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 384

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17E (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Create websites (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	1	-	1	-	-	1	-	1	1	-	-	-	1	-	1
	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
Weekly	5	2	2	1	1	4	2	5	5	-	-	-	5	-	5
	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	-%	-%	1%	-%	1%
Monthly	24	14	5	4	2	19	5	24	24	-	1	-	24	-	24
	4%	9%	2%	3%	1%	5%	2%	4%	4%	-%	2%	-%	4%	-%	4%
		bcd	fg			df		d	ikm				ikm		ikm
Less than monthly	43	13	10	9	11	24	20	43	41	2	1	*	31	12	43
	6%	8%	5%	7%	6%	6%	6%	6%	7%	3%	2%	3%	5%	12%	6%
									j					hijkl	
EVER DO THIS	74	30	17	13	14	47	27	74	71	2	1	*	62	12	74
	11%	18%	8%	11%	8%	13%	9%	11%	12%	3%	4%	3%	11%	12%	11%
		bcd	fg			d			ijk				ijk	ijk	ijk
Never	559	128	180	99	153	307	252	559	466	56	24	13	476	83	559
	82%	77%	86%	81%	85%	82%	83%	82%	81%	94%	91%	95%	82%	84%	82%
			a		a					hlmn	hln	hlmn			
Don't know	45	8	12	11	14	20	25	45	42	2	1	*	42	3	45
	7%	5%	6%	9%	8%	5%	8%	7%	7%	3%	5%	2%	7%	3%	7%
									k				k		

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 385

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17F (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Write code to create apps or games (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-		528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-		406	455	860	435	425	-	-	204	202	231	224
Total	678	-		323	355	678	339	339	-	-	159	164	181	175
Daily	2	-		1	1	2	2	-	-	-	1	-	1	-
	%	~a		%b	%c	%d	1%e	~f	~g	1%i	~j	1%k	~l	
Weekly	10	-		2	8	10	5	5	-	-	2	-	3	5
	1%	~a		1%b	2%c	1%d	1%e	1%f	~g	~h	1%i	~j	2%k	3%l
Monthly	16	-		6	10	16	11	6	-	-	3	3	8	2
	2%	~a		2%b	3%c	2%d	3%e	2%f	~g	~h	2%i	2%j	4%k	1%l
Less than monthly	24	-		6	19	24	18	7	-	-	5	1	13	6
	4%	~a		2%b	5%c	4%d	5%e	2%f	~g	~h	3%i	1%j	7%k	3%l
EVER DO THIS	52	-		15	38	52	35	17	-	-	10	4	25	13
	8%	~a		4%b	11%c	8%d	10%e	5%f	~g	~h	6%i	3%j	14%k	7%l
Never	573	-		278	295	573	272	301	-	-	132	146	139	155
	84%	~a		86%b	83%c	84%d	80%e	89%f	~g	~h	83%i	89%j	77%k	89%l
Don't know	53	-		30	23	53	32	21	-	-	16	14	16	7
	8%	~a		9%b	7%c	8%d	10%e	6%f	~g	~h	10%i	9%j	9%k	4%l

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 385

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17F (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Write code to create apps or games (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	2 *%	1 1%	1 *%	- -%	- -%	2 *%	- -%	2 *%	2 *%	* *%	- -%	- -%	2 *%	* *%	2 *%
Weekly	10 1%	4 2%	2 1%	2 2%	2 1%	6 2%	3 1%	10 1%	9 2%	1 1%	* 1%	* 1%	6 1%	4 4% ln	10 1%
Monthly	16 2%	9 5% bcdfg	4 2%	1 1%	3 1%	12 3% f	4 1%	16 2%	15 3%	1 1%	1 2%	* 1%	16 3%	* *%	16 2%
Less than monthly	24 4%	11 6% df	7 3%	5 4%	2 1%	17 5% d	7 2%	24 4%	21 4%	2 3%	1 3%	* 2%	20 3%	5 5%	24 4%
EVER DO THIS	52 8%	24 14% bcdfg	14 7%	8 7%	6 3%	38 10% df	14 5%	52 8% d	47 8%	3 5%	1 5%	1 4%	43 7%	9 9%	52 8%
Never	573 84%	128 77%	181 87% a	102 83%	161 89% ae	309 83%	263 87% a	573 84% a	482 83%	54 91% hln	24 89%	13 94% hln	487 84%	86 87%	573 84%
Don't know	53 8%	14 8%	14 7%	12 10%	14 8%	28 7%	26 9%	53 8%	50 9% ikm	2 3%	2 6%	* 2%	50 9% ikm	3 3%	53 8% k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 386

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17G (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Publish your own material - through video logs/ vlogs, blogs, pictures, videos or comments (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Daily	5	-	*	5	5	3	2	-	-	-	*	3	2
	1%	-%	*%	1%	1%	1%	1%	-%	-%	-%	*%	1%	1%
				b									
Weekly	14	-	6	8	14	8	6	-	-	4	2	4	4
	2%	-%	2%	2%	2%	3%	2%	-%	-%	3%	1%	2%	2%
Monthly	32	-	7	24	32	18	14	-	-	2	5	16	9
	5%	-%	2%	7%	5%	5%	4%	-%	-%	1%	3%	9%	5%
				b	b							ij	i
Less than monthly	35	-	12	23	35	20	15	-	-	6	6	13	9
	5%	-%	4%	6%	5%	6%	4%	-%	-%	4%	3%	7%	5%
EVER DO THIS	85	-	25	60	85	49	36	-	-	13	13	36	24
	13%	-%	8%	17%	13%	14%	11%	-%	-%	8%	8%	20%	14%
				bd	b							ij	
Never	544	-	268	276	544	262	282	-	-	130	138	132	144
	80%	-%	83%	78%	80%	77%	83%	-%	-%	82%	84%	73%	82%
							e			k	k		k
Don't know	50	-	30	20	50	29	21	-	-	16	14	13	7
	7%	-%	9%	6%	7%	8%	6%	-%	-%	10%	8%	7%	4%
			c							l			

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 386

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17G (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Publish your own material - through video logs/ vlogs, blogs, pictures, videos or comments (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	5 1%	1 1%	3 1%	- -%	1 1%	4 1%	1 *%	5 1%	5 1%	- -%	* 1%	* 1%	4 1%	1 1%	5 1%
Weekly	14 2%	6 4% df	5 2%	2 1%	1 1%	11 3% df	3 1%	14 2%	13 2%	* 1%	- -%	* 2%	12 2%	2 2%	14 2%
Monthly	32 5%	11 6%	7 3%	8 6%	6 3%	18 5%	14 5%	32 5%	29 5% m	1 2%	1 4%	* 2%	30 5% m	1 1%	32 5%
Less than monthly	35 5%	11 7% d	12 6%	8 6% d	4 2%	23 6% d	12 4%	35 5%	32 6% i	1 1%	1 4%	1 5%	30 5%	5 5%	35 5%
EVER DO THIS	85 13%	29 17% df	27 13% d	17 14% d	12 7%	55 15% df	29 10%	85 13% d	79 14% i	2 4%	2 8%	1 11% i	76 13% i	9 9%	85 13% i
Never	544 80%	125 75%	167 80%	94 77%	158 87% abceg	292 78%	252 83% a	544 80%	455 79%	54 91% hln	23 87% h	12 87% hl	460 79%	84 85%	544 80%
Don't know	50 7%	12 7%	15 7%	11 9%	11 6%	27 7%	22 7%	50 7%	45 8% k	3 5%	1 6%	* 2%	44 8% k	6 6%	50 7% k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 387

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17H (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Create avatars or alternative personalities or identities (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Daily	3	-	*	2	3	2	1	-	-	-	*	2	1
	%	-%	%	1%	%	1%	%	-%	-%	-%	%	1%	%
Weekly	18	-	6	12	18	10	7	-	-	3	3	7	4
	3%	-%	2%	3%	3%	3%	2%	-%	-%	2%	2%	4%	3%
Monthly	35	-	18	17	35	18	17	-	-	9	9	9	8
	5%	-%	6%	5%	5%	5%	5%	-%	-%	6%	6%	5%	4%
Less than monthly	50	-	17	34	50	32	18	-	-	10	7	23	11
	7%	-%	5%	10%	7%	10%	5%	-%	-%	6%	4%	12%	6%
				b		f						ijl	
EVER DO THIS	106	-	41	65	106	63	43	-	-	22	19	41	24
	16%	-%	13%	18%	16%	18%	13%	-%	-%	14%	12%	23%	14%
				b		f						ijl	
Never	512	-	247	265	512	245	267	-	-	119	128	126	139
	76%	-%	76%	75%	76%	72%	79%	-%	-%	75%	78%	70%	80%
						e						k	
Don't know	60	-	35	25	60	31	29	-	-	18	17	13	12
	9%	-%	11%	7%	9%	9%	8%	-%	-%	11%	10%	7%	7%
			c										

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 387

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17H (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Create avatars or alternative personalities or identities (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	3	-	2	*	-	2	*	3	2	*	-	-	3	-	3
	*%	-%	1%	*%	-%	1%	*%	*%	*%	1%	-%	-%	1%	-%	*%
Weekly	18	3	10	2	3	13	5	18	14	3	*	*	17	1	18
	3%	2%	5%	2%	1%	3%	2%	3%	2%	5%	2%	1%	3%	1%	3%
			df							km					
Monthly	35	11	4	7	13	16	19	35	31	3	1	*	33	2	35
	5%	7%	2%	6%	7%	4%	6%	5%	5%	5%	2%	3%	6%	2%	5%
		b		b	b		b	b							
Less than monthly	50	12	20	6	12	32	18	50	41	6	2	1	39	12	50
	7%	7%	10%	5%	7%	9%	6%	7%	7%	11%	9%	5%	7%	12%	7%
													l		
EVER DO THIS	106	26	37	16	27	63	43	106	89	13	3	1	91	15	106
	16%	16%	18%	13%	15%	17%	14%	16%	15%	22%	13%	9%	16%	15%	16%
										k					
Never	512	123	158	94	137	281	231	512	437	42	21	12	434	78	512
	76%	74%	76%	77%	76%	75%	76%	76%	75%	72%	79%	88%	75%	79%	76%
												hln			
Don't know	60	16	14	13	17	30	30	60	53	4	2	*	55	5	60
	9%	10%	7%	11%	9%	8%	10%	9%	9%	7%	8%	3%	9%	6%	9%
									k				k		k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 388

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17I (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Sign an online petition (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total		1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample		860	-	406	455	860	435	425	-	-	204	202	231	224
Total		678	-	323	355	678	339	339	-	-	159	164	181	175
Daily		3	-	-	3	3	2	1	-	-	-	-	2	1
	%		-%	-%	1%	%	1%	%	-%	-%	-%	-%	1%	%
Weekly		2	-	1	1	2	1	1	-	-	-	1	1	-
	%		-%	%	%	%	%	%	-%	-%	-%	1%	1%	-%
Monthly		4	-	2	1	4	2	1	-	-	1	1	1	*
	1%		-%	1%	%	1%	1%	%	-%	-%	1%	1%	1%	%
Less than monthly		24	-	1	23	24	13	11	-	-	*	1	13	11
	4%		-%	%	7%	4%	4%	3%	-%	-%	%	%	7%	6%
					bd	b							ij	ij
EVER DO THIS		33	-	5	29	33	19	14	-	-	2	3	17	12
	5%		-%	1%	8%	5%	5%	4%	-%	-%	1%	2%	9%	7%
					bd	b							ij	ij
Never		587	-	290	298	587	292	296	-	-	143	147	148	149
	87%		-%	90%	84%	87%	86%	87%	-%	-%	90%	89%	82%	85%
				c							k	k		
Don't know		58	-	28	29	58	29	29	-	-	14	15	15	14
	9%		-%	9%	8%	9%	9%	8%	-%	-%	9%	9%	8%	8%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 388

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17I (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Sign an online petition (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	3	1	1	-	1	2	1	3	3	-	-	-	3	-	3
	*%	*%	1%	-%	*%	1%	*%	*%	*%	-%	-%	-%	*%	-%	*%
Weekly	2	1	1	-	-	2	-	2	2	-	-	-	2	-	2
	*%	1%	1%	-%	-%	1%	-%	*%	*%	-%	-%	-%	*%	-%	*%
Monthly	4	2	1	*	-	3	*	4	3	1	-	*	4	-	4
	1%	1%	1%	*%	-%	1%	*%	1%	1%	1%	-%	1%	1%	-%	1%
Less than monthly	24	7	8	5	4	15	9	24	19	3	1	*	21	4	24
	4%	4%	4%	4%	2%	4%	3%	4%	3%	6%	5%	2%	4%	4%	4%
EVER DO THIS	33	11	12	6	4	23	10	33	27	4	1	*	29	4	33
	5%	7%	6%	5%	2%	6%	3%	5%	5%	7%	5%	3%	5%	4%	5%
		d				d									
Never	587	137	181	106	163	318	270	587	498	53	24	13	495	92	587
	87%	83%	87%	87%	90%	85%	89%	87%	86%	89%	91%	93%	85%	93%	87%
		a			a		a					hln		hln	
Don't know	58	18	16	11	13	34	24	58	54	2	1	*	55	3	58
	9%	11%	8%	9%	7%	9%	8%	9%	9%	4%	4%	4%	9%	3%	9%
									km				km		m

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 389

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17J (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Expressed your views online about political or social issues (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-		528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-		406	455	860	435	425	-	-	204	202	231	224
Total	678	-		323	355	678	339	339	-	-	159	164	181	175
Daily	2	-		1	*	2	*	1	-	-	-	1	*	*
	%	~a		%	%	%	%	%	~g	~h	i	j	k	l
Weekly	8	-		3	5	8	4	4	-	-	2	1	2	4
	1%	~a		1%	1%	1%	1%	1%	~g	~h	1%	%	1%	2%
Monthly	19	-		3	15	19	13	6	-	-	1	2	12	4
	3%	~a		1%	4%	3%	4%	2%	~g	~h	1%	1%	6%	2%
					b								ijl	
Less than monthly	31	-		7	24	31	19	12	-	-	3	4	16	8
	5%	~a		2%	7%	5%	6%	4%	~g	~h	2%	2%	9%	5%
					b	b							ij	
EVER DO THIS	59	-		14	46	59	36	23	-	-	6	8	30	16
	9%	~a		4%	13%	9%	11%	7%	~g	~h	4%	5%	17%	9%
					bd	b							ijl	i
Never	572	-		281	291	572	281	291	-	-	138	143	143	148
	84%	~a		87%	82%	84%	83%	86%	~g	~h	87%	87%	79%	85%
					c						k	k		
Don't know	47	-		28	19	47	22	25	-	-	15	13	7	11
	7%	~a		9%	5%	7%	7%	7%	~g	~h	9%	8%	4%	6%
											k			

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 389

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QC17J (SHOWCARD) FREQUENCY OF CREATIVE ACTIVITIES - Expressed your views online about political or social issues (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Daily	2 *%	* *%	- -%	1 1%	* *%	* *%	1 *%	2 *%	1 *%	- -%	* 1%	* 2% hln	2 *%	- -%	2 *%
Weekly	8 1%	6 3% cdfg	2 1% f	- -%	- -%	8 2% df	- -%	8 1% f	8 1%	- -%	- -%	- -%	8 1%	- -%	8 1%
Monthly	19 3%	7 4% d	5 2%	5 4% d	2 1%	12 3%	7 2%	19 3%	17 3%	1 2%	* 1%	- -%	17 3%	1 1%	19 3%
Less than monthly	31 5%	11 7% c	9 4%	3 2%	8 4%	20 5%	11 4%	31 5%	28 5% k	2 3%	1 4%	* 1%	28 5% k	3 3%	31 5%
EVER DO THIS	59 9%	24 14% bcdfg	17 8%	9 8%	10 5%	40 11% df	19 6%	59 9%	55 9% k	3 4%	2 6%	* 3%	55 9% k	4 4%	59 9% k
Never	572 84%	132 79%	177 85%	103 84%	160 88% ae	309 82%	263 87% a	572 84%	481 83%	54 91% hl	24 89%	13 95% hln	482 83%	90 91% hln	572 84%
Don't know	47 7%	10 6%	15 7%	10 8%	11 6%	25 7%	21 7%	47 7%	42 7%	3 5%	1 5%	* 3%	43 7%	4 4%	47 7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 390

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - CREATIVE ACTIVITIES EVER UNDERTAKEN

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Make videos using a smartphone, or tablet computer	227 33%	- -%	83 26%	144 40% bd	227 33% b	113 33%	114 34%	- -%	- -%	40 25%	43 26%	72 40% ij	71 41% ij
Edit videos or pictures using a smartphone or tablet computer to add effects, filters and so on	170 25%	- -%	49 15%	121 34% bd	170 25% b	74 22%	96 28% e	- -%	- -%	17 11%	31 19% i	56 31% ij	65 37% ij
Make videos using a video camera	159 23%	- -%	65 20%	94 26% b	159 23%	75 22%	84 25%	- -%	- -%	27 17%	38 23%	47 26% i	47 27% i
Create avatars or alternative personalities or identities	106 16%	- -%	41 13%	65 18% b	106 16%	63 18% f	43 13%	- -%	- -%	22 14%	19 12%	41 23% ijl	24 14%
Edit videos using a laptop or desktop computer to add effects, filters and so on	105 15%	- -%	24 8%	80 23% bd	105 15% b	53 16%	52 15%	- -%	- -%	11 7%	13 8%	42 23% ij	38 22% ij

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 390

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SUMMARY - CREATIVE ACTIVITIES EVER UNDERTAKEN

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Publish your own material - through video logs/ vlogs, blogs, pictures, videos or comments	85 13%	- -%	25 8%	60 17% bd	85 13% b	49 14%	36 11%	- -%	- -%	13 8%	13 8%	36 20% ij	24 14%
Create websites	74 11%	- -%	24 8%	50 14% b	74 11%	45 13% f	29 9%	- -%	- -%	14 9%	10 6%	31 17% ij	19 11%
Expressed your views online about political or social issues	59 9%	- -%	14 4%	46 13% bd	59 9% b	36 11%	23 7%	- -%	- -%	6 4%	8 5%	30 17% ijl	16 9% i
Write code to create apps or games	52 8%	- -%	15 4%	38 11% b	52 8% b	35 10% f	17 5%	- -%	- -%	10 6%	4 3%	25 14% ijl	13 7% j
Sign an online petition	33 5%	- -%	5 1%	29 8% bd	33 5% b	19 5%	14 4%	- -%	- -%	2 1%	3 2%	17 9% ij	12 7% ij
ANY OF THESE	379 56%	- -%	143 44%	236 66% bd	379 56% b	191 56%	188 55%	- -%	- -%	71 45%	72 44%	120 67% ij	115 66% ij
NONE OF THESE	299 44%	- -%	179 56% cd	120 34%	299 44% c	148 44%	151 45%	- -%	- -%	87 55% kl	92 56% kl	60 33%	59 34%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 390

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SUMMARY - CREATIVE ACTIVITIES EVER UNDERTAKEN

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
ANY MAKING VIDEOS	273	-	104	169	273	134	139	-	-	50	53	84	85
	40%	-%	32%	48%	40%	40%	41%	-%	-%	32%	33%	47%	49%
				bd	b							ij	ij
ANY EDITING VIDEOS	187	-	54	133	187	84	103	-	-	22	32	62	71
	28%	-%	17%	37%	28%	25%	30%	-%	-%	14%	20%	35%	40%
				bd	b							ij	ij

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 390

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SUMMARY - CREATIVE ACTIVITIES EVER UNDERTAKEN

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Make videos using a smartphone, or tablet computer	227 33%	61 37% d	74 35%	42 34%	50 28%	134 36% d	92 30%	227 33%	194 33% km	23 39% jkm	7 26%	3 20%	203 35% km	23 24%	227 33% km
Edit videos or pictures using a smartphone or tablet computer to add effects, filters and so on	170 25%	52 31% df	52 25%	28 23%	37 21%	104 28% df	66 22%	170 25%	143 25%	19 32% jkm	5 20%	3 20%	150 26%	19 20%	170 25%
Make videos using a video camera	159 23%	46 28%	46 22%	25 20%	42 23%	93 25%	66 22%	159 23%	146 25% ijkm	9 14%	3 11%	1 11%	144 25% ijkm	15 16%	159 23% ijkm
Create avatars or alternative personalities or identities	106 16%	26 16%	37 18%	16 13%	27 15%	63 17%	43 14%	106 16%	89 15%	13 22% k	3 13%	1 9%	91 16%	15 15%	106 16%
Edit videos using a laptop or desktop computer to add effects, filters and so on	105 15%	27 16%	37 18% d	20 16%	20 11%	64 17% d	40 13%	105 15%	89 15%	10 17%	4 13%	2 16%	93 16%	12 12%	105 15%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 390

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SUMMARY - CREATIVE ACTIVITIES EVER UNDERTAKEN

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Publish your own material - through video logs/ vlogs, blogs, pictures, videos or comments	85 13%	29 17% df	27 13% d	17 14% d	12 7%	55 15% df	29 10%	85 13% d	79 14% i	2 4%	2 8%	1 11% i	76 13% i	9 9%	85 13% i
Create websites	74 11%	30 18% bcdfg	17 8%	13 11%	14 8%	47 13% d	27 9%	74 11%	71 12% ijk	2 3%	1 4%	* 3%	62 11% ijk	12 12% ijk	74 11% ijk
Expressed your views online about political or social issues	59 9%	24 14% bcdfg	17 8%	9 8%	10 5%	40 11% df	19 6%	59 9%	55 9% k	3 4%	2 6%	* 3%	55 9% k	4 4%	59 9% k
Write code to create apps or games	52 8%	24 14% bcdfg	14 7%	8 7%	6 3%	38 10% df	14 5%	52 8% d	47 8%	3 5%	1 5%	1 4%	43 7%	9 9%	52 8%
Sign an online petition	33 5%	11 7% d	12 6%	6 5%	4 2%	23 6% d	10 3%	33 5%	27 5%	4 7%	1 5%	* 3%	29 5%	4 4%	33 5%
ANY OF THESE	379 56%	107 65% cdfg	120 58%	63 51%	89 49%	227 61% cdf	152 50%	379 56%	326 56% k	35 59% k	13 48%	5 39%	327 56% k	52 53% k	379 56% k
NONE OF THESE	299 44%	59 35%	88 42%	60 49% ae	92 51% ae	147 39%	152 50% ae	299 44% a	253 44%	24 41%	14 52%	8 61% hilmn	253 44%	46 47%	299 44%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 390

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - CREATIVE ACTIVITIES EVER UNDERTAKEN

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
ANY MAKING VIDEOS	273	74	85	49	65	159	114	273	235	26	8	3	244	29	273
	40%	45%	41%	40%	36%	43%	37%	40%	41%	44%	31%	25%	42%	29%	40%
		d							km	jkm			jkm		km
ANY EDITING VIDEOS	187	55	59	31	42	114	73	187	159	19	6	3	165	22	187
	28%	33%	28%	26%	23%	31%	24%	28%	28%	32%	23%	21%	28%	23%	28%
		df				df				k					

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 391

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18A (SHOWCARD) When you go online you may visit Social media sites or apps like Facebook, Google Plus, Twitter, Tumblr or You Tube. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and ever visit social media sites or apps

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	703	-	221	482	703	348	355	-	-	111	110	237	245
Effective Weighted Sample	539	-	167	372	539	268	270	-	-	85	82	184	188
Total	432	-	137	295	432	213	219	-	-	68	69	145	150
All is true	18	-	6	12	18	6	12	-	-	3	4	4	8
	4%	-%	5%	4%	4%	3%	5%	-%	-%	4%	5%	3%	5%
Most is true	85	-	33	51	85	44	41	-	-	18	15	26	26
	20%	-%	24%	17%	20%	21%	19%	-%	-%	27%	22%	18%	17%
ALL OR MOST IS TRUE	103	-	40	63	103	51	52	-	-	21	19	30	34
	24%	-%	29%	21%	24%	24%	24%	-%	-%	31%	27%	20%	23%
Some is true	276	-	72	204	276	137	139	-	-	37	35	100	104
	64%	-%	52%	69%	64%	64%	64%	-%	-%	54%	51%	69%	70%
				b	b							ij	ij
Don't know	53	-	25	27	53	26	27	-	-	10	15	16	12
	12%	-%	19%	9%	12%	12%	12%	-%	-%	15%	22%	11%	8%
			cd								kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 391

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18A (SHOWCARD) When you go online you may visit Social media sites or apps like Facebook, Google Plus, Twitter, Tumblr or You Tube. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and ever visit social media sites or apps

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	703	170	216	135	182	386	317	703	436	91	97	79	583	120	703
Effective Weighted Sample	539	134	167	104	134	301	238	539	412	77	94	75	458	82	539
Total	432	109	130	84	109	239	193	432	364	39	21	9	374	58	432
All is true	18 4%	3 3%	10 8% df	4 4%	2 2%	13 5%	5 3%	18 4%	15 4%	** **	** **	** **	16 4%	2 4%	18 4%
Most is true	85 20%	27 25% df	28 22% d	16 19%	13 12%	56 23% df	29 15%	85 20% d	72 20%	** **	** **	** **	76 20%	9 16%	85 20%
ALL OR MOST IS TRUE	103 24%	30 28% df	38 29% df	20 24% d	15 13%	68 29% df	35 18%	103 24% d	87 24%	** **	** **	** **	92 25%	11 20%	103 24%
Some is true	276 64%	69 64%	78 60%	51 61%	78 71% b	147 62%	129 67%	276 64%	230 63%	** **	** **	** **	238 64%	38 66%	276 64%
Don't know	53 12%	9 8%	14 11%	13 15%	17 15%	23 10%	29 15%	53 12%	47 13%	** **	** **	** **	44 12%	8 14%	53 12%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 392

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18B (SHOWCARD) When you go online you may visit Sites or apps you use for school work or homework. Do you do this? Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and ever visit sites or apps for school work or homework

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	974	-	435	539	974	488	486	-	-	216	219	272	267
Effective Weighted Sample	759	-	339	420	759	381	378	-	-	167	172	214	206
Total	600	-	271	328	600	296	304	-	-	130	142	166	162
All is true	107 18%	- -%	55 20%	51 16%	107 18%	52 18%	55 18%	- -%	- -%	26 20%	29 20%	25 15%	26 16%
Most is true	277 46%	- -%	110 40%	167 51% b	277 46%	141 48%	136 45%	- -%	- -%	60 46% j	50 35%	81 49% j	86 53% j
ALL OR MOST IS TRUE	383 64%	- -%	165 61%	219 67%	383 64%	193 65%	191 63%	- -%	- -%	86 66% j	79 56%	107 64%	112 69% j
Some is true	178 30%	- -%	82 30%	96 29%	178 30%	85 29%	94 31%	- -%	- -%	33 26%	49 34%	51 31%	45 28%
Don't know	38 6%	- -%	25 9% c	13 4%	38 6%	19 6%	19 6%	- -%	- -%	10 8% l	14 10% l	8 5%	5 3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 392

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18B (SHOWCARD) When you go online you may visit Sites or apps you use for school work or homework. Do you do this? Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and ever visit sites or apps for school work or homework

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	974	241	301	189	243	542	432	974	638	121	113	102	798	176	974
Effective Weighted Sample	759	192	238	145	185	430	330	759	596	103	109	97	637	123	759
Total	600	151	185	113	151	336	264	600	512	52	24	11	512	88	600
All is true	107 18%	23 15%	36 19%	24 21%	24 16%	59 18%	48 18%	107 18%	84 16%	17 33% hijklmn	3 14%	2 18%	92 18%	15 17%	107 18%
Most is true	277 46%	76 50% df	94 51% df	49 44%	58 38%	170 50% df	107 41%	277 46%	241 47%	21 40%	9 39%	5 48%	235 46%	42 48%	277 46%
ALL OR MOST IS TRUE	383 64%	99 65% d	130 70% df	73 65% d	82 54%	228 68% df	155 59%	383 64% d	325 64% j	38 73% j	13 53%	7 65%	327 64% j	57 64%	383 64% j
Some is true	178 30%	47 31%	43 23%	29 26%	59 39% bceg	90 27%	88 33% be	178 30%	154 30%	12 23%	9 39% iln	3 29%	153 30%	26 29%	178 30%
Don't know	38 6%	5 4%	12 7%	10 9% a	10 7%	18 5%	20 8%	38 6%	34 7%	2 4%	2 7%	1 6%	32 6%	6 6%	38 6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 393

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18C (SHOWCARD) When you go online you may visit Sites or apps about news and what is going on in the world. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and ever visit sites or apps about news and what is going on in the world

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	785	-	321	464	785	405	380	-	-	168	153	237	227
Effective Weighted Sample	610	-	249	361	610	314	296	-	-	130	119	185	177
Total	485	-	201	284	485	247	239	-	-	102	99	145	140
All is true	49	-	25	24	49	21	27	-	-	9	15	12	12
	10%	-%	12%	8%	10%	9%	11%	-%	-%	9%	15%	8%	9%
Most is true	197	-	68	129	197	98	99	-	-	34	34	64	65
	41%	-%	34%	46%	41%	40%	41%	-%	-%	33%	34%	44%	47%
				b								ij	
ALL OR MOST IS TRUE	246	-	92	154	246	120	126	-	-	44	49	76	78
	51%	-%	46%	54%	51%	48%	53%	-%	-%	43%	49%	53%	56%
				b								i	
Some is true	165	-	61	104	165	91	73	-	-	37	23	54	50
	34%	-%	30%	37%	34%	37%	31%	-%	-%	36%	24%	37%	36%
										j		j	j
Don't know	75	-	48	27	75	36	39	-	-	21	27	15	12
	15%	-%	24%	9%	15%	15%	16%	-%	-%	21%	27%	10%	9%
			cd		c					kl	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 393

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QC18C (SHOWCARD) When you go online you may visit Sites or apps about news and what is going on in the world. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and ever visit sites or apps about news and what is going on in the world

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES ~j	N IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	785	199	251	137	198	450	335	785	509	101	84	91	641	144	785
Effective Weighted Sample	610	160	196	105	149	356	254	610	477	85	81	86	509	102	610
Total	485	129	154	81	121	283	202	485	413	44	18	10	410	75	485
All is true	49	13	19	8	9	32	17	49	44	2	**	**	38	10	49
	10%	10%	12%	10%	7%	11%	8%	10%	11%	4%	**	**	9%	14% i	10%
Most is true	197	57	70	31	39	127	70	197	168	19	**	**	165	32	197
	41%	44% d	46% df	38%	33%	45% df	35%	41%	41%	43%	**	**	40%	43%	41%
ALL OR MOST IS TRUE	246	69	89	39	48	158	87	246	212	21	**	**	203	43	246
	51%	54% df	58% df	48%	40%	56% df	43%	51% df	51%	47%	**	**	49%	57%	51%
Some is true	165	44	43	29	49	86	78	165	139	14	**	**	144	21	165
	34%	34%	28%	36%	41% be	31%	39% be	34%	34%	32%	**	**	35%	27%	34%
Don't know	75	16	22	13	24	38	37	75	62	9	**	**	63	12	75
	15%	12%	14%	16%	19%	13%	18%	15%	15%	20%	**	**	15%	15%	15%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 394

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19 (SHOWCARD) Which of these things, if any, are things that you don't like about being online? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Websites or apps that take too long to load	277 41%	- -%	118 37%	159 45% b	277 41%	132 39%	145 43%	- -%	- -%	59 37%	59 36%	73 40%	86 49% ij
Too many adverts	264 39%	- -%	101 31%	163 46% bd	264 39% b	129 38%	135 40%	- -%	- -%	49 31%	52 32%	80 44% ij	83 47% ij
Not enough websites or apps that I like	74 11%	- -%	40 12%	35 10%	74 11%	45 13% f	29 9%	- -%	- -%	25 16% jl	14 9%	20 11%	15 8%
Seeing things that make me feel sad, frightened or embarrassed	68 10%	- -%	40 12% c	28 8%	68 10%	26 8%	41 12% e	- -%	- -%	17 10%	23 14% k	10 6%	18 11% k
Seeing things that are too old for me	62 9%	- -%	30 9%	31 9%	62 9%	25 7%	37 11%	- -%	- -%	16 10% k	14 9%	9 5%	23 13% k
Bad things friends have written about me or photos of me on their profile page/ web page	61 9%	- -%	20 6%	40 11% b	61 9%	22 6%	39 12% e	- -%	- -%	8 5%	12 7%	13 7%	27 16% ijk

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QC19 (SHOWCARD) Which of these things, if any, are things that you don't like about being online? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Websites or apps which are blocked so I can't look at them	53 8%	- -%	25 8%	28 8%	53 8%	30 9%	23 7%	- -%	- -%	13 8%	12 7%	16 9%	11 7%
Friends being nasty, mean or unkind to me	51 8%	- -%	18 5%	34 9% b	51 8%	20 6%	32 9% e	- -%	- -%	9 6%	9 5%	11 6%	23 13% ijk
Feeling under pressure to appear popular or attractive online	37 5%	- -%	12 4%	25 7% b	37 5%	13 4%	24 7% e	- -%	- -%	4 3%	8 5%	9 5%	16 9% i
People pretending to be me online	31 5%	- -%	13 4%	18 5%	31 5%	12 4%	19 6%	- -%	- -%	6 4%	8 5%	7 4%	12 7%
How people my age are shown or represented online	31 5%	- -%	11 3%	21 6%	31 5%	13 4%	18 5%	- -%	- -%	5 3%	5 3%	7 4%	13 8% j
ANY OF THESE	424 63%	- -%	182 56%	242 68% bd	424 63% b	208 61%	216 64%	- -%	- -%	92 58%	90 55%	117 65% j	126 72% ij
EITHER 'FEEL SAD, FRIGHTENED OR EMBARRASSED' OR 'TOO OLD FOR ME'	104 15%	- -%	54 17%	50 14%	104 15%	42 13%	62 18% e	- -%	- -%	25 16% k	29 18% k	17 9%	33 19% k

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 394

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19 (SHOWCARD) Which of these things, if any, are things that you don't like about being online? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
These things don't worry me/ None of these	254	-	141	113	254	131	123	-	-	67	74	64	49
	37%	-%	44%	32%	37%	39%	36%	-%	-%	42%	45%	35%	28%
			cd		c					l	kl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 394

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19 (SHOWCARD) Which of these things, if any, are things that you don't like about being online? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Websites or apps that take too long to load	277	77	82	51	67	159	118	277	248	17	7	4	230	47	277
	41%	47%	39%	42%	37%	43%	39%	41%	43%	29%	27%	29%	40%	48%	41%
		d							ijk				ijk	ijk	ijk
Too many adverts	264	67	82	47	67	149	115	264	231	20	8	5	223	40	264
	39%	40%	39%	39%	37%	40%	38%	39%	40%	33%	30%	35%	39%	41%	39%
									j						
Not enough websites or apps that I like	74	14	29	14	18	43	31	74	70	2	1	1	66	9	74
	11%	9%	14%	11%	10%	12%	10%	11%	12%	4%	4%	9%	11%	9%	11%
									ij				ij		ij
Seeing things that make me feel sad, frightened or embarrassed	68	15	22	11	19	37	31	68	62	2	2	1	62	6	68
	10%	9%	11%	9%	11%	10%	10%	10%	11%	4%	9%	9%	11%	6%	10%
									i				i		i
Seeing things that are too old for me	62	14	22	12	14	36	26	62	56	3	3	1	52	10	62
	9%	8%	10%	10%	8%	10%	9%	9%	10%	4%	10%	6%	9%	10%	9%
Bad things friends have written about me or photos of me on their profile page/ web page	61	18	14	13	16	32	29	61	56	2	2	1	55	6	61
	9%	11%	7%	11%	9%	9%	9%	9%	10%	4%	7%	6%	10%	6%	9%
									i				i		i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 394

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19 (SHOWCARD) Which of these things, if any, are things that you don't like about being online? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Websites or apps which are blocked so I can't look at them	53 8%	8 5%	19 9%	12 10%	13 7%	27 7%	26 8%	53 8%	50 9% i	1 2%	1 5%	1 4%	47 8% i	7 7%	53 8% i
Friends being nasty, mean or unkind to me	51 8%	14 8%	12 6%	14 11% b	12 7%	26 7%	26 9%	51 8%	46 8%	2 3%	2 9% i	1 6%	44 8%	7 7%	51 8%
Feeling under pressure to appear popular or attractive online	37 5%	11 7%	11 5%	8 7%	7 4%	22 6%	15 5%	37 5%	34 6%	1 2%	2 6%	1 4%	33 6%	4 4%	37 5%
People pretending to be me online	31 5%	8 5%	8 4%	8 6%	7 4%	16 4%	15 5%	31 5%	30 5% i	- -%	2 6% i	* 2%	27 5% i	4 5% i	31 5% i
How people my age are shown or represented online	31 5%	10 6%	6 3%	3 2%	13 7% bc	16 4%	15 5%	31 5%	28 5%	2 4%	1 2%	* 3%	24 4%	7 7%	31 5%
ANY OF THESE	424 63%	112 68%	127 61%	78 63%	108 60%	239 64%	186 61%	424 63%	373 65% ij	29 49%	14 53%	8 56%	360 62% i	64 65% ij	424 63% ij
EITHER 'FEEL SAD, FRIGHTENED OR EMBARRASSED' OR 'TOO OLD FOR ME'	104 15%	24 15%	34 16%	17 14%	29 16%	58 16%	46 15%	104 15%	94 16% i	4 7%	4 16% i	2 12%	91 16% i	13 13%	104 15% i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 394

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19 (SHOWCARD) Which of these things, if any, are things that you don't like about being online? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
These things don't worry me/ None of these	254 37%	54 32%	82 39%	45 37%	73 40%	136 36%	118 39%	254 37%	205 35%	30 51% hlmn	12 47% hmn	6 44%	219 38%	35 35%	254 37%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 395

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC20 In most weeks when you go online on any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games player or a media player like an iPod Touch, would you say that you... (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Only use websites that you've visited before	311	-	186	124	311	152	159	-	-	94	92	58	67
	46%	-%	58%	35%	46%	45%	47%	-%	-%	59%	56%	32%	38%
			cd		c					kl	kl		
Use maybe one or two sites that you haven't visited before	242	-	95	147	242	117	125	-	-	40	55	77	70
	36%	-%	29%	41%	36%	35%	37%	-%	-%	25%	33%	43%	40%
				bd	b							ij	i
Use lots of websites that you haven't visited before	79	-	15	65	79	43	36	-	-	7	7	36	29
	12%	-%	4%	18%	12%	13%	11%	-%	-%	5%	4%	20%	16%
				bd	b							ij	ij
Don't know	46	-	27	19	46	27	19	-	-	17	10	10	9
	7%	-%	8%	5%	7%	8%	6%	-%	-%	11%	6%	5%	5%
										kl			

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 395

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC20 In most weeks when you go online on any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games player or a media player like an iPod Touch, would you say that you... (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Only use websites that you've visited before	311	62	95	50	103	157	153	311	267	23	12	8	259	52	311
	46%	38%	45%	41%	57%	42%	50%	46%	46%	39%	46%	56%	45%	53%	46%
					abceg		ace	a				hilm		i	
Use maybe one or two sites that you haven't visited before	242	71	78	43	51	149	94	242	208	20	10	5	213	30	242
	36%	43%	37%	35%	28%	40%	31%	36%	36%	33%	39%	33%	37%	30%	36%
		df	d			df		d							
Use lots of websites that you haven't visited before	79	24	21	18	16	46	34	79	64	13	2	1	67	12	79
	12%	15%	10%	15%	9%	12%	11%	12%	11%	22%	7%	4%	12%	12%	12%
		d							k	hijklmn			k	k	k
Don't know	46	8	15	12	11	23	23	46	39	3	2	1	41	5	46
	7%	5%	7%	10%	6%	6%	8%	7%	7%	6%	9%	7%	7%	5%	7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 396

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QC21 (SHOWCARD) Thinking about the websites that you haven't used before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Look at how up to date the information on the site is	97 27%	- -%	- -%	97 27%	97 27%	52 29%	45 26%	- -%	- -%	- -%	- -%	52 29%	45 26%
Check the general appearance and look of the site	88 25%	- -%	- -%	88 25%	88 25%	38 21%	49 28%	- -%	- -%	- -%	- -%	38 21%	49 28%
Check some types of information across a number of websites to be sure it's correct	73 20%	- -%	- -%	73 20%	73 20%	42 23%	31 18%	- -%	- -%	- -%	- -%	42 23%	31 18%
See if there is a padlock or other symbol to indicate the connection to the site is secure	69 19%	- -%	- -%	69 19%	69 19%	33 18%	36 20%	- -%	- -%	- -%	- -%	33 18%	36 20%
See who/ which company has created the web page	66 18%	- -%	- -%	66 18%	66 18%	34 19%	32 18%	- -%	- -%	- -%	- -%	34 19%	32 18%
Ask someone else if they have been to the website	65 18%	- -%	- -%	65 18%	65 18%	29 16%	37 21%	- -%	- -%	- -%	- -%	29 16%	37 21%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l	
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288	
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224	
Total	355	-	-	355	355	181	175	-	-	-	-	181	175	
See whether it is a company you have heard of	62	-	-	62	62	34	28	-	-	-	-	34	28	
	18%	-%	-%	18%	18%	19%	16%	-%	-%	-%	-%	19%	16%	
Check the website name to see if it ends in .org, .com or .co.uk	62	-	-	62	62	37	25	-	-	-	-	37	25	
	17%	-%	-%	17%	17%	21%	14%	-%	-%	-%	-%	21%	14%	
See if there is a symbol to indicate a quality standard	53	-	-	53	53	27	25	-	-	-	-	27	25	
	15%	-%	-%	15%	15%	15%	15%	-%	-%	-%	-%	15%	15%	
Check which country the website is from	43	-	-	43	43	23	19	-	-	-	-	23	19	
	12%	-%	-%	12%	12%	13%	11%	-%	-%	-%	-%	13%	11%	
See if there are links to the site from another trusted site	40	-	-	40	40	23	17	-	-	-	-	23	17	
	11%	-%	-%	11%	11%	13%	10%	-%	-%	-%	-%	13%	10%	
ANY OF THESE	213	-	-	213	213	107	105	-	-	-	-	107	105	
	60%	-%	-%	60%	60%	59%	60%	-%	-%	-%	-%	59%	60%	
None of these	65	-	-	65	65	38	27	-	-	-	-	38	27	
	18%	-%	-%	18%	18%	21%	15%	-%	-%	-%	-%	21%	15%	
Not applicable - never go to websites I haven't used before	48	-	-	48	48	19	28	-	-	-	-	19	28	
	13%	-%	-%	13%	13%	11%	16%	-%	-%	-%	-%	11%	16%	
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

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QC21 (SHOWCARD) Thinking about the websites that you haven't used before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Don't know	30	-	-	30	30	16	14	-	-	-	-	16	14
	9%	-%	-%	9%	9%	9%	8%	-%	-%	-%	-%	9%	8%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

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Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Look at how up to date the information on the site is	97 27%	29 32%	27 25%	14 23%	27 29%	56 28%	41 26%	97 27%	88 29%	** **	** **	** **	84 28%	** **	97 27%
Check the general appearance and look of the site	88 25%	29 32% df	27 25% d	21 33% df	11 12%	56 28% d	32 20% d	88 25% d	78 26%	** **	** **	** **	75 25%	** **	88 25%
Check some types of information across a number of websites to be sure it's correct	73 20%	25 28% bdf	19 17%	13 20%	16 17%	44 22%	29 18%	73 20%	65 22%	** **	** **	** **	67 22%	** **	73 20%
See if there is a padlock or other symbol to indicate the connection to the site is secure	69 19%	20 22%	21 19%	15 23%	13 14%	41 21%	28 18%	69 19%	63 21%	** **	** **	** **	61 20%	** **	69 19%
See who/ which company has created the web page	66 18%	19 21%	17 16%	15 25%	14 15%	36 18%	29 19%	66 18%	62 20%	** **	** **	** **	57 19%	** **	66 18%
Ask someone else if they have been to the website	65 18%	17 19%	18 16%	15 24%	15 17%	35 17%	31 20%	65 18%	56 18%	** **	** **	** **	59 20%	** **	65 18%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

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	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
See whether it is a company you have heard of	62 18%	20 22%	15 14%	12 18%	16 17%	35 17%	27 18%	62 18%	54 18%	** **	** **	** **	50 16%	** **	62 18%
Check the website name to see if it ends in .org, .com or .co.uk	62 17%	19 20%	13 12%	13 21%	18 19%	31 16%	31 20%	62 17%	59 20%	** **	** **	** **	54 18%	** **	62 17%
See if there is a symbol to indicate a quality standard	53 15%	12 14%	19 17%	12 19%	9 10%	31 16%	21 14%	53 15%	49 16%	** **	** **	** **	47 15%	** **	53 15%
Check which country the website is from	43 12%	11 12%	13 12%	8 12%	11 12%	24 12%	19 12%	43 12%	40 13%	** **	** **	** **	35 12%	** **	43 12%
See if there are links to the site from another trusted site	40 11%	12 13%	9 8%	10 16%	9 10%	21 10%	19 12%	40 11%	36 12%	** **	** **	** **	35 11%	** **	40 11%
ANY OF THESE	213 60%	62 68% bd	62 56%	42 67% d	47 51%	123 62% d	89 57%	213 60%	186 62%	** **	** **	** **	182 60%	** **	213 60%
None of these	65 18%	13 14%	22 20%	11 17%	19 21%	35 17%	30 19%	65 18%	48 16%	** **	** **	** **	54 18%	** **	65 18%
Not applicable - never go to websites I haven't used before	48 13%	8 9%	19 17%	5 8%	16 17%	27 13%	21 13%	48 13%	40 13%	** **	** **	** **	39 13%	** **	48 13%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

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Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Don't know	30	8	7	5	11	15	15	30	28	**	**	**	29	**	30
	9%	9%	7%	7%	11%	8%	10%	9%	9%	**	**	**	9%	**	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

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Base : Children aged 12-15 who go online at home or elsewhere- excluding Don't Know responses at this question

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	536	-	-	536	536	272	264	-	-	-	-	272	264
Effective Weighted Sample	416	-	-	416	416	212	204	-	-	-	-	212	204
Total	325	-	-	325	325	165	160	-	-	-	-	165	160
Look at how up to date the information on the site is	97 30%	- -%	- -%	97 30%	97 30%	52 32%	45 28%	- -%	- -%	- -%	- -%	52 32%	45 28%
Check the general appearance and look of the site	88 27%	- -%	- -%	88 27%	88 27%	38 23%	49 31%	- -%	- -%	- -%	- -%	38 23%	49 31%
Check some types of information across a number of websites to be sure it's correct	73 22%	- -%	- -%	73 22%	73 22%	42 26%	31 19%	- -%	- -%	- -%	- -%	42 26%	31 19%
See if there is a padlock or other symbol to indicate the connection to the site is secure	69 21%	- -%	- -%	69 21%	69 21%	33 20%	36 22%	- -%	- -%	- -%	- -%	33 20%	36 22%
See who/ which company has created the web page	66 20%	- -%	- -%	66 20%	66 20%	34 21%	32 20%	- -%	- -%	- -%	- -%	34 21%	32 20%
Ask someone else if they have been to the website	65 20%	- -%	- -%	65 20%	65 20%	29 17%	37 23%	- -%	- -%	- -%	- -%	29 17%	37 23%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

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Base : Children aged 12-15 who go online at home or elsewhere- excluding Don't Know responses at this question

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	536	-	-	-	536	536	272	264	-	-	-	-	272	264
Effective Weighted Sample	416	-	-	-	416	416	212	204	-	-	-	-	212	204
Total	325	-	-	-	325	325	165	160	-	-	-	-	165	160
See whether it is a company you have heard of	62	-	-	-	62	62	34	28	-	-	-	-	34	28
	19%	-%	-%	19%	19%	21%	18%	-%	-%	-%	-%	21%	18%	
Check the website name to see if it ends in .org, .com or .co.uk	62	-	-	-	62	62	37	25	-	-	-	-	37	25
	19%	-%	-%	19%	19%	23%	16%	-%	-%	-%	-%	23%	16%	
See if there is a symbol to indicate a quality standard	53	-	-	-	53	53	27	25	-	-	-	-	27	25
	16%	-%	-%	16%	16%	17%	16%	-%	-%	-%	-%	17%	16%	
Check which country the website is from	43	-	-	-	43	43	23	19	-	-	-	-	23	19
	13%	-%	-%	13%	13%	14%	12%	-%	-%	-%	-%	14%	12%	
See if there are links to the site from another trusted site	40	-	-	-	40	40	23	17	-	-	-	-	23	17
	12%	-%	-%	12%	12%	14%	11%	-%	-%	-%	-%	14%	11%	
ANY OF THESE	213	-	-	-	213	213	107	105	-	-	-	-	107	105
	65%	-%	-%	65%	65%	65%	66%	-%	-%	-%	-%	65%	66%	
None of these	65	-	-	-	65	65	38	27	-	-	-	-	38	27
	20%	-%	-%	20%	20%	23%	17%	-%	-%	-%	-%	23%	17%	
Not applicable - never go to websites I haven't used before	48	-	-	-	48	48	19	28	-	-	-	-	19	28
	15%	-%	-%	15%	15%	12%	18%	-%	-%	-%	-%	12%	18%	
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

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	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	536	137	169	97	133	306	230	536	338	72	64	62	441	95	536
Effective Weighted Sample	416	108	134	75	101	241	175	416	319	63	62	60	347	69	416
Total	325	83	102	58	82	185	140	325	274	31	14	7	275	50	325
Look at how up to date the information on the site is	97 30%	29 35%	27 27%	** **	27 33%	56 30%	41 29%	97 30%	88 32%	** **	** **	** **	84 31%	** **	97 30%
Check the general appearance and look of the site	88 27%	29 35% df	27 26% d	** **	11 13%	56 30% d	32 23%	88 27% d	78 29%	** **	** **	** **	75 27%	** **	88 27%
Check some types of information across a number of websites to be sure it's correct	73 22%	25 31% b	19 18%	** **	16 19%	44 24%	29 20%	73 22%	65 24%	** **	** **	** **	67 24%	** **	73 22%
See if there is a padlock or other symbol to indicate the connection to the site is secure	69 21%	20 24%	21 20%	** **	13 16%	41 22%	28 20%	69 21%	63 23%	** **	** **	** **	61 22%	** **	69 21%
See who/ which company has created the web page	66 20%	19 23%	17 17%	** **	14 17%	36 19%	29 21%	66 20%	62 23%	** **	** **	** **	57 21%	** **	66 20%
Ask someone else if they have been to the website	65 20%	17 21%	18 17%	** **	15 19%	35 19%	31 22%	65 20%	56 20%	** **	** **	** **	59 22%	** **	65 20%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

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Base : Children aged 12-15 who go online at home or elsewhere- excluding Don't Know responses at this question

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	536	137	169	97	133	306	230	536	338	72	64	62	441	95	536
Effective Weighted Sample	416	108	134	75	101	241	175	416	319	63	62	60	347	69	416
Total	325	83	102	58	82	185	140	325	274	31	14	7	275	50	325
See whether it is a company you have heard of	62 19%	20 24%	15 15%	** **	16 19%	35 19%	27 19%	62 19%	54 20%	** **	** **	** **	50 18%	** **	62 19%
Check the website name to see if it ends in .org, .com or .co.uk	62 19%	19 22% b	13 13%	** **	18 21%	31 17%	31 22% b	62 19%	59 22%	** **	** **	** **	54 20%	** **	62 19%
See if there is a symbol to indicate a quality standard	53 16%	12 15%	19 19%	** **	9 11%	31 17%	21 15%	53 16%	49 18%	** **	** **	** **	47 17%	** **	53 16%
Check which country the website is from	43 13%	11 13%	13 12%	** **	11 14%	24 13%	19 13%	43 13%	40 15%	** **	** **	** **	35 13%	** **	43 13%
See if there are links to the site from another trusted site	40 12%	12 14%	9 9%	** **	9 11%	21 11%	19 14%	40 12%	36 13%	** **	** **	** **	35 13%	** **	40 12%
ANY OF THESE	213 65%	62 75% bd	62 60%	** **	47 57%	123 67%	89 64%	213 65%	186 68%	** **	** **	** **	182 66%	** **	213 65%
None of these	65 20%	13 15%	22 21%	** **	19 23%	35 19%	30 21%	65 20%	48 18%	** **	** **	** **	54 20%	** **	65 20%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

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Base : Children aged 12-15 who go online at home or elsewhere- excluding Don't Know responses at this question

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	536	137	169	97	133	306	230	536	338	72	64	62	441	95	536
Effective Weighted Sample	416	108	134	75	101	241	175	416	319	63	62	60	347	69	416
Total	325	83	102	58	82	185	140	325	274	31	14	7	275	50	325
Not applicable - never go to websites I haven't used before	48	8	19	**	16	27	21	48	40	**	**	**	39	**	48
	15%	10%	18%	**	19%	15%	15%	15%	15%	**	**	**	14%	**	15%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 398

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC23A Which social media sites or apps do you use? Any others? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children aged 5-15 who have a social media profile or account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	518	11	92	415	518	256	262	5	6	43	49	208	207
Effective Weighted Sample	394	10	70	315	394	198	196	5	5	33	38	160	154
Total	324	9	64	252	324	160	164	4	5	29	35	128	124
Facebook	287	**	**	241	287	144	143	**	**	**	**	124	117
	88%	**	**	96%	88%	90%	87%	**	**	**	**	97%	94%
				d									
Instagram	104	**	**	91	104	43	61	**	**	**	**	38	53
	32%	**	**	36%	32%	27%	37%	**	**	**	**	30%	42%
						e							k
Twitter	75	**	**	70	75	36	39	**	**	**	**	33	37
	23%	**	**	28%	23%	22%	24%	**	**	**	**	26%	30%
SnapChat	73	**	**	66	73	29	44	**	**	**	**	26	40
	23%	**	**	26%	23%	18%	27%	**	**	**	**	20%	33%
						e							k
YouTube	67	**	**	55	67	42	25	**	**	**	**	37	18
	21%	**	**	22%	21%	26%	15%	**	**	**	**	29%	15%
						f						l	
WhatsApp	59	**	**	51	59	27	32	**	**	**	**	25	26
	18%	**	**	20%	18%	17%	20%	**	**	**	**	19%	21%
Google+ (inc. Google Hangouts)	22	**	**	18	22	13	9	**	**	**	**	11	7
	7%	**	**	7%	7%	8%	5%	**	**	**	**	9%	6%
Tumblr	19	**	**	18	19	4	15	**	**	**	**	4	14
	6%	**	**	7%	6%	2%	9%	**	**	**	**	3%	11%
						e							k
Vine	15	**	**	14	15	7	8	**	**	**	**	6	8
	5%	**	**	6%	5%	5%	5%	**	**	**	**	5%	6%
Bebo	10	**	**	7	10	2	8	**	**	**	**	1	6
	3%	**	**	3%	3%	1%	5%	**	**	**	**	1%	5%
						e							k

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 398

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QC23A Which social media sites or apps do you use? Any others? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children aged 5-15 who have a social media profile or account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	518	11	92	415	518	256	262	5	6	43	49	208	207
Effective Weighted Sample	394	10	70	315	394	198	196	5	5	33	38	160	154
Total	324	9	64	252	324	160	164	4	5	29	35	128	124
MySpace	8 3%	** **	** **	7 3%	8 3%	3 2%	5 3%	** **	** **	** **	** **	3 3%	4 3%
Pinterest	7 2%	** **	** **	6 3%	7 2%	3 2%	4 2%	** **	** **	** **	** **	3 2%	4 3%
Flickr	7 2%	** **	** **	4 2%	7 2%	3 2%	3 2%	** **	** **	** **	** **	2 2%	2 2%
Ask.FM	6 2%	** **	** **	6 2%	6 2%	3 2%	3 2%	** **	** **	** **	** **	3 2%	3 3%
BBM	5 1%	** **	** **	5 2%	5 1%	1 1%	4 2%	** **	** **	** **	** **	1 1%	4 3%
hi5	3 1%	** **	** **	1 1%	3 1%	2 1%	1 1%	** **	** **	** **	** **	- -%	1 1%
Kik	2 1%	** **	** **	1 *%	2 1%	* *%	2 1%	** **	** **	** **	** **	* *%	1 *%
Blogger	2 1%	** **	** **	2 1%	2 1%	2 1%	- -%	** **	** **	** **	** **	2 2%	- -%
Jabble	2 1%	** **	** **	1 *%	2 1%	* *%	1 1%	** **	** **	** **	** **	* *%	* *%
Other	10 3%	** **	** **	6 2%	10 3%	7 4%	3 2%	** **	** **	** **	** **	5 4%	1 1%
Don't know	2 1%	** **	** **	- -%	2 1%	1 1%	1 1%	** **	** **	** **	** **	- -%	- -%
Mean number of social media sites or apps	2.4	**	**	2.7 d	2.4	2.3	2.5	**	**	**	**	2.5	2.8
Standard deviation	1.85	**	**	1.97	1.85	1.83	1.88	**	**	**	**	1.95	2.00

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 398

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC23A Which social media sites or apps do you use? Any others? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children aged 5-15 who have a social media profile or account

	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	518	11	92	415	518	256	262	5	6	43	49	208	207
Total	324	9	64	252	324	160	164	4	5	29	35	128	124
Standard error	.08	**	**	.10	.08	.11	.12	**	**	**	**	.14	.14
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 398

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC23A Which social media sites or apps do you use? Any others? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children aged 5-15 who have a social media profile or account

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	518	135	142	101	140	277	241	518	312	63	81	62	435	83	518
Effective Weighted Sample	394	103	110	80	101	213	182	394	299	55	79	60	337	58	394
Total	324	84	90	67	83	175	150	324	273	27	18	7	282	42	324
Facebook	287	69	80	62	76	149	138	287	239	**	**	**	252	**	287
	88%	81%	89%	94%	91%	85%	92%	88%	88%	**	**	**	89%	**	88%
				a	a		ae								
Instagram	104	28	35	19	23	62	42	104	84	**	**	**	90	**	104
	32%	33%	38%	29%	27%	36%	28%	32%	31%	**	**	**	32%	**	32%
Twitter	75	23	23	14	15	46	29	75	63	**	**	**	63	**	75
	23%	27%	25%	21%	19%	26%	20%	23%	23%	**	**	**	22%	**	23%
SnapChat	73	19	23	16	16	41	32	73	58	**	**	**	62	**	73
	23%	22%	25%	24%	20%	24%	22%	23%	21%	**	**	**	22%	**	23%
YouTube	67	18	23	16	10	40	27	67	58	**	**	**	57	**	67
	21%	21%	25%	25%	13%	23%	18%	21%	21%	**	**	**	20%	**	21%
			d	d		d									
WhatsApp	59	13	25	8	12	38	21	59	54	**	**	**	52	**	59
	18%	15%	28%	13%	15%	22%	14%	18%	20%	**	**	**	18%	**	18%
			acdfg			f									
Google+ (inc. Google Hangouts)	22	6	7	3	6	13	9	22	21	**	**	**	20	**	22
	7%	7%	8%	5%	7%	8%	6%	7%	8%	**	**	**	7%	**	7%
Tumblr	19	5	3	5	5	8	10	19	16	**	**	**	16	**	19
	6%	6%	3%	8%	6%	5%	7%	6%	6%	**	**	**	6%	**	6%
Vine	15	2	6	2	5	8	7	15	14	**	**	**	11	**	15
	5%	2%	7%	4%	6%	5%	5%	5%	5%	**	**	**	4%	**	5%
Bebo	10	3	4	2	1	7	3	10	10	**	**	**	9	**	10
	3%	4%	4%	3%	1%	4%	2%	3%	4%	**	**	**	3%	**	3%
MySpace	8	1	2	1	4	3	5	8	6	**	**	**	7	**	8
	3%	1%	3%	2%	4%	2%	3%	3%	2%	**	**	**	2%	**	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QC23A Which social media sites or apps do you use? Any others? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children aged 5-15 who have a social media profile or account

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	518	135	142	101	140	277	241	518	312	63	81	62	435	83	518
Effective Weighted Sample	394	103	110	80	101	213	182	394	299	55	79	60	337	58	394
Total	324	84	90	67	83	175	150	324	273	27	18	7	282	42	324
Pinterest	7 2%	2 3%	1 1%	2 4%	1 1%	3 2%	3 2%	7 2%	5 2%	** **	** **	** **	5 2%	** **	7 2%
Flickr	7 2%	3 4%	1 1%	1 2%	1 1%	4 2%	2 2%	7 2%	6 2%	** **	** **	** **	7 2%	** **	7 2%
Ask.FM	6 2%	1 1%	4 4%	1 1%	1 1%	4 3%	2 1%	6 2%	6 2%	** **	** **	** **	6 2%	** **	6 2%
BBM	5 1%	1 1%	2 2%	1 2%	1 1%	3 2%	2 1%	5 1%	5 2%	** **	** **	** **	5 2%	** **	5 1%
hi5	3 1%	1 1%	1 1%	1 1%	1 1%	2 1%	1 1%	3 1%	3 1%	** **	** **	** **	1 *%	** **	3 1%
Kik	2 1%	- -%	- -%	2 3%	1 1%	- -%	2 2%	2 1%	1 *%	** **	** **	** **	2 1%	** **	2 1%
Blogger	2 1%	1 1%	1 1%	- -%	1 1%	1 1%	1 1%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
Jabble	2 1%	1 1%	- -%	1 2%	- -%	1 *%	1 1%	2 1%	1 *%	** **	** **	** **	2 1%	** **	2 1%
Other	10 3%	5 6%	5 6%	- -%	- -%	10 6%	- -%	10 3%	8 3%	** **	** **	** **	9 3%	** **	10 3%
Don't know	2 1%	- -%	1 1%	- -%	1 1%	1 1%	1 1%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
Mean number of social media sites or apps	2.4	2.4	2.7 df	2.4	2.2	2.5	2.3	2.4	2.4	**	**	**	2.4	**	2.4
Standard deviation	1.85	2.03	1.88	1.68	1.74	1.96	1.71	1.85	1.87	**	**	**	1.82	**	1.85
Standard error	.08	.17	.16	.17	.15	.12	.11	.08	.11	**	**	**	.09	**	.08
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 399

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC23B And which is your main social media site or app, so the one you use most often? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children aged 5-15 who have a social media profile or account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	518	11	92	415	518	256	262	5	6	43	49	208	207
Effective Weighted Sample	394	10	70	315	394	198	196	5	5	33	38	160	154
Total	324	9	64	252	324	160	164	4	5	29	35	128	124
Facebook	230	**	**	189	230	119	111	**	**	**	**	101	89
	71%	**	**	75%	71%	74%	68%	**	**	**	**	79%	71%
Instagram	32	**	**	22	32	14	18	**	**	**	**	10	12
	10%	**	**	9%	10%	8%	11%	**	**	**	**	8%	10%
YouTube	17	**	**	9	17	11	5	**	**	**	**	8	1
	5%	**	**	3%	5%	7%	3%	**	**	**	**	6%	1%
Twitter	16	**	**	15	16	6	10	**	**	**	**	6	9
	5%	**	**	6%	5%	4%	6%	**	**	**	**	5%	7%
SnapChat	8	**	**	7	8	2	6	**	**	**	**	1	6
	2%	**	**	3%	2%	1%	4%	**	**	**	**	1%	5%
Bebo	3	**	**	1	3	1	2	**	**	**	**	-	1
	1%	**	**	*%	1%	1%	1%	**	**	**	**	-%	1%
BBM	3	**	**	3	3	-	3	**	**	**	**	-	3
	1%	**	**	1%	1%	-%	2%	**	**	**	**	-%	2%
Tumblr	2	**	**	2	2	-	2	**	**	**	**	-	2
	1%	**	**	1%	1%	-%	1%	**	**	**	**	-%	2%
WhatsApp	2	**	**	1	2	1	1	**	**	**	**	1	*
	1%	**	**	1%	1%	1%	1%	**	**	**	**	1%	*%
Other	6	**	**	1	6	5	2	**	**	**	**	*	*
	2%	**	**	*%	2%	3%	1%	**	**	**	**	*%	*%
Don't know	6	**	**	2	6	3	3	**	**	**	**	2	1
	2%	**	**	1%	2%	2%	2%	**	**	**	**	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QC23B And which is your main social media site or app, so the one you use most often? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children aged 5-15 who have a social media profile or account

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	518	135	142	101	140	277	241	518	312	63	81	62	435	83	518
Effective Weighted Sample	394	103	110	80	101	213	182	394	299	55	79	60	337	58	394
Total	324	84	90	67	83	175	150	324	273	27	18	7	282	42	324
Facebook	230	47	64	54	65	111	119	230	192	**	**	**	206	**	230
	71%	55%	71%	81%	79%	63%	79%	71%	70%	**	**	**	73%	**	71%
			a	ae	ae		aeg	a							
Instagram	32	14	6	7	5	20	12	32	29	**	**	**	25	**	32
	10%	17%	7%	10%	6%	11%	8%	10%	11%	**	**	**	9%	**	10%
		bdfg													
YouTube	17	6	5	3	3	11	6	17	15	**	**	**	16	**	17
	5%	7%	6%	5%	4%	6%	4%	5%	5%	**	**	**	6%	**	5%
Twitter	16	8	3	2	3	11	5	16	13	**	**	**	11	**	16
	5%	9%	3%	3%	4%	6%	3%	5%	5%	**	**	**	4%	**	5%
		f													
SnapChat	8	3	4	1	1	7	1	8	4	**	**	**	6	**	8
	2%	3%	4%	1%	1%	4%	1%	2%	2%	**	**	**	2%	**	2%
Bebo	3	2	1	-	-	3	-	3	3	**	**	**	2	**	3
	1%	3%	1%	-%	-%	2%	-%	1%	1%	**	**	**	1%	**	1%
		f													
BBM	3	1	2	-	-	3	-	3	3	**	**	**	3	**	3
	1%	1%	2%	-%	-%	2%	-%	1%	1%	**	**	**	1%	**	1%
			f												
Tumblr	2	-	1	1	1	1	2	2	2	**	**	**	1	**	2
	1%	-%	1%	1%	1%	1%	1%	1%	1%	**	**	**	1%	**	1%
WhatsApp	2	*	1	-	1	1	1	2	2	**	**	**	2	**	2
	1%	*%	1%	-%	1%	1%	1%	1%	1%	**	**	**	1%	**	1%
Other	6	3	2	-	1	5	1	6	5	**	**	**	5	**	6
	2%	3%	3%	-%	2%	3%	1%	2%	2%	**	**	**	2%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 399

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC23B And which is your main social media site or app, so the one you use most often? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children aged 5-15 who have a social media profile or account

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	518	135	142	101	140	277	241	518	312	63	81	62	435	83	518
Effective Weighted Sample	394	103	110	80	101	213	182	394	299	55	79	60	337	58	394
Total	324	84	90	67	83	175	150	324	273	27	18	7	282	42	324
Don't know	6	2	1	-	2	3	2	6	5	**	**	**	6	**	6
	2%	2%	2%	-%	3%	2%	2%	2%	2%	**	**	**	2%	**	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 400

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC24 (SHOWCARD) Thinking about your main social media site or app, do you know if this profile can be seen by other people? Please read these options and say which one best describes who can see it. (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and have a social media profile or account

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	507	-		92	415	507	251	256	-	-	43	49	208	207
Effective Weighted Sample	384	-		70	315	384	193	191	-	-	33	38	160	154
Total	316	-		64	252	316	156	159	-	-	29	35	128	124
It can only be seen by my friends and no-one else	221	-	**	176	221	101	121		-	-	**	**	81	95
	70%	-%	**	70%	70%	64%	76%	e	-%	-%	**	**	64%	76%
It can only be seen by my friends and their friends	54	-	**	45	54	36	18		-	-	**	**	31	14
	17%	-%	**	18%	17%	23%	11%	f	-%	-%	**	**	24%	11%
It can be seen by anyone	32	-	**	26	32	17	15		-	-	**	**	14	13
	10%	-%	**	10%	10%	11%	9%		-%	-%	**	**	11%	10%
Nobody can see it	2	-	**	2	2	1	1		-	-	**	**	1	1
	1%	-%	**	1%	1%	*%	1%		-%	-%	**	**	1%	1%
Don't know	6	-	**	3	6	1	4		-	-	**	**	1	1
	2%	-%	**	1%	2%	1%	3%		-%	-%	**	**	1%	1%
POTENTIAL TO BE SEEN BY PEOPLE NOT DIRECTLY KNOWN BY THE CHILD	87	-	**	71	87	54	33		-	-	**	**	44	27
	27%	-%	**	28%	27%	34%	21%	f	-%	-%	**	**	35%	22%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 400

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC24 (SHOWCARD) Thinking about your main social media site or app, do you know if this profile can be seen by other people? Please read these options and say which one best describes who can see it. (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere and have a social media profile or account

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	507	134	139	98	136	273	234	507	302	63	80	62	424	83	507
Effective Weighted Sample	384	102	107	77	98	209	175	384	289	55	78	60	327	58	384
Total	316	84	88	64	80	171	144	316	264	27	17	7	274	42	316
It can only be seen by my friends and no-one else	221	56	61	**	57	117	104	221	188	**	**	**	191	**	221
	70%	67%	69%	**	70%	68%	72%	70%	71%	**	**	**	70%	**	70%
It can only be seen by my friends and their friends	54	16	14	**	14	30	25	54	40	**	**	**	48	**	54
	17%	19%	16%	**	18%	17%	17%	17%	15%	**	**	**	18%	**	17%
It can be seen by anyone	32	9	11	**	6	21	11	32	29	**	**	**	27	**	32
	10%	11%	13%	**	7%	12%	8%	10%	11%	**	**	**	10%	**	10%
Nobody can see it	2	2	-	**	*	2	*	2	2	**	**	**	2	**	2
	1%	2%	-%	**	*%	1%	*%	1%	1%	**	**	**	1%	**	1%
Don't know	6	1	2	**	3	2	3	6	5	**	**	**	6	**	6
	2%	1%	2%	**	4%	1%	2%	2%	2%	**	**	**	2%	**	2%
POTENTIAL TO BE SEEN BY PEOPLE NOT DIRECTLY KNOWN BY THE CHILD	87	25	25	**	20	50	36	87	69	**	**	**	75	**	87
	27%	30%	29%	**	25%	29%	25%	27%	26%	**	**	**	28%	**	27%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 401

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC25 (SHOWCARD) Which of these things, if any, are things that you don't like about social media sites or apps? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and have a social media profile or account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	507	-	92	415	507	251	256	-	-	43	49	208	207
Effective Weighted Sample	384	-	70	315	384	193	191	-	-	33	38	160	154
Total	316	-	64	252	316	156	159	-	-	29	35	128	124
Sometimes people get bullied on them	88	-	**	72	88	34	54	-	-	**	**	27	45
	28%	-%	**	29%	28%	22%	34%	-%	-%	**	**	21%	37%
							e						k
I sometimes spend too much time on them	88	-	**	73	88	36	52	-	-	**	**	28	45
	28%	-%	**	29%	28%	23%	33%	-%	-%	**	**	22%	36%
							e						k
Strangers might find out information about me	78	-	**	61	78	35	43	-	-	**	**	25	36
	25%	-%	**	24%	25%	22%	27%	-%	-%	**	**	20%	29%
Friends posting photos of me without my permission	47	-	**	41	47	14	33	-	-	**	**	11	30
	15%	-%	**	16%	15%	9%	21%	-%	-%	**	**	8%	24%
							e						k
People can get a bad name from other people posting comments about them	47	-	**	38	47	21	26	-	-	**	**	16	23
	15%	-%	**	15%	15%	13%	16%	-%	-%	**	**	12%	18%
Someone might pretend to be my age and get to know me or deceive me	46	-	**	38	46	20	26	-	-	**	**	17	20
	15%	-%	**	15%	15%	13%	16%	-%	-%	**	**	14%	16%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 401

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC25 (SHOWCARD) Which of these things, if any, are things that you don't like about social media sites or apps? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and have a social media profile or account

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	507	-		92	415	507	251	256	-	-	43	49	208	207
Effective Weighted Sample	384	-		70	315	384	193	191	-	-	33	38	160	154
Total	316	-		64	252	316	156	159	-	-	29	35	128	124
People pretending to be me online/ hacking into my account	32	-	**	28	32	12	20		-	-	**	**	12	16
	10%	-%	**	11%	10%	8%	13%		-%	-%	**	**	9%	13%
Friends can be mean, nasty or hurtful to me	28	-	**	23	28	8	20		-	-	**	**	7	15
	9%	-%	**	9%	9%	5%	12%	e	-%	-%	**	**	6%	12%
														k
People like teachers or future bosses might see something bad about me online	25	-	**	20	25	11	13		-	-	**	**	9	11
	8%	-%	**	8%	8%	7%	8%		-%	-%	**	**	7%	9%
I share too much information sometimes	13	-	**	11	13	6	7		-	-	**	**	5	5
	4%	-%	**	4%	4%	4%	4%		-%	-%	**	**	4%	4%
I feel under pressure from my friends or others to go on these sites	11	-	**	9	11	5	6		-	-	**	**	4	5
	3%	-%	**	3%	3%	3%	4%		-%	-%	**	**	3%	4%
ANY OF THESE	190	-	**	157	190	84	106		-	-	**	**	67	91
	60%	-%	**	63%	60%	53%	67%	e	-%	-%	**	**	52%	73%
														k
These things don't worry me/ None of these	125	-	**	94	125	73	53		-	-	**	**	61	33
	40%	-%	**	37%	40%	47%	33%	f	-%	-%	**	**	48%	27%
													l	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 401

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC25 (SHOWCARD) Which of these things, if any, are things that you don't like about social media sites or apps? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and have a social media profile or account

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	507	134	139	98	136	273	234	507	302	63	80	62	424	83	507
Effective Weighted Sample	384	102	107	77	98	209	175	384	289	55	78	60	327	58	384
Total	316	84	88	64	80	171	144	316	264	27	17	7	274	42	316
Sometimes people get bullied on them	88	21	24	**	20	46	42	88	78	**	**	**	75	**	88
	28%	25%	28%	**	25%	27%	29%	28%	29%	**	**	**	27%	**	28%
I sometimes spend too much time on them	88	29	28	**	13	57	31	88	69	**	**	**	78	**	88
	28%	35%	32%	**	16%	33%	21%	28%	26%	**	**	**	29%	**	28%
		df	df			df		d							
Strangers might find out information about me	78	17	27	**	18	44	34	78	70	**	**	**	67	**	78
	25%	20%	31%	**	23%	26%	23%	25%	27%	**	**	**	24%	**	25%
Friends posting photos of me without my permission	47	11	17	**	11	28	19	47	41	**	**	**	36	**	47
	15%	13%	19%	**	13%	16%	13%	15%	16%	**	**	**	13%	**	15%
People can get a bad name from other people posting comments about them	47	12	12	**	11	24	22	47	41	**	**	**	39	**	47
	15%	14%	14%	**	14%	14%	16%	15%	15%	**	**	**	14%	**	15%
Someone might pretend to be my age and get to know me or deceive me	46	10	16	**	9	26	20	46	41	**	**	**	41	**	46
	15%	12%	19%	**	12%	15%	14%	15%	16%	**	**	**	15%	**	15%
People pretending to be me online/ hacking into my account	32	9	10	**	7	20	12	32	29	**	**	**	28	**	32
	10%	11%	12%	**	9%	12%	9%	10%	11%	**	**	**	10%	**	10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 401

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC25 (SHOWCARD) Which of these things, if any, are things that you don't like about social media sites or apps? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and have a social media profile or account

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	507	134	139	98	136	273	234	507	302	63	80	62	424	83	507
Effective Weighted Sample	384	102	107	77	98	209	175	384	289	55	78	60	327	58	384
Total	316	84	88	64	80	171	144	316	264	27	17	7	274	42	316
Friends can be mean, nasty or hurtful to me	28 9%	5 7%	7 8%	** **	7 9%	12 7%	16 11%	28 9%	23 9%	** **	** **	** **	26 10%	** **	28 9%
People like teachers or future bosses might see something bad about me online	25 8%	10 12% f	7 8%	** **	5 7%	17 10%	8 5%	25 8%	23 9%	** **	** **	** **	22 8%	** **	25 8%
I share too much information sometimes	13 4%	2 3%	4 5%	** **	4 5%	6 4%	6 4%	13 4%	11 4%	** **	** **	** **	13 5%	** **	13 4%
I feel under pressure from my friends or others to go on these sites	11 3%	3 3%	4 5%	** **	3 3%	7 4%	4 3%	11 3%	10 4%	** **	** **	** **	9 3%	** **	11 3%
ANY OF THESE	190 60%	54 65%	55 63%	** **	42 53%	110 64%	81 56%	190 60%	160 61%	** **	** **	** **	161 59%	** **	190 60%
These things don't worry me/ None of these	125 40%	29 35%	33 37%	** **	38 47%	62 36%	64 44%	125 40%	104 39%	** **	** **	** **	113 41%	** **	125 40%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 402

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC26 (SHOWCARD) Do you ever watch things on You Tube? IF YES - Which of these ways do you find things to watch on YouTube? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Don't watch things on YouTube	45	-	-	45	45	18	27	-	-	-	-	18	27
	13%	-%	-%	13%	13%	10%	16%	-%	-%	-%	-%	10%	16%
Things your friends have told you about	176	-	-	176	176	89	87	-	-	-	-	89	87
	49%	-%	-%	49%	49%	49%	50%	-%	-%	-%	-%	49%	50%
Use the search box	162	-	-	162	162	81	81	-	-	-	-	81	81
	46%	-%	-%	46%	46%	45%	47%	-%	-%	-%	-%	45%	47%
Visit channels you've subscribed to/ those you follow	77	-	-	77	77	39	38	-	-	-	-	39	38
	22%	-%	-%	22%	22%	22%	22%	-%	-%	-%	-%	22%	22%
See what's in the 'Recommended' or 'Popular' sections	65	-	-	65	65	35	30	-	-	-	-	35	30
	18%	-%	-%	18%	18%	20%	17%	-%	-%	-%	-%	20%	17%
Other	4	-	-	4	4	3	2	-	-	-	-	3	2
	1%	-%	-%	1%	1%	2%	1%	-%	-%	-%	-%	2%	1%
Don't know	15	-	-	15	15	9	6	-	-	-	-	9	6
	4%	-%	-%	4%	4%	5%	3%	-%	-%	-%	-%	5%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 402

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC26 (SHOWCARD) Do you ever watch things on You Tube? IF YES - Which of these ways do you find things to watch on YouTube? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Don't watch things on YouTube	45	15	11	6	13	26	19	45	38	**	**	**	37	**	45
	13%	17%	11%	9%	14%	13%	12%	13%	13%	**	**	**	12%	**	13%
Things your friends have told you about	176	44	59	35	37	103	72	176	146	**	**	**	147	**	176
	49%	49%	54%	56%	40%	52%	47%	49%	48%	**	**	**	48%	**	49%
			d	d		d									
Use the search box	162	42	53	22	45	95	67	162	145	**	**	**	140	**	162
	46%	46%	48%	35%	49%	47%	43%	46%	48%	**	**	**	46%	**	46%
Visit channels you've subscribed to/ those you follow	77	23	24	15	15	47	30	77	67	**	**	**	65	**	77
	22%	25%	22%	24%	17%	23%	19%	22%	22%	**	**	**	21%	**	22%
See what's in the 'Recommended' or 'Popular' sections	65	16	22	11	16	38	27	65	54	**	**	**	57	**	65
	18%	18%	20%	17%	18%	19%	18%	18%	18%	**	**	**	19%	**	18%
Other	4	-	1	-	3	1	3	4	4	**	**	**	3	**	4
	1%	-%	1%	-%	4%	1%	2%	1%	1%	**	**	**	1%	**	1%
					ae										
Don't know	15	2	4	4	4	7	8	15	10	**	**	**	14	**	15
	4%	2%	4%	6%	5%	3%	5%	4%	3%	**	**	**	5%	**	4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 403

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC26 (SHOWCARD) Do you ever watch things on You Tube? IF YES - Which of these ways do you find things to watch on YouTube? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere and who ever watch things on YouTube

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	479	-	-	479	479	250	229	-	-	-	-	250	229
Effective Weighted Sample	373	-	-	373	373	195	178	-	-	-	-	195	178
Total	295	-	-	295	295	154	142	-	-	-	-	154	142
Things your friends have told you about	176	-	-	176	176	89	87	-	-	-	-	89	87
	59%	-%	-%	59%	59%	58%	61%	-%	-%	-%	-%	58%	61%
Use the search box	162	-	-	162	162	81	81	-	-	-	-	81	81
	55%	-%	-%	55%	55%	52%	58%	-%	-%	-%	-%	52%	58%
Visit channels you've subscribed to/ those you follow	77	-	-	77	77	39	38	-	-	-	-	39	38
	26%	-%	-%	26%	26%	25%	27%	-%	-%	-%	-%	25%	27%
See what's in the 'Recommended' or 'Popular' sections	65	-	-	65	65	35	30	-	-	-	-	35	30
	22%	-%	-%	22%	22%	23%	21%	-%	-%	-%	-%	23%	21%
Other	4	-	-	4	4	3	2	-	-	-	-	3	2
	1%	-%	-%	1%	1%	2%	1%	-%	-%	-%	-%	2%	1%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 403

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC26 (SHOWCARD) Do you ever watch things on You Tube? IF YES - Which of these ways do you find things to watch on YouTube? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere and who ever watch things on YouTube

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	479	121	153	87	118	274	205	479	310	60	55	54	400	79	479
Effective Weighted Sample	373	95	121	67	91	216	158	373	293	53	53	52	316	57	373
Total	295	74	93	54	75	167	128	295	253	25	12	6	253	42	295
Things your friends have told you about	176	44	59	**	37	103	72	176	146	**	**	**	147	**	176
	59%	60%	63%	**	50%	62%	56%	59%	58%	**	**	**	58%	**	59%
Use the search box	162	42	53	**	45	95	67	162	145	**	**	**	140	**	162
	55%	57%	56%	**	60%	57%	53%	55%	57%	**	**	**	56%	**	55%
Visit channels you've subscribed to/ those you follow	77	23	24	**	15	47	30	77	67	**	**	**	65	**	77
	26%	31%	26%	**	21%	28%	24%	26%	27%	**	**	**	26%	**	26%
See what's in the 'Recommended' or 'Popular' sections	65	16	22	**	16	38	27	65	54	**	**	**	57	**	65
	22%	22%	23%	**	22%	23%	21%	22%	21%	**	**	**	23%	**	22%
Other	4	-	1	**	3	1	3	4	4	**	**	**	3	**	4
	1%	-%	1%	**	4%	1%	3%	1%	2%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 404

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC27 (SHOWCARD) Which one of these options best describes where YouTube gets money to run their services? (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere and who ever watch things on YouTube

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	479	-	-	479	479	250	229	-	-	-	-	250	229
Effective Weighted Sample	373	-	-	373	373	195	178	-	-	-	-	195	178
Total	295	-	-	295	295	154	142	-	-	-	-	154	142
Companies pay to advertise on YouTube	153	-	-	153	153	83	69	-	-	-	-	83	69
	52%	-%	-%	52%	52%	54%	49%	-%	-%	-%	-%	54%	49%
The government/ council gives YouTube money	16	-	-	16	16	6	9	-	-	-	-	6	9
	5%	-%	-%	5%	5%	4%	7%	-%	-%	-%	-%	4%	7%
Every home in the UK must pay some money to YouTube	14	-	-	14	14	7	7	-	-	-	-	7	7
	5%	-%	-%	5%	5%	5%	5%	-%	-%	-%	-%	5%	5%
Every home can choose to pay some money to be allowed to use YouTube if they want	5	-	-	5	5	3	2	-	-	-	-	3	2
	2%	-%	-%	2%	2%	2%	2%	-%	-%	-%	-%	2%	2%
Don't know	108	-	-	108	108	54	54	-	-	-	-	54	54
	36%	-%	-%	36%	36%	35%	38%	-%	-%	-%	-%	35%	38%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 404

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC27 (SHOWCARD) Which one of these options best describes where YouTube gets money to run their services? (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere and who ever watch things on YouTube

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	479	121	153	87	118	274	205	479	310	60	55	54	400	79	479
Effective Weighted Sample	373	95	121	67	91	216	158	373	293	53	53	52	316	57	373
Total	295	74	93	54	75	167	128	295	253	25	12	6	253	42	295
Companies pay to advertise on YouTube	153	47	51	**	25	98	55	153	135	**	**	**	131	**	153
	52%	63%	55%	**	34%	59%	43%	52%	53%	**	**	**	52%	**	52%
		dfg	df			df		d							
The government/ council gives YouTube money	16	3	6	**	3	9	7	16	14	**	**	**	15	**	16
	5%	4%	6%	**	4%	5%	5%	5%	5%	**	**	**	6%	**	5%
Every home in the UK must pay some money to YouTube	14	5	4	**	5	9	6	14	12	**	**	**	11	**	14
	5%	6%	4%	**	6%	5%	5%	5%	5%	**	**	**	4%	**	5%
Every home can choose to pay some money to be allowed to use YouTube if they want	5	3	1	**	*	4	1	5	4	**	**	**	4	**	5
	2%	4%	2%	**	*%	3%	1%	2%	2%	**	**	**	1%	**	2%
		f													
Don't know	108	17	31	**	41	47	60	108	88	**	**	**	92	**	108
	36%	23%	33%	**	55%	28%	47%	36%	35%	**	**	**	36%	**	36%
					abeg		abeg	ae							

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 405

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC28 Do you ever use search engine websites or apps like Google, Yahoo, or Bing to search for information or to find out about other websites? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Yes	573	-	248	326	573	295	279	-	-	125	122	169	157
	85%	-%	77%	92%	85%	87%	82%	-%	-%	79%	74%	94%	90%
				bd	b							ij	ij
No	98	-	71	27	98	40	57	-	-	30	41	10	17
	14%	-%	22%	8%	14%	12%	17%	-%	-%	19%	25%	6%	10%
			cd		c		e			kl	kl		
Don't know	7	-	4	3	7	4	3	-	-	3	1	1	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	2%	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 405

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC28 Do you ever use search engine websites or apps like Google, Yahoo, or Bing to search for information or to find out about other websites? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Yes	573	149	178	103	143	327	246	573	491	49	23	11	491	83	573
	85%	90%	85%	84%	79%	87%	81%	85%	85%	82%	85%	81%	85%	84%	85%
		df				df		d							
No	98	16	28	19	35	44	54	98	83	9	3	3	83	14	98
	14%	9%	14%	16%	19%	12%	18%	14%	14%	15%	12%	19%	14%	15%	14%
					ae		ae								
Don't know	7	1	2	-	3	4	3	7	5	2	1	-	5	2	7
	1%	1%	1%	-%	2%	1%	1%	1%	1%	3%	2%	-%	1%	2%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 406

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC28A (SHOWCARD) When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages? (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 ~b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 ~i	FEMALE 8-11 ~j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	530	-	-	530	530	274	256	-	-	-	-	274	256
Effective Weighted Sample	415	-	-	415	415	216	199	-	-	-	-	216	199
Total	326	-	-	326	326	169	157	-	-	-	-	169	157
I think that if they have been listed by the search engine the information on that website must be truthful	65 20%	- -%	- -%	65 20%	65 20%	34 20%	31 20%	- -%	- -%	- -%	- -%	34 20%	31 20%
I think that some of the websites in the list will show truthful information and some will show untruthful information	170 52%	- -%	- -%	170 52%	170 52%	85 50%	85 54%	- -%	- -%	- -%	- -%	85 50%	85 54%
I don't really think about whether or not they have truthful information, I just use the sites I like the look of	58 18%	- -%	- -%	58 18%	58 18%	34 20%	24 15%	- -%	- -%	- -%	- -%	34 20%	24 15%
Don't know	33 10%	- -%	- -%	33 10%	33 10%	16 10%	16 11%	- -%	- -%	- -%	- -%	16 10%	16 11%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 406

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC28A (SHOWCARD) When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages? (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 ~c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	530	135	169	98	128	304	226	530	343	68	62	57	439	91	530
Effective Weighted Sample	415	108	132	76	98	240	175	415	323	60	60	55	348	67	415
Total	326	84	101	61	80	185	140	326	278	29	13	6	277	49	326
I think that if they have been listed by the search engine the information on that website must be truthful	65 20%	13 16%	18 18%	** **	20 26%	31 17%	33 24%	65 20%	55 20%	** **	** **	** **	50 18%	** **	65 20%
I think that some of the websites in the list will show truthful information and some will show untruthful information	170 52%	51 61% f	51 50%	** **	38 48%	102 55%	68 48%	170 52%	145 52%	** **	** **	** **	147 53%	** **	170 52%
I don't really think about whether or not they have truthful information, I just use the sites I like the look of	58 18%	16 19%	21 21%	** **	11 13%	37 20%	22 15%	58 18%	53 19%	** **	** **	** **	51 19%	** **	58 18%
Don't know	33 10%	4 5%	11 11%	** **	10 13%	15 8%	17 12% a	33 10%	25 9%	** **	** **	** **	28 10%	** **	33 10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 407

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC29 (SHOWCARD) Which one of these options best describes where Google gets money to run their services? (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	530	-	-		530	530	274	256	-	-	-	-	274	256
Effective Weighted Sample	415	-	-		415	415	216	199	-	-	-	-	216	199
Total	326	-	-		326	326	169	157	-	-	-	-	169	157
Companies pay to advertise on Google	161	-	-		161	161	90	71	-	-	-	-	90	71
	49%	~a	~b		49%	49%	53%	45%	~g	~h	~i	~j	53%	45%
The government/ council gives Google money	23	-	-		23	23	7	16	-	-	-	-	7	16
	7%	~a	~b		7%	7%	4%	10% e	~g	~h	~i	~j	4%	10% k
Every home in the UK must pay some money to Google	17	-	-		17	17	11	6	-	-	-	-	11	6
	5%	~a	~b		5%	5%	6%	4%	~g	~h	~i	~j	6%	4%
Every home can choose to pay some money to be allowed to use Google if they want	11	-	-		11	11	5	6	-	-	-	-	5	6
	3%	~a	~b		3%	3%	3%	4%	~g	~h	~i	~j	3%	4%
Don't know	114	-	-		114	114	57	57	-	-	-	-	57	57
	35%	~a	~b		35%	35%	34%	36%	~g	~h	~i	~j	34%	36%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 407

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC29 (SHOWCARD) Which one of these options best describes where Google gets money to run their services? (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	530	135	169	98	128	304	226	530	343	68	62	57	439	91	530
Effective Weighted Sample	415	108	132	76	98	240	175	415	323	60	60	55	348	67	415
Total	326	84	101	61	80	185	140	326	278	29	13	6	277	49	326
Companies pay to advertise on Google	161	51	48	**	31	99	62	161	137	**	**	**	135	**	161
	49%	61%	47%	**	39%	53%	44%	49%	50%	**	**	**	49%	**	49%
		bdfg				d									
The government/ council gives Google money	23	4	9	**	6	13	10	23	20	**	**	**	21	**	23
	7%	4%	9%	**	7%	7%	7%	7%	7%	**	**	**	8%	**	7%
Every home in the UK must pay some money to Google	17	5	7	**	5	12	5	17	16	**	**	**	14	**	17
	5%	6%	6%	**	7%	6%	4%	5%	6%	**	**	**	5%	**	5%
Every home can choose to pay some money to be allowed to use Google if they want	11	4	5	**	*	9	3	11	11	**	**	**	10	**	11
	3%	5%	5%	**	*%	5%	2%	3%	4%	**	**	**	4%	**	3%
		d	d			d									
Don't know	114	20	33	**	38	53	61	114	93	**	**	**	98	**	114
	35%	24%	33%	**	47%	29%	43%	35%	34%	**	**	**	35%	**	35%
					abeg		ae	a							

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 408

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30 (SHOWCARD OF IMAGE) Here's an image from a Google search for 'trainers'. There are three results at the top which are in a shaded box. Do you know why these three results are shown in a shaded box? IF YES - Why is that ? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 i	FEMALE 8-11 j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	926	-	396	530	926	477	449	-	-	203	193	274	256
Effective Weighted Sample	721	-	307	415	721	374	347	-	-	159	148	216	199
Total	573	-	248	326	573	295	279	-	-	125	122	169	157
These are sponsored links/ adverts/ paid to appear here	144 25%	- -%	31 13%	112 34% bd	144 25% b	84 28% f	60 21%	- -%	- -%	19 15%	13 11%	65 39% ij	47 30% ij
These are the best results/ the most relevant results	84 15%	- -%	36 15%	47 15%	84 15%	41 14%	43 15%	- -%	- -%	16 13%	20 17%	25 15%	22 14%
These are most popular results used by other people	74 13%	- -%	30 12%	44 14%	74 13%	38 13%	37 13%	- -%	- -%	15 12%	15 12%	23 13%	22 14%
Other reasons	11 2%	- -%	8 3% c	3 1%	11 2%	3 1%	7 3%	- -%	- -%	3 2%	5 4% k	1 *% kl	2 1%
Don't know	275 48%	- -%	149 60% cd	125 38%	275 48% c	139 47%	136 49%	- -%	- -%	78 63% kl	71 58% kl	60 36%	65 42%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 408

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30 (SHOWCARD OF IMAGE) Here's an image from a Google search for 'trainers'. There are three results at the top which are in a shaded box. Do you know why these three results are shown in a shaded box? IF YES - Why is that ? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	N IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	926	233	289	174	230	522	404	926	608	109	106	103	765	161	926
Effective Weighted Sample	721	186	227	132	176	413	308	721	568	93	102	97	609	114	721
Total	573	149	178	103	143	327	246	573	491	49	23	11	491	83	573
These are sponsored links/ adverts/ paid to appear here	144 25%	43 29% d	45 25%	29 28% d	27 19%	88 27% d	56 23%	144 25%	121 25% k	17 34% k	5 22% k	1 8%	121 25% k	22 27% k	144 25% k
These are the best results/ the most relevant results	84 15%	22 15%	34 19% cf	11 11%	17 12%	56 17% f	28 11%	84 15%	74 15% j	7 14%	1 7%	1 8%	73 15% j	10 13%	84 15% j
These are most popular results used by other people	74 13%	22 15%	25 14%	11 11%	16 11%	47 14%	27 11%	74 13%	66 14% k	5 10%	3 11%	1 6%	65 13%	9 11%	74 13%
Other reasons	11 2%	3 2%	2 1%	3 3%	2 1%	5 2%	5 2%	11 2%	10 2%	- -%	* 2%	- -%	8 2%	3 4%	11 2%
Don't know	275 48%	63 42%	76 42%	51 49%	85 60% abeg	139 42%	136 55% abeg	275 48%	232 47%	21 43%	13 59% hin	9 77% hijlmn	236 48%	38 46%	275 48%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 409

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31A (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about what you are doing (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Would not want anyone to see this	118	-	-	118	118	58	60	-	-	-	-	58	60
	33%	-%	-%	33%	33%	32%	35%	-%	-%	-%	-%	32%	35%
Would only want my friends to see this and nobody else	190	-	-	190	190	91	99	-	-	-	-	91	99
	53%	-%	-%	53%	53%	50%	57%	-%	-%	-%	-%	50%	57%
Would only want my friends and their friends to see this	21	-	-	21	21	13	8	-	-	-	-	13	8
	6%	-%	-%	6%	6%	7%	5%	-%	-%	-%	-%	7%	5%
Would be happy for anyone to see this	13	-	-	13	13	10	3	-	-	-	-	10	3
	4%	-%	-%	4%	4%	6%	2%	-%	-%	-%	-%	6%	2%
Don't know	12	-	-	12	12	9	4	-	-	-	-	9	4
	4%	-%	-%	4%	4%	5%	2%	-%	-%	-%	-%	5%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 409

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31A (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about what you are doing (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Would not want anyone to see this	118	28	33	20	38	61	58	118	104	**	**	**	97	**	118
	33%	31%	30%	32%	41%	30%	37%	33%	34%	**	**	**	32%	**	33%
					e										
Would only want my friends to see this and nobody else	190	53	62	32	43	115	74	190	155	**	**	**	164	**	190
	53%	59%	57%	50%	46%	58%	48%	53%	51%	**	**	**	54%	**	53%
					df										
Would only want my friends and their friends to see this	21	4	7	5	6	10	11	21	19	**	**	**	20	**	21
	6%	4%	6%	8%	7%	5%	7%	6%	6%	**	**	**	7%	**	6%
Would be happy for anyone to see this	13	1	5	4	3	6	7	13	12	**	**	**	12	**	13
	4%	2%	5%	6%	3%	3%	4%	4%	4%	**	**	**	4%	**	4%
Don't know	12	4	3	3	3	7	5	12	11	**	**	**	10	**	12
	4%	5%	3%	4%	3%	4%	3%	4%	4%	**	**	**	3%	**	4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 410

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31B (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about how you are feeling (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Would not want anyone to see this	117	-	-	117	117	64	53	-	-	-	-	64	53
	33%	-%	-%	33%	33%	35%	30%	-%	-%	-%	-%	35%	30%
Would only want my friends to see this and nobody else	191	-	-	191	191	88	102	-	-	-	-	88	102
	54%	-%	-%	54%	54%	49%	59%	-%	-%	-%	-%	49%	59%
						e						k	
Would only want my friends and their friends to see this	17	-	-	17	17	10	7	-	-	-	-	10	7
	5%	-%	-%	5%	5%	5%	4%	-%	-%	-%	-%	5%	4%
Would be happy for anyone to see this	13	-	-	13	13	8	6	-	-	-	-	8	6
	4%	-%	-%	4%	4%	4%	3%	-%	-%	-%	-%	4%	3%
Don't know	18	-	-	18	18	11	7	-	-	-	-	11	7
	5%	-%	-%	5%	5%	6%	4%	-%	-%	-%	-%	6%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 410

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31B (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about how you are feeling (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Would not want anyone to see this	117	27	35	20	34	62	54	117	100	**	**	**	100	**	117
	33%	30%	32%	32%	37%	31%	35%	33%	33%	**	**	**	33%	**	33%
Would only want my friends to see this and nobody else	191	50	61	31	49	110	80	191	157	**	**	**	162	**	191
	54%	55%	56%	50%	53%	55%	52%	54%	52%	**	**	**	53%	**	54%
Would only want my friends and their friends to see this	17	5	5	5	1	10	7	17	15	**	**	**	15	**	17
	5%	5%	5%	9%	1%	5%	4%	5%	5%	**	**	**	5%	**	5%
				d											
Would be happy for anyone to see this	13	4	3	4	3	7	6	13	13	**	**	**	12	**	13
	4%	4%	3%	6%	3%	3%	4%	4%	4%	**	**	**	4%	**	4%
Don't know	18	6	5	3	5	10	8	18	16	**	**	**	15	**	18
	5%	6%	4%	4%	6%	5%	5%	5%	5%	**	**	**	5%	**	5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 411

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31C (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about what you are doing online (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Would not want anyone to see this	103	-	-	103	103	47	56	-	-	-	-	47	56
	29%	-%	-%	29%	29%	26%	32%	-%	-%	-%	-%	26%	32%
Would only want my friends to see this and nobody else	199	-	-	199	199	99	100	-	-	-	-	99	100
	56%	-%	-%	56%	56%	55%	57%	-%	-%	-%	-%	55%	57%
Would only want my friends and their friends to see this	22	-	-	22	22	13	10	-	-	-	-	13	10
	6%	-%	-%	6%	6%	7%	6%	-%	-%	-%	-%	7%	6%
Would be happy for anyone to see this	13	-	-	13	13	10	4	-	-	-	-	10	4
	4%	-%	-%	4%	4%	5%	2%	-%	-%	-%	-%	5%	2%
Don't know	18	-	-	18	18	12	5	-	-	-	-	12	5
	5%	-%	-%	5%	5%	7%	3%	-%	-%	-%	-%	7%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 411

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31C (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about what you are doing online (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Would not want anyone to see this	103 29%	26 28%	30 28%	17 26%	30 32%	56 28%	47 30%	103 29%	89 29%	** **	** **	** **	90 30%	** **	103 29%
Would only want my friends to see this and nobody else	199 56%	50 55%	65 60%	34 53%	50 55%	115 58%	84 54%	199 56%	165 55%	** **	** **	** **	169 56%	** **	199 56%
Would only want my friends and their friends to see this	22 6%	6 6%	7 7%	5 7%	5 5%	13 6%	9 6%	22 6%	20 7%	** **	** **	** **	20 6%	** **	22 6%
Would be happy for anyone to see this	13 4%	5 5%	3 3%	2 3%	3 4%	8 4%	6 4%	13 4%	11 4%	** **	** **	** **	11 4%	** **	13 4%
Don't know	18 5%	4 5%	3 3%	6 9%	4 4%	8 4%	10 6%	18 5%	16 5%	** **	** **	** **	14 5%	** **	18 5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 412

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31D (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos or videos from your holidays (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Would not want anyone to see this	59	-	-	59	59	28	31	-	-	-	-	28	31
	17%	-%	-%	17%	17%	15%	18%	-%	-%	-%	-%	15%	18%
Would only want my friends to see this and nobody else	230	-	-	230	230	109	120	-	-	-	-	109	120
	65%	-%	-%	65%	65%	61%	69%	-%	-%	-%	-%	61%	69%
Would only want my friends and their friends to see this	38	-	-	38	38	23	15	-	-	-	-	23	15
	11%	-%	-%	11%	11%	13%	9%	-%	-%	-%	-%	13%	9%
Would be happy for anyone to see this	11	-	-	11	11	10	1	-	-	-	-	10	1
	3%	-%	-%	3%	3%	5%	1%	-%	-%	-%	-%	5%	1%
						f						l	
Don't know	17	-	-	17	17	11	7	-	-	-	-	11	7
	5%	-%	-%	5%	5%	6%	4%	-%	-%	-%	-%	6%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 412

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31D (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos or videos from your holidays (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Would not want anyone to see this	59	13	20	7	18	34	25	59	51	**	**	**	50	**	59
	17%	15%	19%	11%	20%	17%	16%	17%	17%	**	**	**	16%	**	17%
Would only want my friends to see this and nobody else	230	60	71	40	59	131	99	230	191	**	**	**	197	**	230
	65%	66%	65%	63%	64%	65%	64%	65%	63%	**	**	**	65%	**	65%
Would only want my friends and their friends to see this	38	11	12	10	6	23	16	38	34	**	**	**	32	**	38
	11%	12%	11%	16%	6%	11%	10%	11%	11%	**	**	**	10%	**	11%
Would be happy for anyone to see this	11	2	2	4	3	3	8	11	10	**	**	**	10	**	11
	3%	2%	2%	7%	4%	2%	5%	3%	3%	**	**	**	3%	**	3%
Don't know	17	5	4	2	6	9	8	17	15	**	**	**	15	**	17
	5%	5%	4%	3%	7%	5%	5%	5%	5%	**	**	**	5%	**	5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 413

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31E (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos or videos from being out with your friends (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Would not want anyone to see this	51	-	-	51	51	25	26	-	-	-	-	25	26
	14%	-%	-%	14%	14%	14%	15%	-%	-%	-%	-%	14%	15%
Would only want my friends to see this and nobody else	230	-	-	230	230	107	122	-	-	-	-	107	122
	65%	-%	-%	65%	65%	59%	70% e	-%	-%	-%	-%	59%	70% k
Would only want my friends and their friends to see this	44	-	-	44	44	28	16	-	-	-	-	28	16
	12%	-%	-%	12%	12%	16% f	9%	-%	-%	-%	-%	16% l	9%
Would be happy for anyone to see this	13	-	-	13	13	10	3	-	-	-	-	10	3
	4%	-%	-%	4%	4%	5%	2%	-%	-%	-%	-%	5%	2%
Don't know	17	-	-	17	17	10	7	-	-	-	-	10	7
	5%	-%	-%	5%	5%	6%	4%	-%	-%	-%	-%	6%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 413

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31E (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos or videos from being out with your friends (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Would not want anyone to see this	51 14%	14 15%	14 13%	7 11%	16 18%	28 14%	23 15%	51 14%	43 14%	** **	** **	** **	44 15%	** **	51 14%
Would only want my friends to see this and nobody else	230 65%	59 65%	71 65%	42 67%	57 62%	130 65%	99 64%	230 65%	191 63%	** **	** **	** **	198 65%	** **	230 65%
Would only want my friends and their friends to see this	44 12%	12 13%	15 14%	8 12%	9 10%	27 13%	17 11%	44 12%	40 13%	** **	** **	** **	36 12%	** **	44 12%
Would be happy for anyone to see this	13 4%	2 2%	5 4%	3 5%	3 3%	7 3%	6 4%	13 4%	12 4%	** **	** **	** **	11 4%	** **	13 4%
Don't know	17 5%	4 4%	4 4%	2 4%	7 8%	8 4%	9 6%	17 5%	16 5%	** **	** **	** **	15 5%	** **	17 5%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 414

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31F (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your contact details like home address, email address or phone number (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Would not want anyone to see this	191	-	-	191	191	96	95	-	-	-	-	96	95
	54%	-%	-%	54%	54%	53%	54%	-%	-%	-%	-%	53%	54%
Would only want my friends to see this and nobody else	140	-	-	140	140	69	71	-	-	-	-	69	71
	39%	-%	-%	39%	39%	38%	41%	-%	-%	-%	-%	38%	41%
Would only want my friends and their friends to see this	10	-	-	10	10	8	2	-	-	-	-	8	2
	3%	-%	-%	3%	3%	4%	1%	-%	-%	-%	-%	4%	1%
						f						l	
Would be happy for anyone to see this	3	-	-	3	3	2	1	-	-	-	-	2	1
	1%	-%	-%	1%	1%	1%	*%	-%	-%	-%	-%	1%	*%
Don't know	12	-	-	12	12	5	7	-	-	-	-	5	7
	3%	-%	-%	3%	3%	3%	4%	-%	-%	-%	-%	3%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 414

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31F (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your contact details like home address, email address or phone number (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Would not want anyone to see this	191	51	54	32	55	105	86	191	164	**	**	**	164	**	191
	54%	56%	49%	50%	59%	52%	56%	54%	54%	**	**	**	54%	**	54%
Would only want my friends to see this and nobody else	140	37	46	27	30	82	57	140	116	**	**	**	118	**	140
	39%	41%	42%	43%	33%	41%	37%	39%	38%	**	**	**	39%	**	39%
Would only want my friends and their friends to see this	10	1	5	2	2	6	4	10	8	**	**	**	9	**	10
	3%	1%	4%	3%	2%	3%	3%	3%	3%	**	**	**	3%	**	3%
Would be happy for anyone to see this	3	-	1	2	*	1	2	3	3	**	**	**	3	**	3
	1%	-%	1%	2%	*%	1%	1%	1%	1%	**	**	**	1%	**	1%
Don't know	12	2	4	1	5	6	6	12	11	**	**	**	10	**	12
	3%	2%	4%	1%	5%	3%	4%	3%	4%	**	**	**	3%	**	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 415

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31G (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your location (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Would not want anyone to see this	177	-	-	177	177	83	93	-	-	-	-	83	93
	50%	-%	-%	50%	50%	46%	53%	-%	-%	-%	-%	46%	53%
Would only want my friends to see this and nobody else	145	-	-	145	145	76	70	-	-	-	-	76	70
	41%	-%	-%	41%	41%	42%	40%	-%	-%	-%	-%	42%	40%
Would only want my friends and their friends to see this	14	-	-	14	14	8	6	-	-	-	-	8	6
	4%	-%	-%	4%	4%	5%	3%	-%	-%	-%	-%	5%	3%
Would be happy for anyone to see this	5	-	-	5	5	5	1	-	-	-	-	5	1
	2%	-%	-%	2%	2%	3%	*%	-%	-%	-%	-%	3%	*%
Don't know	14	-	-	14	14	9	5	-	-	-	-	9	5
	4%	-%	-%	4%	4%	5%	3%	-%	-%	-%	-%	5%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 415

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31G (SHOWCARD) CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your location (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Would not want anyone to see this	177	49	49	28	51	98	79	177	156	**	**	**	146	**	177
	50%	54%	44%	44%	55%	49%	51%	50%	52%	**	**	**	48%	**	50%
Would only want my friends to see this and nobody else	145	34	51	27	33	85	60	145	117	**	**	**	130	**	145
	41%	37%	47%	43%	36%	43%	39%	41%	39%	**	**	**	43%	**	41%
Would only want my friends and their friends to see this	14	2	5	3	4	7	7	14	12	**	**	**	11	**	14
	4%	2%	5%	5%	4%	3%	5%	4%	4%	**	**	**	4%	**	4%
Would be happy for anyone to see this	5	1	1	2	1	2	3	5	5	**	**	**	4	**	5
	2%	1%	1%	3%	1%	1%	2%	2%	2%	**	**	**	1%	**	2%
Don't know	14	5	3	3	3	8	6	14	12	**	**	**	12	**	14
	4%	5%	3%	4%	3%	4%	4%	4%	4%	**	**	**	4%	**	4%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 416

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC32 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it? IF YES - Who would you tell? Who else? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Would not let anyone know about this	33	-	8	25	33	16	18	-	-	4	4	12	13
	5%	-%	2%	7%	5%	5%	5%	-%	-%	2%	3%	7%	8%
				b	b							i	ij
Parent	559	-	295	264	559	271	288	-	-	143	152	128	136
	82%	-%	91%	74%	82%	80%	85%	-%	-%	90%	93%	71%	78%
			cd		c		e			kl	kl		
Friend	130	-	41	89	130	62	68	-	-	21	20	41	48
	19%	-%	13%	25%	19%	18%	20%	-%	-%	13%	12%	23%	28%
				bd	b							ij	ij
Teacher	119	-	59	60	119	54	66	-	-	30	29	23	37
	18%	-%	18%	17%	18%	16%	19%	-%	-%	19%	18%	13%	21%
												k	k
Brother/ sister	82	-	30	52	82	42	40	-	-	15	15	27	26
	12%	-%	9%	15%	12%	12%	12%	-%	-%	9%	9%	15%	15%
				b									
Other relative	43	-	21	22	43	26	17	-	-	14	8	13	10
	6%	-%	7%	6%	6%	8%	5%	-%	-%	9%	5%	7%	6%
The websites themselves	17	-	1	16	17	5	12	-	-	-	1	5	12
	2%	-%	*%	5%	2%	1%	4%	-%	-%	-%	*%	3%	7%
				bd	b		e					i	ijk
The police	12	-	4	7	12	6	6	-	-	3	1	2	5
	2%	-%	1%	2%	2%	2%	2%	-%	-%	2%	1%	1%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 416

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC32 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it? IF YES - Who would you tell? Who else? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
The internet service providers (e.g. Virgin/ AOL/ BT)	4	-	1	3	4	2	1	-	-	1	-	1	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	1%	-%	1%	1%
CEOP/ Child Exploitation and Online Protection Centre	4	-	1	2	4	1	2	-	-	1	-	-	2
	1%	-%	*%	1%	1%	*%	1%	-%	-%	1%	-%	-%	1%
Other	6	-	3	3	6	4	2	-	-	1	2	2	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	*%
TOTAL WOULD TELL SOMEONE	627	-	311	315	627	310	316	-	-	153	158	157	158
	92%	-%	96%	89%	92%	92%	93%	-%	-%	97%	96%	87%	90%
			cd		c					kl	kl		
TOTAL WOULD TELL FAMILY MEMBER	584	-	300	284	584	287	297	-	-	147	153	140	145
	86%	-%	93%	80%	86%	84%	88%	-%	-%	93%	93%	77%	83%
			cd		c					kl	kl		
Unsure who I would tell	11	-	2	9	11	9	2	-	-	2	*	8	2
	2%	-%	1%	3%	2%	3%	1%	-%	-%	1%	*%	4%	1%
				b		f						jl	
Don't know if I would let someone know	7	-	1	6	7	4	3	-	-	*	1	4	2
	1%	-%	*%	2%	1%	1%	1%	-%	-%	*%	1%	2%	1%
												i	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 416

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC32 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it? IF YES - Who would you tell? Who else? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Would not let anyone know about this	33 5%	7 4%	12 6%	7 6%	7 4%	19 5%	14 5%	33 5%	28 5%	3 5%	1 3%	1 7%	25 4%	8 9% l	33 5%
Parent	559 82%	141 85%	177 85%	98 80%	143 79%	318 85% f	241 79%	559 82%	476 82%	50 85%	22 82%	11 83%	482 83%	77 78%	559 82%
Friend	130 19%	31 19%	46 22%	19 15%	34 19%	77 21%	52 17%	130 19%	108 19%	15 25% m	5 17%	3 19%	115 20%	15 15%	130 19%
Teacher	119 18%	32 19%	35 17%	18 15%	34 19%	67 18%	52 17%	119 18%	112 19% ik	2 3%	4 14% i	2 12% i	105 18% i	14 14% i	119 18% i
Brother/ sister	82 12%	18 11%	25 12%	14 12%	25 14%	43 11%	39 13%	82 12%	67 12%	9 16%	4 15%	1 10%	71 12%	11 12%	82 12%
Other relative	43 6%	7 4%	13 6%	11 9%	13 7%	20 5%	24 8%	43 6%	37 6%	2 3%	4 15% hiklmn	* 3%	40 7%	4 4%	43 6%
The websites themselves	17 2%	3 2%	8 4%	3 3%	3 2%	11 3%	6 2%	17 2%	15 3%	1 1%	1 3%	* 2%	14 2%	2 3%	17 2%
The police	12 2%	4 3%	1 1%	1 1%	5 3%	6 2%	6 2%	12 2%	11 2%	1 1%	* 1%	- -%	12 2%	- -%	12 2%
The internet service providers (e.g. Virgin/ AOL/ BT)	4 1%	- -%	1 *%	1 1%	2 1%	1 *%	3 1%	4 1%	3 1%	- -%	* 1%	- -%	4 1%	- -%	4 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 416

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC32 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it? IF YES - Who would you tell? Who else? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
CEOP/ Child Exploitation and Online Protection Centre	4 1%	- -%	1 *%	- -%	3 2% e	1 *%	3 1%	4 1%	3 1%	- -%	- -%	* 1%	3 *%	1 1%	4 1%
Other	6 1%	* *%	2 1%	1 1%	3 1%	2 1%	4 1%	6 1%	5 1%	* 1%	* 1%	- -%	5 1%	1 1%	6 1%
TOTAL WOULD TELL SOMEONE	627 92%	153 92%	195 94%	108 88%	170 94%	348 93%	278 92%	627 92%	536 93%	53 90%	25 93%	13 92%	539 93%	88 89%	627 92%
TOTAL WOULD TELL FAMILY MEMBER	584 86%	145 88%	183 88%	104 85%	152 84%	328 88%	256 84%	584 86%	497 86%	51 87%	24 90%	12 85%	502 87%	82 83%	584 86%
Unsure who I would tell	11 2%	3 2%	1 *%	5 4% beg	2 1%	4 1%	8 2% b	11 2%	8 1%	2 4% k	1 2%	- -%	10 2%	2 2%	11 2%
Don't know if I would let someone know	7 1%	3 2%	1 *%	2 2%	2 1%	4 1%	4 1%	7 1%	6 1%	* *%	* 2%	* 1%	6 1%	1 1%	7 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 417

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC33 And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Yes	90	-	26	65	90	49	41	-	-	17	9	32	32
	13%	-%	8%	18%	13%	14%	12%	-%	-%	11%	5%	18%	19%
				bd	b							ij	ij
No	570	-	290	280	570	285	285	-	-	140	150	145	136
	84%	-%	90%	79%	84%	84%	84%	-%	-%	88%	91%	80%	78%
			cd		c					kl	kl		
Don't know	18	-	7	11	18	6	12	-	-	2	5	4	7
	3%	-%	2%	3%	3%	2%	4%	-%	-%	1%	3%	2%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 417

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC33 And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Yes	90 13%	22 13%	25 12%	24 19% bde	20 11%	47 13%	43 14%	90 13%	81 14%	5 9%	2 9%	2 12%	76 13%	14 14%	90 13%
No	570 84%	138 83%	180 86% c	96 79%	156 86%	318 85%	252 83%	570 84%	482 83%	53 90%	23 88%	12 87%	487 84%	83 85%	570 84%
Don't know	18 3%	6 4%	4 2%	3 2%	5 3%	10 3%	8 3%	18 3%	16 3%	1 1%	1 3%	* 1%	16 3%	1 1%	18 3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 418

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34 Have you ever been given any information or advice about risks while you are online? IF YES: Who has given you the advice? Who else? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Yes - from parent	504	-	242	262	504	242	263	-	-	114	128	127	135
	74%	-%	75%	74%	74%	71%	77%	-%	-%	72%	78%	70%	77%
							e						
Yes - from teacher at school	449	-	200	249	449	225	224	-	-	101	100	124	125
	66%	-%	62%	70%	66%	66%	66%	-%	-%	64%	61%	69%	71%
				b									j
Yes - from other member of family	98	-	40	58	98	46	53	-	-	20	20	25	33
	14%	-%	12%	16%	14%	13%	15%	-%	-%	13%	12%	14%	19%
Yes - from friends	94	-	35	58	94	43	51	-	-	18	18	25	33
	14%	-%	11%	16%	14%	13%	15%	-%	-%	11%	11%	14%	19%
				b									ij
Yes - from television/ radio programmes	42	-	17	26	42	21	22	-	-	7	10	14	12
	6%	-%	5%	7%	6%	6%	6%	-%	-%	4%	6%	8%	7%
Yes - from websites	25	-	5	20	25	15	10	-	-	4	1	12	9
	4%	-%	1%	6%	4%	5%	3%	-%	-%	2%	1%	7%	5%
				b	b							ij	j
Yes - from the police	5	-	3	2	5	3	2	-	-	2	1	1	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Other	5	-	3	1	5	3	1	-	-	2	1	1	-
	1%	-%	1%	*%	1%	1%	*%	-%	-%	1%	1%	1%	-%
TOTAL GIVEN ANY INFORMATION OR ADVICE	623	-	290	334	623	308	315	-	-	141	149	167	167
	92%	-%	90%	94%	92%	91%	93%	-%	-%	89%	90%	92%	95%
				b									ij

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 418

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34 Have you ever been given any information or advice about risks while you are online? IF YES: Who has given you the advice? Who else? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
No - not been given information/ advice	45	-	27	18	45	25	20	-	-	14	14	12	6
	7%	-%	8%	5%	7%	7%	6%	-%	-%	9%	8%	6%	4%
			c							l	l		
Don't know	9	-	6	4	9	6	4	-	-	4	2	2	2
	1%	-%	2%	1%	1%	2%	1%	-%	-%	2%	1%	1%	1%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 418

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34 Have you ever been given any information or advice about risks while you are online? IF YES: Who has given you the advice? Who else? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Yes - from parent	504	133	156	94	121	289	215	504	427	47	21	9	432	72	504
	74%	80%	75%	76%	67%	77%	71%	74%	74%	79%	79%	67%	75%	73%	74%
		df	d	d		df	d	d		k	k				
Yes - from teacher at school	449	115	141	80	113	256	193	449	398	27	15	9	381	68	449
	66%	69%	67%	66%	62%	68%	64%	66%	69%	46%	55%	67%	66%	69%	66%
									ij			i	ij	ij	ij
Yes - from other member of family	98	24	28	14	33	51	47	98	82	10	5	2	91	7	98
	14%	14%	13%	11%	18%	14%	15%	14%	14%	16%	18%	16%	16%	7%	14%
									m	m	m	m	m		m
Yes - from friends	94	21	29	16	27	50	43	94	83	6	3	2	83	10	94
	14%	13%	14%	13%	15%	13%	14%	14%	14%	11%	10%	11%	14%	11%	14%
Yes - from television/ radio programmes	42	13	14	5	10	27	15	42	38	4	1	*	38	4	42
	6%	8%	7%	4%	5%	7%	5%	6%	7%	6%	2%	1%	7%	4%	6%
									k	k			k		k
Yes - from websites	25	6	8	6	5	14	11	25	23	1	1	*	24	1	25
	4%	4%	4%	4%	3%	4%	4%	4%	4%	2%	2%	2%	4%	1%	4%
													m		
Yes - from the police	5	1	2	1	1	3	2	5	3	-	2	-	4	1	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	8%	0%	1%	1%	1%
											hiklmn				
Other	5	1	1	1	2	2	3	5	3	1	*	*	3	2	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
TOTAL GIVEN ANY INFORMATION OR ADVICE	623	158	192	111	163	349	274	623	534	52	25	13	532	91	623
	92%	95%	92%	91%	90%	93%	90%	92%	92%	88%	93%	92%	92%	93%	92%
		df													

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 418

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34 Have you ever been given any information or advice about risks while you are online? IF YES: Who has given you the advice? Who else? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
No - not been given information/ advice	45	5	15	9	16	20	25	45	36	7	2	1	39	6	45
	7%	3%	7%	7%	9%	5%	8%	7%	6%	12%	6%	8%	7%	7%	7%
			a		a		a	a		hln					
Don't know	9	3	2	2	2	5	4	9	9	*	*	-	9	1	9
	1%	2%	1%	2%	1%	1%	1%	1%	2%	*%	1%	-%	1%	1%	1%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 419

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC35 Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item. Before today, were you aware that companies can collect information about what you do online and what you look at or are interested in, and share that information with companies who want to sell you things? (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Yes, was aware	200	-	-	200	200	103	97	-	-	-	-	103	97
	56%	-%	-%	56%	56%	57%	56%	-%	-%	-%	-%	57%	56%
No, was not aware	121	-	-	121	121	64	57	-	-	-	-	64	57
	34%	-%	-%	34%	34%	35%	33%	-%	-%	-%	-%	35%	33%
Don't know	34	-	-	34	34	14	20	-	-	-	-	14	20
	10%	-%	-%	10%	10%	8%	12%	-%	-%	-%	-%	8%	12%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 419

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC35 Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item. Before today, were you aware that companies can collect information about what you do online and what you look at or are interested in, and share that information with companies who want to sell you things? (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Yes, was aware	200 56%	62 68%	54 50%	34 54%	50 54%	116 58%	84 54%	200 56%	170 56%	** **	** **	** **	171 56%	** **	200 56%
No, was not aware	121 34%	23 25%	42 38%	23 36%	34 37%	65 32%	56 36%	121 34%	102 34%	** **	** **	** **	103 34%	** **	121 34%
Don't know	34 10%	6 7%	13 12%	6 10%	8 9%	19 10%	15 10%	34 10%	30 10%	** **	** **	** **	30 10%	** **	34 10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 420

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC36 If you were to see something online that you found inappropriate or offensive, are you aware that many websites and apps have a function to report this to the website or app? The report function could be a button, a link on a web page, or even an email address through which you can point out the inappropriate or offensive content. (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	Total	~a	~b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
								~g	~h	~i	~j	k	l
Significance Level: 95%													
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Yes, aware of report function	221	-	-	221	221	110	111	-	-	-	-	110	111
	62%	-%	-%	62%	62%	61%	63%	-%	-%	-%	-%	61%	63%
No, not aware of report function	103	-	-	103	103	54	48	-	-	-	-	54	48
	29%	-%	-%	29%	29%	30%	28%	-%	-%	-%	-%	30%	28%
Don't know	32	-	-	32	32	17	16	-	-	-	-	17	16
	9%	-%	-%	9%	9%	9%	9%	-%	-%	-%	-%	9%	9%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 420

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC36 If you were to see something online that you found inappropriate or offensive, are you aware that many websites and apps have a function to report this to the website or app? The report function could be a button, a link on a web page, or even an email address through which you can point out the inappropriate or offensive content. (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Yes, aware of report function	221	58	66	41	56	124	97	221	185	**	**	**	188	**	221
	62%	64%	60%	65%	60%	62%	62%	62%	61%	**	**	**	62%	**	62%
No, not aware of report function	103	28	32	18	24	60	43	103	90	**	**	**	85	**	103
	29%	31%	29%	29%	26%	30%	27%	29%	30%	**	**	**	28%	**	29%
Don't know	32	4	12	4	12	16	16	32	26	**	**	**	31	**	32
	9%	5%	11%	6%	13% a	8%	10%	9%	9%	**	**	**	10%	**	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 421

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - Going online increases my understanding of what's going on in the world, current issues and news

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Disagree a lot	11	-	-	11	11	6	5	-	-	-	-	6	5
	3%	-%	-%	3%	3%	4%	3%	-%	-%	-%	-%	4%	3%
Disagree a little	19	-	-	19	19	12	7	-	-	-	-	12	7
	5%	-%	-%	5%	5%	6%	4%	-%	-%	-%	-%	6%	4%
TOTAL DISAGREE	30	-	-	30	30	18	12	-	-	-	-	18	12
	8%	-%	-%	8%	8%	10%	7%	-%	-%	-%	-%	10%	7%
Neither/ nor	40	-	-	40	40	15	25	-	-	-	-	15	25
	11%	-%	-%	11%	11%	8%	14%	-%	-%	-%	-%	8%	14%
						e						k	
Agree a little	134	-	-	134	134	65	68	-	-	-	-	65	68
	38%	-%	-%	38%	38%	36%	39%	-%	-%	-%	-%	36%	39%
Agree a lot	141	-	-	141	141	78	62	-	-	-	-	78	62
	40%	-%	-%	40%	40%	43%	36%	-%	-%	-%	-%	43%	36%
TOTAL AGREE	274	-	-	274	274	144	131	-	-	-	-	144	131
	77%	-%	-%	77%	77%	80%	75%	-%	-%	-%	-%	80%	75%
Don't know	11	-	-	11	11	4	7	-	-	-	-	4	7
	3%	-%	-%	3%	3%	2%	4%	-%	-%	-%	-%	2%	4%
TOTAL NEITHER/ DON'T KNOW	51	-	-	51	51	19	32	-	-	-	-	19	32
	14%	-%	-%	14%	14%	10%	18%	-%	-%	-%	-%	10%	18%
						e						k	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 421

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - Going online increases my understanding of what's going on in the world, current issues and news

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Disagree a lot	11 3%	2 2%	3 3%	2 3%	4 4%	5 3%	6 4%	11 3%	9 3%	** **	** **	** **	10 3%	** **	11 3%
Disagree a little	19 5%	1 1%	6 5%	2 4%	10 11%	7 3%	12 8%	19 5%	18 6%	** **	** **	** **	17 6%	** **	19 5%
					aeg		ae								
TOTAL DISAGREE	30 8%	3 3%	9 8%	4 7%	14 15%	12 6%	18 12%	30 8%	27 9%	** **	** **	** **	27 9%	** **	30 8%
					aeg		ae								
Neither/ nor	40 11%	9 10%	16 14%	5 8%	10 10%	25 12%	15 10%	40 11%	35 12%	** **	** **	** **	33 11%	** **	40 11%
Agree a little	134 38%	33 37%	45 42%	24 37%	31 34%	79 39%	55 35%	134 38%	111 37%	** **	** **	** **	111 37%	** **	134 38%
Agree a lot	141 40%	43 47%	36 33%	29 47%	33 35%	79 39%	62 40%	141 40%	119 40%	** **	** **	** **	123 41%	** **	141 40%
		b		b											
TOTAL AGREE	274 77%	76 84%	81 74%	53 84%	64 69%	157 79%	117 75%	274 77%	230 76%	** **	** **	** **	234 77%	** **	274 77%
		d		d											
Don't know	11 3%	2 3%	4 3%	* 1%	5 5%	6 3%	5 3%	11 3%	9 3%	** **	** **	** **	9 3%	** **	11 3%
TOTAL NEITHER/ DON'T KNOW	51 14%	11 13%	19 18%	6 9%	15 16%	31 15%	20 13%	51 14%	44 15%	** **	** **	** **	42 14%	** **	51 14%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 422

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - Going online makes me aware of different types of people and different opinions

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Disagree a lot	7 2%	- -%	- -%	7 2%	7 2%	2 1%	5 3%	- -%	- -%	- -%	- -%	2 1%	5 3%
Disagree a little	16 4%	- -%	- -%	16 4%	16 4%	10 6%	6 3%	- -%	- -%	- -%	- -%	10 6%	6 3%
TOTAL DISAGREE	23 6%	- -%	- -%	23 6%	23 6%	12 7%	10 6%	- -%	- -%	- -%	- -%	12 7%	10 6%
Neither/ nor	33 9%	- -%	- -%	33 9%	33 9%	15 8%	18 10%	- -%	- -%	- -%	- -%	15 8%	18 10%
Agree a little	143 40%	- -%	- -%	143 40%	143 40%	74 41%	69 40%	- -%	- -%	- -%	- -%	74 41%	69 40%
Agree a lot	145 41%	- -%	- -%	145 41%	145 41%	73 41%	72 41%	- -%	- -%	- -%	- -%	73 41%	72 41%
TOTAL AGREE	289 81%	- -%	- -%	289 81%	289 81%	147 82%	141 81%	- -%	- -%	- -%	- -%	147 82%	141 81%
Don't know	11 3%	- -%	- -%	11 3%	11 3%	6 3%	5 3%	- -%	- -%	- -%	- -%	6 3%	5 3%
TOTAL NEITHER/ DON'T KNOW	44 12%	- -%	- -%	44 12%	44 12%	21 12%	23 13%	- -%	- -%	- -%	- -%	21 12%	23 13%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 422

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - Going online makes me aware of different types of people and different opinions

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Disagree a lot	7 2%	1 1%	2 1%	2 2%	3 3%	3 1%	4 3%	7 2%	6 2%	** **	** **	** **	6 2%	** **	7 2%
Disagree a little	16 4%	3 4%	6 6%	3 5%	3 3%	10 5%	6 4%	16 4%	14 5%	** **	** **	** **	14 5%	** **	16 4%
TOTAL DISAGREE	23 6%	5 5%	8 7%	4 7%	5 6%	13 6%	10 6%	23 6%	21 7%	** **	** **	** **	20 7%	** **	23 6%
Neither/ nor	33 9%	10 11%	12 11%	4 6%	8 8%	22 11%	11 7%	33 9%	29 9%	** **	** **	** **	24 8%	** **	33 9%
Agree a little	143 40%	38 41%	48 44%	22 35%	36 39%	85 43%	58 37%	143 40%	124 41%	** **	** **	** **	123 40%	** **	143 40%
Agree a lot	145 41%	37 41%	38 35%	32 51% be	38 41%	75 38%	70 45%	145 41%	118 39%	** **	** **	** **	127 42%	** **	145 41%
TOTAL AGREE	289 81%	75 83%	86 78%	54 85%	74 81%	161 80%	128 82%	289 81%	242 80%	** **	** **	** **	250 82%	** **	289 81%
Don't know	11 3%	1 1%	4 3%	1 2%	5 5%	5 2%	6 4%	11 3%	10 3%	** **	** **	** **	10 3%	** **	11 3%
TOTAL NEITHER/ DON'T KNOW	44 12%	11 12%	16 14%	5 8%	12 14%	27 13%	17 11%	44 12%	39 13%	** **	** **	** **	34 11%	** **	44 12%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 423

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - Going online helps me form my own opinion about things

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Disagree a lot	14	-	-	14	14	7	8	-	-	-	-	7	8
	4%	-%	-%	4%	4%	4%	4%	-%	-%	-%	-%	4%	4%
Disagree a little	26	-	-	26	26	15	11	-	-	-	-	15	11
	7%	-%	-%	7%	7%	8%	6%	-%	-%	-%	-%	8%	6%
TOTAL DISAGREE	40	-	-	40	40	21	19	-	-	-	-	21	19
	11%	-%	-%	11%	11%	12%	11%	-%	-%	-%	-%	12%	11%
Neither/ nor	36	-	-	36	36	16	20	-	-	-	-	16	20
	10%	-%	-%	10%	10%	9%	11%	-%	-%	-%	-%	9%	11%
Agree a little	145	-	-	145	145	76	69	-	-	-	-	76	69
	41%	-%	-%	41%	41%	42%	40%	-%	-%	-%	-%	42%	40%
Agree a lot	122	-	-	122	122	61	61	-	-	-	-	61	61
	34%	-%	-%	34%	34%	34%	35%	-%	-%	-%	-%	34%	35%
TOTAL AGREE	267	-	-	267	267	137	130	-	-	-	-	137	130
	75%	-%	-%	75%	75%	76%	75%	-%	-%	-%	-%	76%	75%
Don't know	12	-	-	12	12	6	6	-	-	-	-	6	6
	3%	-%	-%	3%	3%	4%	3%	-%	-%	-%	-%	4%	3%
TOTAL NEITHER/ DON'T KNOW	48	-	-	48	48	22	26	-	-	-	-	22	26
	14%	-%	-%	14%	14%	12%	15%	-%	-%	-%	-%	12%	15%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 423

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - Going online helps me form my own opinion about things

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Disagree a lot	14 4%	4 4%	5 5%	2 4%	3 4%	9 4%	6 4%	14 4%	12 4%	** **	** **	** **	13 4%	** **	14 4%
Disagree a little	26 7%	7 8%	10 9%	2 2%	7 7%	17 9%	8 5%	26 7%	24 8%	** **	** **	** **	22 7%	** **	26 7%
			c												
TOTAL DISAGREE	40 11%	11 12%	15 14%	4 6%	10 11%	26 13%	14 9%	40 11%	36 12%	** **	** **	** **	34 11%	** **	40 11%
Neither/ nor	36 10%	7 7%	14 13%	9 14%	6 6%	21 11%	15 9%	36 10%	33 11%	** **	** **	** **	31 10%	** **	36 10%
Agree a little	145 41%	34 37%	47 43%	27 43%	36 39%	81 41%	63 41%	145 41%	121 40%	** **	** **	** **	121 40%	** **	145 41%
Agree a lot	122 34%	37 41%	27 25%	23 36%	35 38%	64 32%	58 37%	122 34%	102 34%	** **	** **	** **	107 35%	** **	122 34%
		b			b		b	b							
TOTAL AGREE	267 75%	71 79%	74 68%	50 79%	72 78%	146 73%	121 78%	267 75%	223 74%	** **	** **	** **	228 75%	** **	267 75%
							b								
Don't know	12 3%	2 2%	5 5%	1 1%	5 5%	7 4%	5 3%	12 3%	10 3%	** **	** **	** **	10 3%	** **	12 3%
TOTAL NEITHER/ DON'T KNOW	48 14%	9 10%	20 18%	10 15%	10 11%	28 14%	20 13%	48 14%	43 14%	** **	** **	** **	41 14%	** **	48 14%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 424

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - When I go online I see people like me

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Disagree a lot	35	-	-	35	35	21	14	-	-	-	-	21	14
	10%	-%	-%	10%	10%	12%	8%	-%	-%	-%	-%	12%	8%
Disagree a little	32	-	-	32	32	14	18	-	-	-	-	14	18
	9%	-%	-%	9%	9%	7%	11%	-%	-%	-%	-%	7%	11%
TOTAL DISAGREE	67	-	-	67	67	34	32	-	-	-	-	34	32
	19%	-%	-%	19%	19%	19%	19%	-%	-%	-%	-%	19%	19%
Neither/ nor	76	-	-	76	76	33	43	-	-	-	-	33	43
	21%	-%	-%	21%	21%	18%	25%	-%	-%	-%	-%	18%	25%
Agree a little	112	-	-	112	112	63	49	-	-	-	-	63	49
	31%	-%	-%	31%	31%	35%	28%	-%	-%	-%	-%	35%	28%
Agree a lot	87	-	-	87	87	44	44	-	-	-	-	44	44
	25%	-%	-%	25%	25%	24%	25%	-%	-%	-%	-%	24%	25%
TOTAL AGREE	199	-	-	199	199	106	93	-	-	-	-	106	93
	56%	-%	-%	56%	56%	59%	53%	-%	-%	-%	-%	59%	53%
Don't know	13	-	-	13	13	7	6	-	-	-	-	7	6
	4%	-%	-%	4%	4%	4%	4%	-%	-%	-%	-%	4%	4%
TOTAL NEITHER/ DON'T KNOW	89	-	-	89	89	40	49	-	-	-	-	40	49
	25%	-%	-%	25%	25%	22%	28%	-%	-%	-%	-%	22%	28%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 424

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - When I go online I see people like me

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Disagree a lot	35	13	8	5	9	21	14	35	29	**	**	**	28	**	35
	10%	14%	7%	8%	9%	10%	9%	10%	10%	**	**	**	9%	**	10%
Disagree a little	32	10	11	6	4	21	11	32	29	**	**	**	28	**	32
	9%	11%	10%	10%	5%	10%	7%	9%	9%	**	**	**	9%	**	9%
TOTAL DISAGREE	67	23	19	12	13	42	25	67	57	**	**	**	56	**	67
	19%	26% df	17%	19%	14%	21%	16%	19%	19%	**	**	**	18%	**	19%
Neither/ nor	76	19	29	14	14	48	28	76	68	**	**	**	67	**	76
	21%	21%	27% d	22%	15%	24%	18%	21%	23%	**	**	**	22%	**	21%
Agree a little	112	25	35	18	34	60	52	112	92	**	**	**	98	**	112
	31%	28%	32%	28%	37%	30%	33%	31%	31%	**	**	**	32%	**	31%
Agree a lot	87	21	22	20	25	43	45	87	73	**	**	**	73	**	87
	25%	23%	20%	32%	27%	21%	29%	25%	24%	**	**	**	24%	**	25%
TOTAL AGREE	199	46	56	38	59	103	97	199	165	**	**	**	171	**	199
	56%	51%	52%	60%	64% abe	51%	62% e	56%	55%	**	**	**	56%	**	56%
Don't know	13	2	5	-	6	7	6	13	11	**	**	**	10	**	13
	4%	3%	5%	-%	6% c	4%	4%	4%	4%	**	**	**	3%	**	4%
TOTAL NEITHER/ DON'T KNOW	89	21	34	14	20	56	34	89	79	**	**	**	77	**	89
	25%	23%	31% f	22%	22%	28%	22%	25%	26%	**	**	**	25%	**	25%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 425

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I should be free to say and do what I want online

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Disagree a lot	38	-	-	38	38	19	19	-	-	-	-	19	19
	11%	-%	-%	11%	11%	10%	11%	-%	-%	-%	-%	10%	11%
Disagree a little	48	-	-	48	48	23	25	-	-	-	-	23	25
	13%	-%	-%	13%	13%	13%	14%	-%	-%	-%	-%	13%	14%
TOTAL DISAGREE	85	-	-	85	85	42	44	-	-	-	-	42	44
	24%	-%	-%	24%	24%	23%	25%	-%	-%	-%	-%	23%	25%
Neither/ nor	82	-	-	82	82	40	42	-	-	-	-	40	42
	23%	-%	-%	23%	23%	22%	24%	-%	-%	-%	-%	22%	24%
Agree a little	105	-	-	105	105	54	52	-	-	-	-	54	52
	30%	-%	-%	30%	30%	30%	29%	-%	-%	-%	-%	30%	29%
Agree a lot	68	-	-	68	68	40	28	-	-	-	-	40	28
	19%	-%	-%	19%	19%	22%	16%	-%	-%	-%	-%	22%	16%
TOTAL AGREE	173	-	-	173	173	93	80	-	-	-	-	93	80
	49%	-%	-%	49%	49%	52%	46%	-%	-%	-%	-%	52%	46%
Don't know	14	-	-	14	14	5	9	-	-	-	-	5	9
	4%	-%	-%	4%	4%	3%	5%	-%	-%	-%	-%	3%	5%
TOTAL NEITHER/ DON'T KNOW	96	-	-	96	96	45	51	-	-	-	-	45	51
	27%	-%	-%	27%	27%	25%	29%	-%	-%	-%	-%	25%	29%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 425

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I should be free to say and do what I want online

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Disagree a lot	38	10	11	8	9	21	17	38	32	**	**	**	32	**	38
	11%	11%	10%	12%	10%	10%	11%	11%	11%	**	**	**	10%	**	11%
Disagree a little	48	15	17	5	11	32	16	48	43	**	**	**	37	**	48
	13%	17%	15%	8%	12%	16%	10%	13%	14%	**	**	**	12%	**	13%
TOTAL DISAGREE	85	26	28	13	20	53	32	85	75	**	**	**	68	**	85
	24%	28%	25%	20%	21%	27%	21%	24%	25%	**	**	**	22%	**	24%
Neither/ nor	82	20	30	15	16	51	32	82	70	**	**	**	74	**	82
	23%	22%	28%	24%	17%	25%	20%	23%	23%	**	**	**	24%	**	23%
Agree a little	105	21	35	17	32	57	48	105	89	**	**	**	91	**	105
	30%	24%	32%	27%	34%	28%	31%	30%	29%	**	**	**	30%	**	30%
Agree a lot	68	21	12	16	19	33	35	68	55	**	**	**	59	**	68
	19%	23%	11%	25%	21%	17%	22%	19%	18%	**	**	**	19%	**	19%
		b		b	b		b	b							
TOTAL AGREE	173	42	48	33	51	90	83	173	144	**	**	**	150	**	173
	49%	47%	44%	52%	55%	45%	54%	49%	48%	**	**	**	49%	**	49%
Don't know	14	3	3	2	6	6	8	14	13	**	**	**	12	**	14
	4%	3%	3%	4%	6%	3%	5%	4%	4%	**	**	**	4%	**	4%
TOTAL NEITHER/ DON'T KNOW	96	23	34	18	22	57	40	96	83	**	**	**	85	**	96
	27%	25%	31%	28%	24%	28%	26%	27%	28%	**	**	**	28%	**	27%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 426

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I think most people behave in a different way online to when they talk to people face to face.

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Disagree a lot	1	-	-	1	1	1	*	-	-	-	-	1	*
	%	-%	-%	%	%	%	%	-%	-%	-%	-%	%	%
Disagree a little	12	-	-	12	12	9	4	-	-	-	-	9	4
	3%	-%	-%	3%	3%	5%	2%	-%	-%	-%	-%	5%	2%
TOTAL DISAGREE	13	-	-	13	13	9	4	-	-	-	-	9	4
	4%	-%	-%	4%	4%	5%	2%	-%	-%	-%	-%	5%	2%
Neither/ nor	45	-	-	45	45	24	21	-	-	-	-	24	21
	13%	-%	-%	13%	13%	13%	12%	-%	-%	-%	-%	13%	12%
Agree a little	131	-	-	131	131	63	68	-	-	-	-	63	68
	37%	-%	-%	37%	37%	35%	39%	-%	-%	-%	-%	35%	39%
Agree a lot	142	-	-	142	142	71	71	-	-	-	-	71	71
	40%	-%	-%	40%	40%	39%	41%	-%	-%	-%	-%	39%	41%
TOTAL AGREE	272	-	-	272	272	133	139	-	-	-	-	133	139
	77%	-%	-%	77%	77%	74%	80%	-%	-%	-%	-%	74%	80%
Don't know	25	-	-	25	25	14	11	-	-	-	-	14	11
	7%	-%	-%	7%	7%	8%	6%	-%	-%	-%	-%	8%	6%
TOTAL NEITHER/ DON'T KNOW	70	-	-	70	70	38	32	-	-	-	-	38	32
	20%	-%	-%	20%	20%	21%	18%	-%	-%	-%	-%	21%	18%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 426

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I think most people behave in a different way online to when they talk to people face to face.

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Disagree a lot	1 *%	1 1%	* *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	** **	** **	** **	1 *%	** **	1 *%
Disagree a little	12 3%	3 4%	4 4%	2 3%	2 3%	8 4%	4 3%	12 3%	11 3%	** **	** **	** **	10 3%	** **	12 3%
TOTAL DISAGREE	13 4%	4 5%	4 4%	2 3%	2 3%	9 4%	4 3%	13 4%	11 4%	** **	** **	** **	11 4%	** **	13 4%
Neither/ nor	45 13%	5 6%	15 14%	13 21%	11 12%	20 10%	25 16%	45 13%	39 13%	** **	** **	** **	43 14%	** **	45 13%
Agree a little	131 37%	36 40%	43 40%	26 42%	25 27%	79 40%	51 33%	131 37%	111 37%	** **	** **	** **	114 38%	** **	131 37%
Agree a lot	142 40%	40 44%	36 33%	19 31%	47 51%	76 38%	66 42%	142 40%	120 40%	** **	** **	** **	116 38%	** **	142 40%
TOTAL AGREE	272 77%	76 84%	79 72%	45 72%	72 78%	155 78%	117 75%	272 77%	231 77%	** **	** **	** **	230 76%	** **	272 77%
Don't know	25 7%	5 6%	10 10%	3 4%	7 7%	16 8%	9 6%	25 7%	20 7%	** **	** **	** **	19 6%	** **	25 7%
TOTAL NEITHER/ DON'T KNOW	70 20%	10 11%	26 24%	16 25%	18 20%	36 18%	34 22%	70 20%	59 19%	** **	** **	** **	62 21%	** **	70 20%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 427

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37G (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I enjoy doing things online

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Disagree a lot	5	-	3	2	5	4	1	-	-	2	1	2	*
	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%
Disagree a little	17	-	9	8	17	7	10	-	-	4	6	3	4
	2%	-%	3%	2%	2%	2%	3%	-%	-%	2%	3%	2%	2%
TOTAL DISAGREE	22	-	12	10	22	11	11	-	-	6	6	5	5
	3%	-%	4%	3%	3%	3%	3%	-%	-%	4%	4%	3%	3%
Neither/ nor	46	-	25	22	46	25	21	-	-	13	12	12	9
	7%	-%	8%	6%	7%	7%	6%	-%	-%	8%	7%	7%	5%
Agree a little	231	-	112	119	231	105	126	-	-	52	60	53	66
	34%	-%	35%	33%	34%	31%	37%	-%	-%	33%	37%	29%	38%
Agree a lot	371	-	168	202	371	196	175	-	-	87	81	109	94
	55%	-%	52%	57%	55%	58%	52%	-%	-%	55%	49%	60%	54%
											j		
TOTAL AGREE	602	-	281	321	602	301	301	-	-	139	141	162	159
	89%	-%	87%	90%	89%	89%	89%	-%	-%	88%	86%	90%	91%
Don't know	9	-	6	3	9	2	6	-	-	1	5	1	2
	1%	-%	2%	1%	1%	1%	2%	-%	-%	1%	3%	1%	1%
TOTAL NEITHER/ DON'T KNOW	55	-	30	24	55	27	27	-	-	14	17	14	11
	8%	-%	9%	7%	8%	8%	8%	-%	-%	9%	10%	8%	6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 427

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37G (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I enjoy doing things online

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Disagree a lot	5 1%	* *%	1 1%	1 *%	3 1%	2 *%	3 1%	5 1%	4 1%	* *%	* 1%	* 1%	4 1%	1 1%	5 1%
Disagree a little	17 2%	1 1%	3 1%	5 4%	8 5%	4 1%	13 4%	17 2%	16 3%	- -%	- -%	1 4%	17 3%	* *%	17 2%
				ae	abe		abe		m			ijm	m		
TOTAL DISAGREE	22 3%	1 1%	4 2%	5 4%	11 6%	5 1%	16 5%	22 3%	20 4%	* *%	* 1%	1 5%	21 4%	1 1%	22 3%
				ae	abe		abe					ijm			
Neither/ nor	46 7%	8 5%	14 7%	9 7%	16 9%	22 6%	24 8%	46 7%	42 7%	3 5%	1 5%	1 4%	41 7%	5 5%	46 7%
Agree a little	231 34%	63 38%	71 34%	36 30%	61 34%	134 36%	97 32%	231 34%	201 35%	16 27%	8 29%	6 43%	198 34%	33 34%	231 34%
												ij			
Agree a lot	371 55%	93 56%	118 56%	69 57%	90 50%	211 56%	160 53%	371 55%	307 53%	40 67%	17 64%	6 48%	313 54%	58 59%	371 55%
										hkin	hkl				
TOTAL AGREE	602 89%	157 95%	188 90%	106 86%	151 83%	345 92%	257 84%	602 89%	509 88%	56 95%	25 93%	12 90%	510 88%	91 93%	602 89%
		cdfg	df			cdfg		df		hl					
Don't know	9 1%	* *%	2 1%	3 2%	4 2%	2 1%	6 2%	9 1%	8 1%	* *%	* 1%	- -%	8 1%	1 1%	9 1%
				a			ae								
TOTAL NEITHER/ DON'T KNOW	55 8%	8 5%	16 8%	12 9%	19 11%	24 6%	31 10%	55 8%	50 9%	3 5%	2 6%	1 4%	49 8%	6 6%	55 8%
					a		ae								

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 428

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37H - (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I find out about new things to do online from talking to my friends

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Disagree a lot	47	-	34	13	47	25	22	-	-	18	16	7	5
	7%	-%	11%	4%	7%	7%	6%	-%	-%	11%	10%	4%	3%
Disagree a little	46	-	31	15	46	21	25	-	-	15	16	6	9
	7%	-%	10%	4%	7%	6%	7%	-%	-%	9%	10%	3%	5%
TOTAL DISAGREE	92	-	65	27	92	46	47	-	-	33	32	13	14
	14%	-%	20%	8%	14%	13%	14%	-%	-%	21%	20%	7%	8%
Neither/ nor	68	-	35	33	68	33	35	-	-	15	19	17	15
	10%	-%	11%	9%	10%	10%	10%	-%	-%	10%	12%	10%	9%
Agree a little	286	-	125	161	286	136	150	-	-	58	67	78	83
	42%	-%	39%	45%	42%	40%	44%	-%	-%	36%	41%	43%	48%
Agree a lot	218	-	87	130	218	117	101	-	-	47	41	70	60
	32%	-%	27%	37%	32%	34%	30%	-%	-%	29%	25%	39%	34%
TOTAL AGREE	504	-	212	292	504	252	251	-	-	104	108	148	143
	74%	-%	66%	82%	74%	74%	74%	-%	-%	66%	66%	82%	82%
Don't know	15	-	11	4	15	8	6	-	-	6	4	2	2
	2%	-%	3%	1%	2%	2%	2%	-%	-%	4%	3%	1%	1%
TOTAL NEITHER/ DON'T KNOW	82	-	46	37	82	41	41	-	-	22	24	19	17
	12%	-%	14%	10%	12%	12%	12%	-%	-%	14%	15%	11%	10%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 428

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37H - (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I find out about new things to do online from talking to my friends

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Disagree a lot	47 7%	7 4%	13 6%	10 8%	16 9% a	20 5%	26 9% a	47 7%	43 7% i	1 2%	2 7%	1 7%	39 7% i	8 8% i	47 7% i
Disagree a little	46 7%	13 8%	16 8%	6 5%	11 6%	29 8%	16 5%	46 7%	42 7%	2 4%	1 4%	1 5%	40 7%	6 6%	46 7%
TOTAL DISAGREE	92 14%	20 12%	29 14%	16 13%	27 15%	49 13%	43 14%	92 14%	84 15% i	4 6%	3 11%	2 12%	78 14% i	14 14% i	92 14% i
Neither/ nor	68 10%	11 6%	29 14% a	11 9%	18 10%	39 10%	29 9%	68 10%	60 10%	4 7%	3 10%	1 5%	60 10%	8 8%	68 10%
Agree a little	286 42%	77 47%	85 41%	51 42%	73 40%	162 43%	124 41%	286 42%	249 43%	22 36%	9 34%	6 45%	249 43%	37 38%	286 42%
Agree a lot	218 32%	57 34%	63 30%	41 33%	57 31%	120 32%	98 32%	218 32%	171 30%	30 50% hln	11 42% hln	5 38%	180 31%	38 39% h	218 32%
TOTAL AGREE	504 74%	134 81% bdfg	148 71%	92 75%	130 72%	282 75%	221 73%	504 74%	420 73%	51 87% hjlmn	20 77%	11 83% hln	428 74%	75 76%	504 74%
Don't know	15 2%	1 1%	2 1%	4 3% e	7 4% ae	4 1%	11 4% ae	15 2%	14 2%	- -%	1 2%	- -%	13 2%	2 2%	15 2%
TOTAL NEITHER/ DON'T KNOW	82 12%	12 7%	31 15% a	15 12%	25 14% a	43 11%	39 13% a	82 12% a	74 13% k	4 7%	3 12% k	1 5%	73 13% k	10 10%	82 12% k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 429

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37I (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I find out about new things to do online by exploring

Base : Children aged 8-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Disagree a lot	49	-	27	22	49	24	25	-	-	15	12	9	13
	7%	-%	8%	6%	7%	7%	7%	-%	-%	9%	8%	5%	7%
Disagree a little	60	-	40	20	60	27	33	-	-	18	22	9	11
	9%	-%	13%	6%	9%	8%	10%	-%	-%	12%	13%	5%	6%
			cd		c					k	kl		
TOTAL DISAGREE	109	-	68	41	109	50	58	-	-	33	34	17	24
	16%	-%	21%	12%	16%	15%	17%	-%	-%	21%	21%	10%	14%
			cd		c					kl	kl		
Neither/ nor	88	-	47	41	88	35	53	-	-	19	28	17	25
	13%	-%	15%	12%	13%	10%	16%	-%	-%	12%	17%	9%	14%
							e				k		
Agree a little	245	-	109	135	245	122	122	-	-	52	58	70	65
	36%	-%	34%	38%	36%	36%	36%	-%	-%	33%	35%	39%	37%
Agree a lot	216	-	87	129	216	119	97	-	-	47	39	71	58
	32%	-%	27%	36%	32%	35%	29%	-%	-%	30%	24%	40%	33%
				b		f						ij	j
TOTAL AGREE	460	-	196	264	460	241	220	-	-	99	97	142	123
	68%	-%	61%	74%	68%	71%	65%	-%	-%	62%	59%	78%	70%
				bd	b							ijl	j
Don't know	21	-	12	9	21	13	8	-	-	8	4	5	4
	3%	-%	4%	2%	3%	4%	2%	-%	-%	5%	3%	3%	2%
TOTAL NEITHER/ DON'T KNOW	109	-	59	50	109	48	61	-	-	27	33	22	28
	16%	-%	18%	14%	16%	14%	18%	-%	-%	17%	20%	12%	16%
											k		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 429

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37I (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I find out about new things to do online by exploring

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Disagree a lot	49 7%	10 6%	16 8%	8 7%	15 8%	26 7%	23 7%	49 7%	42 7%	3 4%	2 9%	1 11%	37 6%	12 12% iln	49 7%
Disagree a little	60 9%	15 9%	18 8%	12 10%	16 9%	33 9%	27 9%	60 9%	56 10% i	2 3%	2 6%	1 8%	52 9% i	8 8%	60 9% i
TOTAL DISAGREE	109 16%	25 15%	34 16%	20 16%	30 17%	58 16%	50 17%	109 16%	98 17% i	4 7%	4 15%	3 18% i	89 15% i	20 20% i	109 16% i
Neither/ nor	88 13%	22 13%	34 16% cf	10 8%	23 13%	56 15% c	33 11%	88 13%	78 13%	7 11%	3 10%	1 8%	77 13%	12 12%	88 13%
Agree a little	245 36%	61 37%	79 38%	44 36%	61 34%	140 37%	105 35%	245 36%	208 36%	22 37%	9 33%	6 42%	210 36%	35 35%	245 36%
Agree a lot	216 32%	56 34%	58 28%	40 33%	61 34%	114 31%	101 33%	216 32%	176 30%	26 44% hlmn	9 36%	4 32%	187 32%	29 29%	216 32%
TOTAL AGREE	460 68%	117 71%	137 66%	84 69%	122 67%	254 68%	206 68%	460 68%	384 66%	48 81% hjlmn	18 68%	10 73%	397 68%	64 65%	460 68%
Don't know	21 3%	2 1%	4 2%	9 7% abeg	5 3%	6 2%	14 5% ae	21 3%	19 3% k	* 1% k	2 7% hikln	- -%	17 3% k	4 4% k	21 3%
TOTAL NEITHER/ DON'T KNOW	109 16%	24 14%	38 18%	18 15%	29 16%	62 17%	47 16%	109 16%	96 17% k	7 12%	5 17% k	1 8%	94 16% k	15 16%	109 16% k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 430

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37J (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I find it easier to be myself online than when I am with people face to face

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Disagree a lot	60	-	-	60	60	28	31	-	-	-	-	28	31
	17%	-%	-%	17%	17%	16%	18%	-%	-%	-%	-%	16%	18%
Disagree a little	61	-	-	61	61	30	31	-	-	-	-	30	31
	17%	-%	-%	17%	17%	17%	18%	-%	-%	-%	-%	17%	18%
TOTAL DISAGREE	120	-	-	120	120	58	62	-	-	-	-	58	62
	34%	-%	-%	34%	34%	32%	36%	-%	-%	-%	-%	32%	36%
Neither/ nor	102	-	-	102	102	59	43	-	-	-	-	59	43
	29%	-%	-%	29%	29%	33%	24%	-%	-%	-%	-%	33%	24%
Agree a little	73	-	-	73	73	33	40	-	-	-	-	33	40
	21%	-%	-%	21%	21%	18%	23%	-%	-%	-%	-%	18%	23%
Agree a lot	51	-	-	51	51	28	24	-	-	-	-	28	24
	14%	-%	-%	14%	14%	15%	14%	-%	-%	-%	-%	15%	14%
TOTAL AGREE	124	-	-	124	124	61	63	-	-	-	-	61	63
	35%	-%	-%	35%	35%	34%	36%	-%	-%	-%	-%	34%	36%
Don't know	9	-	-	9	9	2	6	-	-	-	-	2	6
	2%	-%	-%	2%	2%	1%	4%	-%	-%	-%	-%	1%	4%
TOTAL NEITHER/ DON'T KNOW	111	-	-	111	111	61	49	-	-	-	-	61	49
	31%	-%	-%	31%	31%	34%	28%	-%	-%	-%	-%	34%	28%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 430

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37J (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT GOING ONLINE - I find it easier to be myself online than when I am with people face to face

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Disagree a lot	60 17%	25 27% bdfg	15 13%	12 18%	9 9%	39 20%	20 13%	60 17%	49 16%	** **	** **	** **	49 16%	** **	60 17%
Disagree a little	61 17%	15 17%	20 18%	9 14%	17 18%	35 18%	26 17%	61 17%	54 18%	** **	** **	** **	50 17%	** **	61 17%
TOTAL DISAGREE	120 34% bdfg	40 44%	35 32%	20 33%	25 27%	75 37%	46 29%	120 34%	102 34%	** **	** **	** **	99 33%	** **	120 34%
Neither/ nor	102 29%	23 26%	31 28%	19 30%	29 32%	54 27%	48 31%	102 29%	87 29%	** **	** **	** **	88 29%	** **	102 29%
Agree a little	73 21%	14 16%	29 27% a	11 17%	19 20%	43 22%	30 19%	73 21%	64 21%	** **	** **	** **	65 21%	** **	73 21%
Agree a lot	51 14%	12 13%	13 12%	13 20%	14 15%	25 12%	27 17%	51 14%	42 14%	** **	** **	** **	43 14%	** **	51 14%
TOTAL AGREE	124 35%	26 29%	42 38%	23 37%	33 36%	68 34%	56 36%	124 35%	106 35%	** **	** **	** **	108 36%	** **	124 35%
Don't know	9 2%	1 1%	2 2%	1 1%	5 5%	4 2%	5 3%	9 2%	7 2%	** **	** **	** **	8 3%	** **	9 2%
TOTAL NEITHER/ DON'T KNOW	111 31%	25 27%	33 30%	19 31%	34 37%	57 29%	53 34%	111 31%	94 31%	** **	** **	** **	96 32%	** **	111 31%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 431

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44 (SHOWCARD) Which of these things, if any, are things that you don't like about mobile phones? (MULTI CODE)

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	632	-	169	463	632	318	314	-	-	82	87	236	227
Effective Weighted Sample	488	-	132	357	488	247	241	-	-	62	70	185	172
Total	399	-	116	283	399	200	198	-	-	54	62	147	136
It costs too much money	166 42%	- -%	38 33%	127 45% b	166 42%	86 43%	80 40%	- -%	- -%	** **	** **	68 46%	60 44%
Slow access to the internet over the phone	68 17%	- -%	16 14%	52 18%	68 17%	36 18%	32 16%	- -%	- -%	** **	** **	26 18%	26 19%
Poor sound quality during the call, making it difficult to hear	60 15%	- -%	13 12%	47 17%	60 15%	27 14%	33 17%	- -%	- -%	** **	** **	21 14%	26 19%
Calls getting cut off unexpectedly	59 15%	- -%	15 13%	44 16%	59 15%	27 13%	32 16%	- -%	- -%	** **	** **	19 13%	25 19%
Sometimes people get bullied on them	56 14%	- -%	11 9%	45 16%	56 14%	19 10%	36 18% e	- -%	- -%	** **	** **	15 10%	30 22% k
Spend too much time on it/ can never turn it off	26 7%	- -%	6 5%	20 7%	26 7%	7 3%	19 10% e	- -%	- -%	** **	** **	4 2%	16 12% k
Friends can be mean, nasty or hurtful to me using a mobile	24 6%	- -%	5 4%	19 7%	24 6%	9 5%	15 8%	- -%	- -%	** **	** **	9 6%	11 8%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 431

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44 (SHOWCARD) Which of these things, if any, are things that you don't like about mobile phones? (MULTI CODE)

Base : Children aged 8-15 with their own mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	632	-		169	463	632	318	314	-	-	82	87	236	227
Effective Weighted Sample	488	-		132	357	488	247	241	-	-	62	70	185	172
Total	399	-		116	283	399	200	198	-	-	54	62	147	136
Seeing things on my phone that make me feel sad, frightened or embarrassed	16 4%	- -%		8 7%	9 3%	16 4%	5 2%	11 6%	- -%	- -%	** **	** **	3 2%	6 4%
Seeing things on the phone that are too old for me	16 4%	- -%		8 7% c	8 3%	16 4%	6 3%	10 5%	- -%	- -%	** **	** **	3 2%	5 4%
Too difficult to use	13 3%	- -%		5 4%	8 3%	13 3%	5 3%	8 4%	- -%	- -%	** **	** **	4 2%	5 3%
ANY OF THESE	235 59%	- -%		54 47%	181 64% b	235 59% b	112 56%	123 62%	- -%	- -%	** **	** **	89 60%	92 67%
EITHER 'FEEL SAD, FRIGHTENED OR EMBARRASSED' OR 'TOO OLD FOR ME'	24 6%	- -%		11 10% c	13 5%	24 6%	8 4%	16 8% e	- -%	- -%	** **	** **	4 3%	9 7%
ANY OF 'SAD', 'TOO OLD', 'BULLIED' OR 'MEAN'	71 18%	- -%		19 16%	52 18%	71 18%	26 13%	45 22% e	- -%	- -%	** **	** **	20 13%	33 24% k
These things don't worry me/ None of these	164 41%	- -%		61 53% cd	102 36%	164 41%	88 44%	75 38%	- -%	- -%	** **	** **	58 40%	44 33%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 431

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44 (SHOWCARD) Which of these things, if any, are things that you don't like about mobile phones? (MULTI CODE)

Base : Children aged 8-15 with their own mobile phone

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	632	150	188	126	168	338	294	632	405	68	79	80	514	118	632
Effective Weighted Sample	488	117	148	96	128	264	223	488	385	58	76	76	409	80	488
Total	399	95	121	79	105	215	183	399	343	31	17	9	341	58	399
It costs too much money	166 42%	33 35%	51 42%	32 40%	50 48% a	84 39%	82 45%	166 42%	146 43%	** **	** **	** **	138 41%	27 47%	166 42%
Slow access to the internet over the phone	68 17%	14 15%	21 17%	18 23%	15 14%	35 16%	33 18%	68 17%	63 18%	** **	** **	** **	57 17%	11 18%	68 17%
Poor sound quality during the call, making it difficult to hear	60 15%	19 20%	14 12%	15 19%	12 12%	33 15%	27 15%	60 15%	54 16%	** **	** **	** **	49 14%	12 20%	60 15%
Calls getting cut off unexpectedly	59 15%	16 17%	15 12%	12 15%	16 15%	30 14%	28 15%	59 15%	52 15%	** **	** **	** **	51 15%	8 13%	59 15%
Sometimes people get bullied on them	56 14%	19 20% df	16 13%	10 13%	11 10%	35 16%	21 11%	56 14%	51 15%	** **	** **	** **	48 14%	8 13%	56 14%
Spend too much time on it/ can never turn it off	26 7%	8 9%	10 8%	5 6%	4 3%	18 8%	8 4%	26 7%	22 7% m	** **	** **	** **	26 8% m	1 1%	26 7% m
Friends can be mean, nasty or hurtful to me using a mobile	24 6%	6 6%	7 6%	5 6%	6 6%	13 6%	11 6%	24 6%	22 6%	** **	** **	** **	22 6%	2 4%	24 6%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 431

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44 (SHOWCARD) Which of these things, if any, are things that you don't like about mobile phones? (MULTI CODE)

Base : Children aged 8-15 with their own mobile phone

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	632	150	188	126	168	338	294	632	405	68	79	80	514	118	632
Effective Weighted Sample	488	117	148	96	128	264	223	488	385	58	76	76	409	80	488
Total	399	95	121	79	105	215	183	399	343	31	17	9	341	58	399
Seeing things on my phone that make me feel sad, frightened or embarrassed	16 4%	4 5%	5 4%	1 1%	6 6%	9 4%	7 4%	16 4%	15 4%	** **	** **	** **	14 4%	2 4%	16 4%
Seeing things on the phone that are too old for me	16 4%	5 6%	3 3%	2 3%	5 4%	9 4%	7 4%	16 4%	15 4%	** **	** **	** **	12 4%	4 6%	16 4%
Too difficult to use	13 3%	3 3%	2 2%	3 4%	5 5%	5 2%	8 4%	13 3%	12 3%	** **	** **	** **	12 3%	1 2%	13 3%
ANY OF THESE	235 59%	50 53%	68 56%	49 63%	68 65% ae	118 55%	117 64% ae	235 59%	207 60%	** **	** **	** **	194 57%	41 70% l	235 59%
EITHER 'FEEL SAD, FRIGHTENED OR EMBARRASSED' OR 'TOO OLD FOR ME'	24 6%	8 8%	6 5%	2 3%	8 7%	14 7%	10 6%	24 6%	23 7%	** **	** **	** **	20 6%	5 8%	24 6%
ANY OF 'SAD', 'TOO OLD', 'BULLIED' OR 'MEAN'	71 18%	20 21%	18 15%	14 17%	20 19%	38 18%	33 18%	71 18%	66 19%	** **	** **	** **	61 18%	10 18%	71 18%
These things don't worry me/ None of these	164 41%	45 47% df	53 44%	30 37%	36 35%	98 45% df	66 36%	164 41%	136 40%	** **	** **	** **	146 43% m	17 30%	164 41%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 432

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45 (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE)

Base : Children aged 5-15

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
TV set	830 83%	239 88% cd	301 83%	289 80%	830 83%	416 83%	414 83%	115 86%	124 89% jkl	154 84%	147 82%	147 80%	143 79%
Mobile phone	380 38%	26 10%	103 28% a	251 69% abd	380 38% ab	183 37%	197 39%	13 10%	13 9%	48 26% gh	54 30% gh	121 66% ghij	130 72% ghij
PC/ laptop computer	365 37%	47 17%	139 38% a	179 49% abd	365 37% a	197 39% f	168 34%	25 18%	23 16%	78 43% gh	61 34% gh	95 51% ghj	84 47% ghj
Tablet computer (like an iPad)	357 36%	80 29%	136 38% a	140 39% a	357 36% a	169 34%	187 37%	34 26%	46 33%	66 36% g	71 39% g	70 38% g	71 39% g
Books, magazines, comics	353 35%	109 40% c	141 39% c	103 28%	353 35% c	155 31%	198 40% e	42 32%	67 48% gikl	64 35% k	77 42% gkl	48 26%	55 31%
Games console/ player	316 32%	62 23%	123 34% a	131 36% a	316 32% a	220 44% f	96 19%	38 29% hl	24 17%	86 47% ghjl	37 21%	96 52% ghjl	34 19%
Radio	118 12%	19 7%	44 12% a	55 15% a	118 12% a	58 12%	60 12%	9 6%	10 7%	23 12% g	21 12%	27 14% gh	28 16% gh
DVD/ Blu ray player	88 9%	24 9%	33 9%	31 9%	88 9%	40 8%	49 10%	10 8%	14 10%	16 9%	17 9%	14 8%	17 10%
MP3 player (like an iPod)	72 7%	5 2%	19 5% a	47 13% abd	72 7% a	38 8%	34 7%	2 1%	3 3%	9 5%	10 6% g	27 15% ghij	20 11% ghij

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 432

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45 (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE)

Base : Children aged 5-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
None of these	8	-	7	1	8	4	5	-	-	3	4	1	1
	1%	-%	2%	*%	1%	1%	1%	-%	-%	2%	2%	*%	*%
			ac								gh		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 432

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45 (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE)

Base : Children aged 5-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
TV set	830 83%	166 78%	249 85% a	162 83%	253 85% a	415 82%	415 84% a	830 83% a	699 82%	81 90% hkilmn	34 84%	16 82%	717 83%	113 81%	830 83%
Mobile phone	380 38%	96 45% bdfg	107 37%	72 37%	105 35%	203 40%	177 36%	380 38%	331 39% i	27 30%	14 35%	8 39%	334 39% i	46 33%	380 38% i
PC/ laptop computer	365 37%	98 46% bcdfg	109 37%	67 34%	91 31%	208 41% df	158 32%	365 37% d	326 38% ijk	24 27%	10 26%	5 25%	322 37% ijk	44 31%	365 37% ijk
Tablet computer (like an iPad)	357 36%	94 44% cdfg	111 38% df	64 33%	87 29%	206 41% cdfg	151 31%	357 36% df	291 34%	41 46% hln	15 38%	9 46% hln	298 35% h	58 42%	357 36%
Books, magazines, comics	353 35%	93 44% bdfg	98 33%	71 37%	91 31%	191 38% d	162 33%	353 35%	316 37% i	18 21%	12 31% i	6 30% i	299 35% i	54 39% i	353 35% i
Games console/ player	316 32%	66 31%	81 27%	68 35% b	101 34% b	146 29%	170 34% be	316 32%	266 31%	32 36% m	12 30%	6 31%	279 32%	37 26%	316 32%
Radio	118 12%	40 19% bcdefg	28 10%	23 12%	27 9%	68 13% d	50 10%	118 12%	104 12% j	9 10%	3 7%	2 9%	98 11%	20 14% j	118 12%
DVD/ Blu ray player	88 9%	15 7%	23 8%	20 10%	30 10%	38 8%	50 10%	88 9%	76 9%	9 10%	2 6%	1 5%	81 9% m	7 5%	88 9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 432

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45 (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE)

Base : Children aged 5-15

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
MP3 player (like an iPod)	72 7%	24 11% dfg	24 8% df	13 7%	10 3%	49 10% df	23 5%	72 7%	62 7%	6 6%	4 9%	1 5%	61 7%	11 8%	72 7%
None of these	8 1%	1 *%	4 1%	3 1%	1 *%	5 1%	4 1%	8 1%	8 1%	- -%	- -%	* 2%	7 1%	1 1%	8 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 433

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46 (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE)

Base : Children aged 5-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
TV set	339 34%	150 55%	125 34%	64 18%	339 34%	166 33%	173 35%	78 58%	72 52%	56 30%	69 38%	32 18%	32 18%
		bcd	c		c			ijkl	ijkl	kl	kl		
Mobile phone	172 17%	5 2%	32 9%	135 37%	172 17%	66 13%	107 21%	2 2%	3 2%	11 6%	21 12%	53 29%	82 46%
			a	abd	ab		e			g	ghi	ghij	ghijk
Tablet computer (like an iPad)	145 15%	41 15%	60 16%	45 12%	145 15%	62 12%	83 17%	17 13%	23 17%	28 15%	32 18%	16 9%	28 16%
							e		k	k	k		k
Games console/ player	115 11%	21 8%	47 13%	47 13%	115 11%	100 20%	15 3%	20 15%	1 1%	39 22%	8 4%	40 22%	6 3%
			a	a	a	f		hjl		hjl		hjl	
PC/ laptop computer	104 10%	17 6%	39 11%	47 13%	104 10%	59 12%	45 9%	5 4%	12 8%	25 14%	14 8%	29 16%	18 10%
			a	a	a					gj		ghj	g
Books, magazines, comics	74 7%	27 10%	37 10%	10 3%	74 7%	23 5%	51 10%	6 5%	20 14%	11 6%	26 14%	5 3%	5 3%
		c	c		c		e		gikl		gikl		
MP3 player (like an iPod)	15 2%	2 1%	5 1%	9 2%	15 2%	8 2%	8 2%	1 1%	1 1%	2 1%	2 1%	4 2%	5 3%
				a									
DVD/ Blu ray player	7 1%	5 2%	2 1%	- -%	7 1%	4 1%	4 1%	1 1%	4 3%	2 1%	- -%	- -%	- -%
		c							jkl				

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 433

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46 (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE)

Base : Children aged 5-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Radio	5	1	2	2	5	1	4	-	1	-	2	1	1
	%	%	1%	%	%	%	1%	-%	1%	-%	1%	1%	%
None of these	5	2	1	2	5	5	-	2	-	1	-	2	-
	%	1%	%	1%	%	1%	-%	1%	-%	1%	-%	1%	-%
						f							
Don't know	11	3	6	2	11	5	6	-	3	4	2	1	2
	1%	1%	2%	1%	1%	1%	1%	-%	2%	2%	1%	%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 433

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46 (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE)

Base : Children aged 5-15

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
TV set	339 34%	56 26%	105 36% a	60 31%	118 40% aceg	161 32%	178 36% a	339 34% a	290 34%	27 29%	16 39% i	6 31%	293 34%	46 33%	339 34%
Mobile phone	172 17%	43 20%	45 15%	37 19%	47 16%	88 17%	84 17%	172 17%	146 17%	15 16%	7 18%	4 21% m	155 18%	18 12%	172 17%
Tablet computer (like an iPad)	145 15%	34 16%	56 19% cdfg	22 11%	34 11%	90 18% cdf	55 11%	145 15% f	114 13%	22 25% hjl	5 12%	4 19%	121 14%	24 17%	145 15%
Games console/ player	115 11%	16 8%	27 9%	30 16% abe	41 14% abe	43 9%	72 15% abe	115 11% e	90 11%	17 19% hln	5 13%	3 14%	94 11%	21 15%	115 11%
PC/ laptop computer	104 10%	34 16% bcdfg	30 10%	18 9%	21 7%	64 13% df	40 8%	104 10%	95 11% im	5 5%	3 7%	1 6%	95 11% i	9 6%	104 10% i
Books, magazines, comics	74 7%	22 10% b	15 5%	19 10% b	19 6%	37 7%	37 8%	74 7%	69 8% i	1 1%	3 7% i	1 5%	59 7% i	15 11% ik	74 7% i
MP3 player (like an iPod)	15 2%	3 2%	9 3% cdf	1 *%	3 1%	12 2% cf	3 1%	15 2%	13 2%	1 1%	1 2%	* 1%	11 1%	4 3%	15 2%
DVD/ Blu ray player	7 1%	- -%	1 *%	2 1%	4 1% e	1 *%	6 1% e	7 1%	5 1%	2 2% hjmn	- -%	* *%	7 1%	- -%	7 1%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 433

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46 (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE)

Base : Children aged 5-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Radio	5	-	*	-	5	*	5	5	5	-	-	*	5	-	5
	*%	-%	*%	-%	2%	*%	1%	*%	1%	-%	-%	*%	1%	-%	*%
					abceg		e								
None of these	5	1	1	-	3	2	3	5	4	-	*	*	4	*	5
	*%	1%	*%	-%	1%	*%	1%	*%	1%	-%	1%	1%	1%	*%	*%
Don't know	11	4	2	3	2	6	5	11	10	-	*	*	8	3	11
	1%	2%	1%	2%	1%	1%	1%	1%	1%	-%	1%	*%	1%	2%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 434

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC47 (SHOWCARD) Given the choice, which one of these would you prefer to do? (SINGLE CODE)

Base : Children aged 5-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297	
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231	
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180	
Watch TV	306	118	114	74	306	139	167	60	58	47	68	33	41	
	31%	43%	31%	20%	31%	28%	33%	45%	41%	26%	38%	18%	23%	
		bcd	c		c		e	ikl	ikl	k	ikl			
Play games through any type of gaming device	208	56	84	69	208	163	46	33	22	68	16	61	8	
	21%	20%	23%	19%	21%	33%	9%	25%	16%	37%	9%	33%	4%	
						f		hjl	jl	ghjl		hjl		
Talk with friends online (talk, text, IM, FaceTime, etc.)	170	13	36	121	170	62	108	4	9	11	25	47	73	
	17%	5%	10%	33%	17%	12%	22%	3%	7%	6%	14%	26%	41%	
			a	abd	ab		e				ghi	ghij	ghijk	
Read books, magazines or comics	149	56	64	29	149	63	86	22	34	26	38	15	14	
	15%	21%	18%	8%	15%	13%	17%	17%	24%	14%	21%	8%	8%	
		cd	c		c		e	kl	ikl	kl	kl			
Watch things on YouTube	86	19	38	30	86	44	43	9	10	22	16	12	17	
	9%	7%	10%	8%	9%	9%	9%	7%	7%	12%	9%	7%	10%	
Listen to music	60	6	16	38	60	21	39	1	5	5	11	14	24	
	6%	2%	4%	10%	6%	4%	8%	1%	3%	3%	6%	8%	13%	
				abd	a		e				g	gi	ghijk	
Don't know	21	5	11	4	21	9	12	3	2	4	7	1	2	
	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	4%	1%	1%	
			c								k			

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 434

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC47 (SHOWCARD) Given the choice, which one of these would you prefer to do? (SINGLE CODE)

Base : Children aged 5-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Watch TV	306 31%	55 26%	94 32%	61 31%	97 32%	149 29%	157 32%	306 31%	261 31% k	27 30%	14 35% k	5 23%	264 31% k	42 30%	306 31% k
Play games through any type of gaming device	208 21%	44 21%	60 20%	46 24%	59 20%	104 20%	104 21%	208 21%	168 20%	28 31% hjin	8 19%	5 25%	175 20%	34 24%	208 21%
Talk with friends online (talk, text, IM, FaceTime, etc.)	170 17%	35 17%	51 17%	37 19%	46 15%	87 17%	83 17%	170 17%	134 16%	22 24% hln	11 26% hkln	3 16%	141 16%	28 20%	170 17%
Read books, magazines or comics	149 15%	42 19% bcf	39 13%	21 11%	47 16%	81 16%	68 14%	149 15%	139 16% ij	4 5%	2 5%	4 18% ij	131 15% ij	17 12% ij	149 15% ij
Watch things on YouTube	86 9%	21 10%	28 10%	14 7%	23 8%	49 10%	37 8%	86 9%	76 9%	4 5%	4 10%	2 9%	75 9%	11 8%	86 9%
Listen to music	60 6%	10 5%	18 6%	9 5%	23 8%	28 6%	32 6%	60 6%	53 6%	4 4%	1 3%	1 7%	55 6%	5 4%	60 6%
Don't know	21 2%	6 3%	4 1%	6 3%	5 2%	10 2%	11 2%	21 2%	18 2%	1 1%	1 2%	1 3%	19 2%	2 1%	21 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 435

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48A (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
BBC	188	-	-	188	188	95	92	-	-	-	-	95	92
	53%	-%	-%	53%	53%	53%	53%	-%	-%	-%	-%	53%	53%
Google	71	-	-	71	71	36	35	-	-	-	-	36	35
	20%	-%	-%	20%	20%	20%	20%	-%	-%	-%	-%	20%	20%
Wikipedia	21	-	-	21	21	12	9	-	-	-	-	12	9
	6%	-%	-%	6%	6%	7%	5%	-%	-%	-%	-%	7%	5%
Social media - like Facebook, Twitter or Instagram	17	-	-	17	17	9	9	-	-	-	-	9	9
	5%	-%	-%	5%	5%	5%	5%	-%	-%	-%	-%	5%	5%
YouTube	12	-	-	12	12	7	5	-	-	-	-	7	5
	3%	-%	-%	3%	3%	4%	3%	-%	-%	-%	-%	4%	3%
None of these	25	-	-	25	25	13	12	-	-	-	-	13	12
	7%	-%	-%	7%	7%	7%	7%	-%	-%	-%	-%	7%	7%
Don't know	21	-	-	21	21	8	13	-	-	-	-	8	13
	6%	-%	-%	6%	6%	5%	7%	-%	-%	-%	-%	5%	7%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 435

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48A (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
BBC	188	61	55	30	42	115	72	188	164	**	**	**	160	**	188
	53%	67%	50%	48%	45%	58%	46%	53%	55%	**	**	**	53%	**	53%
		bcd	f	g		d									
Google	71	15	24	13	19	39	32	71	55	**	**	**	59	**	71
	20%	16%	22%	20%	21%	20%	21%	20%	18%	**	**	**	20%	**	20%
Wikipedia	21	6	5	6	5	10	11	21	20	**	**	**	18	**	21
	6%	6%	5%	9%	5%	5%	7%	6%	7%	**	**	**	6%	**	6%
Social media - like Facebook, Twitter or Instagram	17	-	5	5	7	5	13	17	15	**	**	**	15	**	17
	5%	-%	4%	9%	8%	2%	8%	5%	5%	**	**	**	5%	**	5%
			a	ae	ae		ae	a							
YouTube	12	3	6	1	1	10	3	12	9	**	**	**	11	**	12
	3%	4%	6%	2%	1%	5%	2%	3%	3%	**	**	**	4%	**	3%
			f												
None of these	25	3	8	3	10	12	13	25	20	**	**	**	21	**	25
	7%	4%	8%	6%	11%	6%	9%	7%	7%	**	**	**	7%	**	7%
					a										
Don't know	21	3	6	4	8	9	12	21	18	**	**	**	20	**	21
	6%	3%	5%	7%	8%	4%	8%	6%	6%	**	**	**	7%	**	6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 436

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48B (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Google	116	-	-	116	116	61	55	-	-	-	-	61	55
	33%	-%	-%	33%	33%	34%	32%	-%	-%	-%	-%	34%	32%
YouTube	92	-	-	92	92	53	39	-	-	-	-	53	39
	26%	-%	-%	26%	26%	29%	23%	-%	-%	-%	-%	29%	23%
Social media - like Facebook, Twitter or Instagram	65	-	-	65	65	27	37	-	-	-	-	27	37
	18%	-%	-%	18%	18%	15%	21%	-%	-%	-%	-%	15%	21%
BBC	24	-	-	24	24	11	12	-	-	-	-	11	12
	7%	-%	-%	7%	7%	6%	7%	-%	-%	-%	-%	6%	7%
Wikipedia	12	-	-	12	12	9	4	-	-	-	-	9	4
	4%	-%	-%	4%	4%	5%	2%	-%	-%	-%	-%	5%	2%
None of these	28	-	-	28	28	11	17	-	-	-	-	11	17
	8%	-%	-%	8%	8%	6%	10%	-%	-%	-%	-%	6%	10%
Don't know	19	-	-	19	19	9	9	-	-	-	-	9	9
	5%	-%	-%	5%	5%	5%	5%	-%	-%	-%	-%	5%	5%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 436

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48B (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Google	116	26	37	21	32	63	53	116	101	**	**	**	101	**	116
	33%	29%	33%	33%	35%	31%	34%	33%	33%	**	**	**	33%	**	33%
YouTube	92	23	29	13	27	52	40	92	73	**	**	**	76	**	92
	26%	25%	27%	21%	29%	26%	26%	26%	24%	**	**	**	25%	**	26%
Social media - like Facebook, Twitter or Instagram	65	16	24	14	11	39	25	65	56	**	**	**	59	**	65
	18%	17%	22%	23%	12%	20%	16%	18%	19%	**	**	**	19%	**	18%
			d	d											
BBC	24	8	5	4	7	13	10	24	19	**	**	**	20	**	24
	7%	9%	5%	6%	7%	7%	7%	7%	6%	**	**	**	7%	**	7%
Wikipedia	12	7	2	1	4	8	4	12	12	**	**	**	9	**	12
	4%	7%	1%	1%	4%	4%	3%	4%	4%	**	**	**	3%	**	4%
		bc													
None of these	28	8	8	6	7	16	12	28	25	**	**	**	21	**	28
	8%	9%	7%	9%	7%	8%	8%	8%	8%	**	**	**	7%	**	8%
Don't know	19	4	5	4	5	9	10	19	16	**	**	**	19	**	19
	5%	4%	5%	7%	6%	4%	6%	5%	5%	**	**	**	6%	**	5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 437

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48C (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	-	355	355	181	175	-	-	-	-	181	175
YouTube	117	-	-	-	117	117	56	61	-	-	-	-	56	61
	33%	-%	-%	-%	33%	33%	31%	35%	-%	-%	-%	-%	31%	35%
Google	110	-	-	-	110	110	61	49	-	-	-	-	61	49
	31%	-%	-%	-%	31%	31%	34%	28%	-%	-%	-%	-%	34%	28%
BBC	24	-	-	-	24	24	11	12	-	-	-	-	11	12
	7%	-%	-%	-%	7%	7%	6%	7%	-%	-%	-%	-%	6%	7%
Wikipedia	21	-	-	-	21	21	13	8	-	-	-	-	13	8
	6%	-%	-%	-%	6%	6%	7%	4%	-%	-%	-%	-%	7%	4%
Social media - like Facebook, Twitter or Instagram	14	-	-	-	14	14	8	6	-	-	-	-	8	6
	4%	-%	-%	-%	4%	4%	4%	3%	-%	-%	-%	-%	4%	3%
None of these	39	-	-	-	39	39	19	20	-	-	-	-	19	20
	11%	-%	-%	-%	11%	11%	10%	11%	-%	-%	-%	-%	10%	11%
Don't know	32	-	-	-	32	32	12	19	-	-	-	-	12	19
	9%	-%	-%	-%	9%	9%	7%	11%	-%	-%	-%	-%	7%	11%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 437

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48C (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things (SINGLE CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
YouTube	117	31	34	19	33	65	52	117	100	**	**	**	94	**	117
	33%	34%	31%	30%	36%	32%	34%	33%	33%	**	**	**	31%	**	33%
Google	110	28	37	19	26	65	45	110	91	**	**	**	95	**	110
	31%	30%	34%	30%	29%	32%	29%	31%	30%	**	**	**	31%	**	31%
BBC	24	8	9	2	4	17	7	24	20	**	**	**	22	**	24
	7%	9%	8%	4%	5%	8%	4%	7%	6%	**	**	**	7%	**	7%
Wikipedia	21	8	3	6	4	11	10	21	18	**	**	**	18	**	21
	6%	9%	3%	9%	5%	5%	6%	6%	6%	**	**	**	6%	**	6%
		b		b											
Social media - like Facebook, Twitter or Instagram	14	3	6	3	2	9	5	14	11	**	**	**	12	**	14
	4%	3%	6%	5%	2%	4%	3%	4%	4%	**	**	**	4%	**	4%
None of these	39	7	11	7	13	19	20	39	34	**	**	**	33	**	39
	11%	8%	11%	12%	14%	9%	13%	11%	11%	**	**	**	11%	**	11%
Don't know	32	6	9	7	9	15	16	32	28	**	**	**	29	**	32
	9%	7%	8%	11%	10%	8%	10%	9%	9%	**	**	**	10%	**	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 438

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC49A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone? (SINGLE CODE)

Base : Children aged 8-15 with their own mobile phone

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	632	-	169	463	632	318	314	-	-	82	87	236	227
Effective Weighted Sample	488	-	132	357	488	247	241	-	-	62	70	185	172
Total	399	-	116	283	399	200	198	-	-	54	62	147	136
Yes	96	-	16	80	96	39	58	-	-	**	**	33	48
	24%	-%	14%	28% b	24% b	19%	29% e	-%	-%	**	**	22%	35% k
No	274	-	91	183	274	143	131	-	-	**	**	102	81
	69%	-%	79% cd	65%	69%	71%	66%	-%	-%	**	**	69%	60%
Prefer not to say	9	-	2	7	9	5	4	-	-	**	**	4	3
	2%	-%	2%	2%	2%	2%	2%	-%	-%	**	**	3%	2%
Don't know	19	-	6	13	19	14	5	-	-	**	**	9	4
	5%	-%	5%	5%	5%	7% f	3%	-%	-%	**	**	6%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 438

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC49A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone? (SINGLE CODE)

Base : Children aged 8-15 with their own mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	632	150	188	126	168	338	294	632	405	68	79	80	514	118	632
Effective Weighted Sample	488	117	148	96	128	264	223	488	385	58	76	76	409	80	488
Total	399	95	121	79	105	215	183	399	343	31	17	9	341	58	399
Yes	96	21	31	21	23	52	44	96	81	**	**	**	79	17	96
	24%	23%	26%	26%	22%	24%	24%	24%	24%	**	**	**	23%	30%	24%
No	274	64	79	57	74	143	131	274	236	**	**	**	237	37	274
	69%	68%	66%	72%	70%	67%	71%	69%	69%	**	**	**	69%	64%	69%
Prefer not to say	9	3	6	-	1	8	1	9	8	**	**	**	7	2	9
	2%	3%	5%	-%	1%	4%	*%	2%	2%	**	**	**	2%	4%	2%
			cf			cf									
Don't know	19	6	5	1	7	11	8	19	17	**	**	**	18	1	19
	5%	6%	4%	1%	7%	5%	4%	5%	5%	**	**	**	5%	2%	5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 439

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC49B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone? (SINGLE CODE)

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	632	-	169	463	632	318	314	-	-	82	87	236	227
Effective Weighted Sample	488	-	132	357	488	247	241	-	-	62	70	185	172
Total	399	-	116	283	399	200	198	-	-	54	62	147	136
Yes	21	-	5	16	21	7	14	-	-	**	**	5	11
	5%	-%	4%	6%	5%	3%	7%	-%	-%	**	**	4%	8%
No	366	-	109	257	366	189	178	-	-	**	**	137	120
	92%	-%	94%	91%	92%	94%	90%	-%	-%	**	**	94%	88%
Prefer not to say	8	-	1	7	8	3	6	-	-	**	**	3	4
	2%	-%	1%	3%	2%	1%	3%	-%	-%	**	**	2%	3%
Don't know	4	-	1	3	4	2	1	-	-	**	**	1	1
	1%	-%	1%	1%	1%	1%	1%	-%	-%	**	**	1%	1%
TOTAL KNOW SOMEONE OR FEEL THEY HAVE BEEN BULLIED THROUGH MOBILE PHONE	100	-	17	83	100	39	61	-	-	**	**	33	50
	25%	-%	15%	29%	25%	19%	31%	-%	-%	**	**	22%	37%
CHILD BULLIED ONLINE	26	-	4	22	26	11	15	-	-	**	**	9	13
	6%	-%	3%	8%	6%	5%	8%	-%	-%	**	**	6%	9%
CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE	12	-	2	10	12	3	9	-	-	**	**	3	7
	3%	-%	2%	4%	3%	2%	5%	-%	-%	**	**	2%	5%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 439

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC49B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone? (SINGLE CODE)

Base : Children aged 8-15 with their own mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	632	150	188	126	168	338	294	632	405	68	79	80	514	118	632
Effective Weighted Sample	488	117	148	96	128	264	223	488	385	58	76	76	409	80	488
Total	399	95	121	79	105	215	183	399	343	31	17	9	341	58	399
Yes	21 5%	2 2%	3 3%	7 9% abe	8 8% be	5 3%	15 8% abe	21 5%	16 5%	** **	** **	** **	18 5%	2 4%	21 5%
No	366 92%	91 96% d	112 93%	71 90%	93 89%	202 94%	164 89%	366 92%	316 92%	** **	** **	** **	311 91%	55 95%	366 92%
Prefer not to say	8 2%	1 1%	5 4%	1 1%	2 2%	6 3%	2 1%	8 2%	8 2%	** **	** **	** **	8 2%	- -%	8 2%
Don't know	4 1%	1 1%	1 *%	- -%	2 2%	2 1%	2 1%	4 1%	3 1%	** **	** **	** **	3 1%	* 1%	4 1%
TOTAL KNOW SOMEONE OR FEEL THEY HAVE BEEN BULLIED THROUGH MOBILE PHONE	100 25%	21 23%	32 27%	22 27%	25 24%	54 25%	47 25%	100 25%	84 25%	** **	** **	** **	83 24%	18 30%	100 25%
CHILD BULLIED ONLINE	26 6%	4 4%	5 4%	7 9%	10 9% e	9 4%	17 9% e	26 6%	23 7%	** **	** **	** **	23 7%	2 4%	26 6%
CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE	12 3%	1 1%	2 2%	3 3%	7 7% abe	3 1%	10 5% ae	12 3%	11 3%	** **	** **	** **	11 3%	1 2%	12 3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 440

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC50A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-	528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-	406	455	860	435	425	-	-	204	202	231	224
Total	678	-	323	355	678	339	339	-	-	159	164	181	175
Yes	127	-	33	93	127	58	69	-	-	18	16	40	54
	19%	-%	10%	26%	19%	17%	20%	-%	-%	11%	9%	22%	31%
				bd	b							ij	ijk
No	511	-	270	242	511	259	253	-	-	128	142	131	111
	75%	-%	84%	68%	75%	76%	75%	-%	-%	81%	86%	73%	63%
			cd		c					l	kl	l	
Prefer not to say	14	-	6	7	14	9	5	-	-	4	2	4	3
	2%	-%	2%	2%	2%	3%	2%	-%	-%	3%	1%	2%	2%
Don't know	26	-	14	12	26	14	12	-	-	9	5	6	7
	4%	-%	4%	4%	4%	4%	3%	-%	-%	6%	3%	3%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 440

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC50A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Yes	127 19%	36 22%	39 19%	25 20%	27 15%	75 20%	52 17%	127 19%	111 19%	9 16%	4 16%	2 18%	106 18%	21 21%	127 19%
No	511 75%	116 70%	156 75%	92 75%	147 81%	272 73%	240 79%	511 75%	431 74%	50 84%	20 76%	11 81%	437 75%	74 75%	511 75%
					ae		ae			h					
Prefer not to say	14 2%	4 2%	5 3%	1 1%	4 2%	9 2%	5 2%	14 2%	13 2%	- -%	1 3%	* 1%	13 2%	1 1%	14 2%
Don't know	26 4%	11 6%	9 4%	4 3%	3 2%	19 5%	7 2%	26 4%	24 4%	* 1%	1 5%	- -%	23 4%	3 3%	26 4%
		df				df			k		k		k		k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 441

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC50B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1112	-		528	584	1112	560	552	-	-	264	264	296	288
Effective Weighted Sample	860	-		406	455	860	435	425	-	-	204	202	231	224
Total	678	-		323	355	678	339	339	-	-	159	164	181	175
Yes	37	-		9	27	37	16	21	-	-	4	6	12	15
	5%	~a	b	3%	8%	5%	5%	6%	~g	~h	2%	3%	7%	9%
					b	b							i	ij
No	631	-		310	321	631	318	313	-	-	154	156	164	158
	93%	~a	b	96%	90%	93%	94%	92%	~g	~h	97%	95%	91%	90%
				cd							kl			
Prefer not to say	7	-		1	5	7	4	3	-	-	-	1	4	2
	1%	~a	b	*%	2%	1%	1%	1%	~g	~h	~i	1%	2%	1%
													i	
Don't know	4	-		2	1	4	2	2	-	-	1	1	1	1
	1%	~a	b	1%	*%	1%	1%	1%	~g	~h	1%	1%	*%	*%
TOTAL KNOW SOMEONE OR FEEL THEY HAVE BEEN BULLIED ONLINE	131	-		34	97	131	59	72	-	-	18	16	41	56
	19%	~a	b	11%	27%	19%	17%	21%	~g	~h	11%	10%	23%	32%
					bd	b							ij	ijk
CHILD BULLIED THROUGH MOBILE PHONE	20	-		4	16	20	6	14	-	-	1	3	5	11
	3%	~a	b	1%	5%	3%	2%	4%	~g	~h	*%	2%	3%	6%
					b			e						ij
CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE	12	-		2	10	12	3	9	-	-	*	2	3	7
	2%	~a	b	1%	3%	2%	1%	3%	~g	~h	*%	1%	2%	4%
					b			e						i

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 441

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC50B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1112	263	342	212	295	605	507	1112	722	137	125	128	912	200	1112
Effective Weighted Sample	860	209	267	160	224	477	383	860	674	116	120	121	723	138	860
Total	678	166	209	123	181	374	304	678	579	59	27	14	580	99	678
Yes	37 5%	7 4%	9 4%	9 7%	12 7%	16 4%	20 7%	37 5%	34 6%	2 3%	1 3%	* 3%	32 6%	4 4%	37 5%
No	631 93%	156 94%	194 93%	114 93%	168 93%	349 93%	282 93%	631 93%	535 93%	58 97%	25 94%	13 97%	537 93%	94 95%	631 93%
Prefer not to say	7 1%	1 1%	5 2% f	- -%	1 1%	6 2%	1 *%	7 1%	6 1%	- -%	* 2%	- -%	7 1%	- -%	7 1%
Don't know	4 1%	2 1% f	1 1%	* *%	- -%	3 1%	* *%	4 1%	3 1%	- -%	* 2%	- -%	3 1%	* *%	4 1%
TOTAL KNOW SOMEONE OR FEEL THEY HAVE BEEN BULLIED ONLINE	131 19%	36 22%	40 19%	25 20%	30 16%	76 20%	55 18%	131 19%	114 20%	10 16%	5 18%	2 18%	108 19%	23 23%	131 19%
CHILD BULLIED THROUGH MOBILE PHONE	20 3%	2 1%	3 1%	6 5% abe	8 5% be	5 1%	15 5% abe	20 3%	16 3%	3 5%	1 4%	* 2%	18 3%	2 2%	20 3%
CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE	12 2%	1 1%	2 1%	3 2%	7 4% abe	3 1%	10 3% ae	12 2%	11 2%	1 2%	* 1%	* 1%	11 2%	1 1%	12 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 442

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	598	-	-	598	598	301	297	-	-	-	-	301	297
Effective Weighted Sample	466	-	-	466	466	235	231	-	-	-	-	235	231
Total	364	-	-	364	364	184	180	-	-	-	-	184	180
Gossip being spread about someone online or through a text message	119 33%	- -%	- -%	119 33%	119 33%	55 30%	65 36%	- -%	- -%	- -%	- -%	55 30%	65 36%
Embarrassing pictures being posted of someone online or sent to other people against their wishes	51 14%	- -%	- -%	51 14%	51 14%	23 13%	27 15%	- -%	- -%	- -%	- -%	23 13%	27 15%
Another person pretending to be them online	40 11%	- -%	- -%	40 11%	40 11%	19 10%	21 12%	- -%	- -%	- -%	- -%	19 10%	21 12%
Another person using their password to get at their information	33 9%	- -%	- -%	33 9%	33 9%	16 9%	17 9%	- -%	- -%	- -%	- -%	16 9%	17 9%
Someone being picked on by other players in online games	27 8%	- -%	- -%	27 8%	27 8%	15 8%	12 7%	- -%	- -%	- -%	- -%	15 8%	12 7%
Seeing or receiving something troubling online like a scary video or comment or something that makes them feel scared	27 7%	- -%	- -%	27 7%	27 7%	9 5%	18 10%	- -%	- -%	- -%	- -%	9 5%	18 10%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 442

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	598	-	-	598	598	301	297	-	-	-	-	301	297
Effective Weighted Sample	466	-	-	466	466	235	231	-	-	-	-	235	231
Total	364	-	-	364	364	184	180	-	-	-	-	184	180
Seeing something of a sexual nature online or on a mobile phone	24 7%	- -%	- -%	24 7%	24 7%	7 4%	17 9% e	- -%	- -%	- -%	- -%	7 4%	17 9% k
Someone being cheated out of money online	14 4%	- -%	- -%	14 4%	14 4%	7 4%	7 4%	- -%	- -%	- -%	- -%	7 4%	7 4%
ANY OF THESE	150 41%	- -%	- -%	150 41%	150 41%	71 38%	79 44%	- -%	- -%	- -%	- -%	71 38%	79 44%
Don't know anyone who has experienced any of these things in the last year	159 44%	- -%	- -%	159 44%	159 44%	79 43%	80 44%	- -%	- -%	- -%	- -%	79 43%	80 44%
Prefer not to say	18 5%	- -%	- -%	18 5%	18 5%	12 7% f	5 3%	- -%	- -%	- -%	- -%	12 7% l	5 3%
Don't know	38 10%	- -%	- -%	38 10%	38 10%	21 12%	16 9%	- -%	- -%	- -%	- -%	21 12%	16 9%
KNOW OF SOMEONE BEING BULLIED THROUGH A MOBILE PHONE	80 22%	- -%	- -%	80 22%	80 22%	33 18%	48 26% e	- -%	- -%	- -%	- -%	33 18%	48 26% k
KNOW OF SOMEONE BEING BULLIED ONLINE	93 26%	- -%	- -%	93 26%	93 26%	40 22%	54 30% e	- -%	- -%	- -%	- -%	40 22%	54 30% k

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 442

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QC51 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	598	-	-	598	598	301	297	-	-	-	-	301	297
Effective Weighted Sample	466	-	-	466	466	235	231	-	-	-	-	235	231
Total	364	-	-	364	364	184	180	-	-	-	-	184	180
ANY OF THESE INCLUDING KNOWING OF BULLYING ONLINE OR THROUGH A MOBILE PHONE	167	-	-	167	167	78	89	-	-	-	-	78	89
	46%	-%	-%	46%	46%	43%	49%	-%	-%	-%	-%	43%	49%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 442

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QC51 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	598	149	184	106	159	333	265	598	384	76	69	69	494	104	598
Effective Weighted Sample	466	118	144	81	123	262	204	466	362	67	67	67	392	74	466
Total	364	92	110	64	98	201	162	364	309	33	15	7	310	54	364
Gossip being spread about someone online or through a text message	119 33%	31 33%	32 30%	30 46% bdeg	27 27%	63 31%	56 35%	119 33%	100 32%	** **	** **	** **	100 32%	19 35%	119 33%
Embarrassing pictures being posted of someone online or sent to other people against their wishes	51 14%	13 14%	12 11%	13 21%	12 12%	26 13%	25 15%	51 14%	43 14%	** **	** **	** **	43 14%	8 15%	51 14%
Another person pretending to be them online	40 11%	10 10%	9 9%	11 17% be	10 10%	19 9%	21 13%	40 11%	33 11%	** **	** **	** **	32 10%	8 15%	40 11%
Another person using their password to get at their information	33 9%	10 11% d	8 7%	11 17% bdefg	4 4%	18 9%	15 9%	33 9% d	29 9%	** **	** **	** **	28 9%	5 9%	33 9%
Someone being picked on by other players in online games	27 8%	6 7%	7 6%	8 12%	6 6%	13 7%	14 9%	27 8%	25 8%	** **	** **	** **	22 7%	5 10%	27 8%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 442

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QC51 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	598	149	184	106	159	333	265	598	384	76	69	69	494	104	598
Effective Weighted Sample	466	118	144	81	123	262	204	466	362	67	67	67	392	74	466
Total	364	92	110	64	98	201	162	364	309	33	15	7	310	54	364
Seeing or receiving something troubling online like a scary video or comment or something that makes them feel scared	27 7%	7 7%	6 5%	5 8%	9 10%	12 6%	14 9%	27 7%	24 8%	** **	** **	** **	24 8%	3 6%	27 7%
Seeing something of a sexual nature online or on a mobile phone	24 7%	8 9%	5 5%	5 7%	6 6%	14 7%	11 7%	24 7%	21 7%	** **	** **	** **	21 7%	4 7%	24 7%
Someone being cheated out of money online	14 4%	4 4%	4 4%	3 5%	3 4%	7 4%	7 4%	14 4%	13 4%	** **	** **	** **	13 4%	1 3%	14 4%
ANY OF THESE	150 41%	40 43%	41 38%	34 53%	34 35%	81 40%	69 42%	150 41%	128 41%	** **	** **	** **	127 41%	22 42%	150 41%
Don't know anyone who has experienced any of these things in the last year	159 44%	37 40%	51 46%	24 37%	48 49%	87 43%	71 44%	159 44%	131 43%	** **	** **	** **	133 43%	26 48%	159 44%
Prefer not to say	18 5%	5 6%	4 4%	1 2%	6 7%	10 5%	8 5%	18 5%	17 5%	** **	** **	** **	17 5%	1 2%	18 5%
Don't know	38 10%	10 11%	13 12%	5 8%	10 10%	23 11%	15 9%	38 10%	33 11%	** **	** **	** **	33 11%	4 8%	38 10%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 442

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	598	149	184	106	159	333	265	598	384	76	69	69	494	104	598
Effective Weighted Sample	466	118	144	81	123	262	204	466	362	67	67	67	392	74	466
Total	364	92	110	64	98	201	162	364	309	33	15	7	310	54	364
KNOW OF SOMEONE BEING BULLIED THROUGH A MOBILE PHONE	80 22%	17 19%	27 25%	19 30% d	16 17%	45 22%	36 22%	80 22%	66 21%	** **	** **	** **	69 22%	11 21%	80 22%
KNOW OF SOMEONE BEING BULLIED ONLINE	93 26%	25 28%	30 27%	22 34% d	17 17%	55 27% d	39 24%	93 26%	80 26%	** **	** **	** **	80 26%	14 25%	93 26%
ANY OF THESE INCLUDING KNOWING OF BULLYING ONLINE OR THROUGH A MOBILE PHONE	167 46%	45 49%	47 43%	37 57% bd	38 38%	93 46%	74 46%	167 46%	143 46%	** **	** **	** **	143 46%	24 46%	167 46%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 443

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52 (SHOWCARD) Again, please just read out the numbers from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	598	-	-	598	598	301	297	-	-	-	-	301	297
Effective Weighted Sample	466	-	-	466	466	235	231	-	-	-	-	235	231
Total	364	-	-	364	364	184	180	-	-	-	-	184	180
Gossip being spread about you online or through a text message	42	-	-	42	42	18	25	-	-	-	-	18	25
	12%	-%	-%	12%	12%	10%	14%	-%	-%	-%	-%	10%	14%
Embarrassing pictures being posted online or sent to other people against your wishes	16	-	-	16	16	6	10	-	-	-	-	6	10
	4%	-%	-%	4%	4%	3%	6%	-%	-%	-%	-%	3%	6%
Another person pretending to be you online	10	-	-	10	10	5	4	-	-	-	-	5	4
	3%	-%	-%	3%	3%	3%	2%	-%	-%	-%	-%	3%	2%
Being picked on by other players in online games	8	-	-	8	8	6	2	-	-	-	-	6	2
	2%	-%	-%	2%	2%	4%	1%	-%	-%	-%	-%	4%	1%
Another person using your password to get at your information	8	-	-	8	8	3	5	-	-	-	-	3	5
	2%	-%	-%	2%	2%	2%	3%	-%	-%	-%	-%	2%	3%
Seeing or receiving something troubling online like a scary video or comment or something that makes you feel scared	8	-	-	8	8	3	5	-	-	-	-	3	5
	2%	-%	-%	2%	2%	1%	3%	-%	-%	-%	-%	1%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 443

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QC52 (SHOWCARD) Again, please just read out the numbers from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	598	-	-	598	598	301	297	-	-	-	-	301	297
Effective Weighted Sample	466	-	-	466	466	235	231	-	-	-	-	235	231
Total	364	-	-	364	364	184	180	-	-	-	-	184	180
Seeing something of a sexual nature online or on a mobile phone	7	-	-	7	7	4	3	-	-	-	-	4	3
	2%	-%	-%	2%	2%	2%	2%	-%	-%	-%	-%	2%	2%
ANY OF THESE	56	-	-	56	56	25	32	-	-	-	-	25	32
	16%	-%	-%	16%	16%	13%	18%	-%	-%	-%	-%	13%	18%
I have not experienced any of these things in the last year	253	-	-	253	253	129	124	-	-	-	-	129	124
	70%	-%	-%	70%	70%	70%	69%	-%	-%	-%	-%	70%	69%
Prefer not to say	19	-	-	19	19	12	7	-	-	-	-	12	7
	5%	-%	-%	5%	5%	7%	4%	-%	-%	-%	-%	7%	4%
Don't know	35	-	-	35	35	18	17	-	-	-	-	18	17
	10%	-%	-%	10%	10%	10%	9%	-%	-%	-%	-%	10%	9%
PERSONAL EXPERIENCE OF BEING BULLIED THROUGH A MOBILE PHONE	16	-	-	16	16	5	11	-	-	-	-	5	11
	4%	-%	-%	4%	4%	3%	6%	-%	-%	-%	-%	3%	6%
PERSONAL EXPERIENCE OF BEING BULLIED ONLINE	27	-	-	27	27	12	15	-	-	-	-	12	15
	8%	-%	-%	8%	8%	7%	8%	-%	-%	-%	-%	7%	8%
ANY OF THESE INCLUDING EXPERIENCE OF BEING BULLIED ONLINE OR THROUGH A MOBILE PHONE	64	-	-	64	64	29	35	-	-	-	-	29	35
	18%	-%	-%	18%	18%	16%	20%	-%	-%	-%	-%	16%	20%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 443

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QC52 (SHOWCARD) Again, please just read out the numbers from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	598	149	184	106	159	333	265	598	384	76	69	69	494	104	598
Effective Weighted Sample	466	118	144	81	123	262	204	466	362	67	67	67	392	74	466
Total	364	92	110	64	98	201	162	364	309	33	15	7	310	54	364
Gossip being spread about you online or through a text message	42 12%	14 15%	9 9%	10 16%	9 9%	23 11%	19 12%	42 12%	36 12%	** **	** **	** **	38 12%	5 9%	42 12%
Embarrassing pictures being posted online or sent to other people against your wishes	16 4%	4 4%	4 3%	6 9% de	2 2%	7 4%	8 5%	16 4%	13 4%	** **	** **	** **	13 4%	3 5%	16 4%
Another person pretending to be you online	10 3%	2 2%	2 2%	2 3%	4 4%	3 2%	6 4%	10 3%	9 3%	** **	** **	** **	7 2%	2 4%	10 3%
Being picked on by other players in online games	8 2%	2 2%	1 1%	5 7% bdeg	1 1%	3 1%	6 3%	8 2%	8 3%	** **	** **	** **	8 2%	1 1%	8 2%
Another person using your password to get at your information	8 2%	2 3%	2 2%	3 5% d	* *% d	4 2%	3 2%	8 2%	7 2%	** **	** **	** **	8 2%	* *% d	8 2%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 443

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QC52 (SHOWCARD) Again, please just read out the numbers from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	598	149	184	106	159	333	265	598	384	76	69	69	494	104	598
Effective Weighted Sample	466	118	144	81	123	262	204	466	362	67	67	67	392	74	466
Total	364	92	110	64	98	201	162	364	309	33	15	7	310	54	364
Seeing or receiving something troubling online like a scary video or comment or something that makes you feel scared	8 2%	3 3%	1 1%	1 2%	2 3%	4 2%	4 2%	8 2%	8 2%	** **	** **	** **	7 2%	1 1%	8 2%
Seeing something of a sexual nature online or on a mobile phone	7 2%	4 4% f	2 2%	1 1%	1 1%	6 3%	1 1%	7 2%	6 2%	** **	** **	** **	5 2%	1 3%	7 2%
ANY OF THESE	56 16%	17 19% b	11 10%	15 23% b	13 13%	28 14%	28 17%	56 16%	49 16%	** **	** **	** **	48 16%	8 15%	56 16%
I have not experienced any of these things in the last year	253 70%	63 69%	80 73%	43 68%	67 68%	142 71%	110 68%	253 70%	212 69%	** **	** **	** **	212 69%	41 76%	253 70%
Prefer not to say	19 5%	4 4%	7 6%	2 3%	7 7%	11 5%	9 5%	19 5%	16 5%	** **	** **	** **	19 6%	* 1%	19 5%
Don't know	35 10%	8 8%	12 11%	4 6%	11 12%	20 10%	15 10%	35 10%	32 10%	** **	** **	** **	31 10%	5 9%	35 10%
PERSONAL EXPERIENCE OF BEING BULLIED THROUGH A MOBILE PHONE	16 4%	2 2%	2 2%	6 10% abeg	6 6%	4 2%	12 7% be	16 4%	12 4%	** **	** **	** **	14 5%	2 4%	16 4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 443

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QC52 (SHOWCARD) Again, please just read out the numbers from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone. (MULTI CODE)

Base : Children aged 12-15

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	598	149	184	106	159	333	265	598	384	76	69	69	494	104	598
Effective Weighted Sample	466	118	144	81	123	262	204	466	362	67	67	67	392	74	466
Total	364	92	110	64	98	201	162	364	309	33	15	7	310	54	364
PERSONAL EXPERIENCE OF BEING BULLIED ONLINE	27 8%	5 6%	7 6%	7 12%	8 8%	12 6%	15 9%	27 8%	25 8%	** **	** **	** **	24 8%	3 5%	27 8%
ANY OF THESE INCLUDING EXPERIENCE OF BEING BULLIED ONLINE OR THROUGH A MOBILE PHONE	64 18%	18 20%	13 12%	17 27% be	16 16%	31 15%	33 20% b	64 18%	55 18%	** **	** **	** **	56 18%	8 15%	64 18%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 444

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QC53 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 ~b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 ~i	FEMALE 8-11 ~j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Added people to your friends list or address book or contacts list that you've only had contact with online	27 8%	- -%	- -%	27 8%	27 8%	15 8%	12 7%	- -%	- -%	- -%	- -%	15 8%	12 7%
Asked a friend to remove a tag or comment they had made about you	24 7%	- -%	- -%	24 7%	24 7%	10 5%	14 8%	- -%	- -%	- -%	- -%	10 5%	14 8%
Been asked by a friend to remove a tag or comment you had made about them	14 4%	- -%	- -%	14 4%	14 4%	6 4%	8 5%	- -%	- -%	- -%	- -%	6 4%	8 5%
Sent personal information such as your full name, address or phone number to a person you've only had contact with online	13 4%	- -%	- -%	13 4%	13 4%	8 4%	5 3%	- -%	- -%	- -%	- -%	8 4%	5 3%
Sent a photo or video of yourself to a person that you've only had contact with online	10 3%	- -%	- -%	10 3%	10 3%	6 3%	4 2%	- -%	- -%	- -%	- -%	6 3%	4 2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 ~b	12-15 c	ALL 5-15 d	MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 ~i	FEMALE 8-11 ~j	MALE 12-15 k	FEMALE 12-15 l
Significance Level: 95%													
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Sent a photo or video of yourself to a friend that you now regret sending	9 2%	- -%	- -%	9 2%	9 2%	5 3%	3 2%	- -%	- -%	- -%	- -%	5 3%	3 2%
Used a proxy server to access particular sites or apps	4 1%	- -%	- -%	4 1%	4 1%	4 2% f	- -%	- -%	- -%	- -%	- -%	4 2% l	- -%
ANY OF THESE	58 16%	- -%	- -%	58 16%	58 16%	32 18%	26 15%	- -%	- -%	- -%	- -%	32 18%	26 15%
Have not done any of these things in the last year	252 71%	- -%	- -%	252 71%	252 71%	121 67%	131 75%	- -%	- -%	- -%	- -%	121 67%	131 75%
ANY OF THESE - EXCLUDING ASKED A FRIEND TO REMOVE A TAG OR COMMENT	49 14%	- -%	- -%	49 14%	49 14%	29 16%	20 11%	- -%	- -%	- -%	- -%	29 16%	20 11%
Prefer not to say	17 5%	- -%	- -%	17 5%	17 5%	10 6%	7 4%	- -%	- -%	- -%	- -%	10 6%	7 4%
Don't know	28 8%	- -%	- -%	28 8%	28 8%	16 9%	11 6%	- -%	- -%	- -%	- -%	16 9%	11 6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QC53 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Added people to your friends list or address book or contacts list that you've only had contact with online	27 8%	8 8%	8 7%	7 11%	5 5%	15 8%	12 8%	27 8%	25 8%	** **	** **	** **	24 8%	** **	27 8%
Asked a friend to remove a tag or comment they had made about you	24 7%	7 8%	5 4%	10 15% bdeg	3 3%	11 6%	12 8%	24 7%	20 7%	** **	** **	** **	17 6%	** **	24 7%
Been asked by a friend to remove a tag or comment you had made about them	14 4%	3 3%	3 2%	5 7%	5 5%	5 3%	9 6%	14 4%	13 4%	** **	** **	** **	12 4%	** **	14 4%
Sent personal information such as your full name, address or phone number to a person you've only had contact with online	13 4%	4 4%	6 6%	2 3%	1 1%	10 5%	3 2%	13 4%	13 4%	** **	** **	** **	12 4%	** **	13 4%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	N IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Sent a photo or video of yourself to a person that you've only had contact with online	10 3%	2 2%	4 4%	2 3%	2 2%	6 3%	4 2%	10 3%	9 3%	** **	** **	** **	9 3%	** **	10 3%
Sent a photo or video of yourself to a friend that you now regret sending	9 2%	- -%	5 4% a	3 5% a	1 1%	5 2%	4 3%	9 2%	7 2%	** **	** **	** **	8 3%	** **	9 2%
Used a proxy server to access particular sites or apps	4 1%	2 2%	1 1%	1 2%	- -%	3 2%	1 1%	4 1%	4 1%	** **	** **	** **	3 1%	** **	4 1%
ANY OF THESE	58 16%	17 19%	16 15%	14 23% d	11 12%	33 16%	25 16%	58 16%	52 17%	** **	** **	** **	48 16%	** **	58 16%
Have not done any of these things in the last year	252 71%	64 70%	80 73%	42 66%	67 72%	144 72%	108 70%	252 71%	210 70%	** **	** **	** **	212 70%	** **	252 71%
ANY OF THESE - EXCLUDING ASKED A FRIEND TO REMOVE A TAG OR COMMENT	49 14%	14 15%	16 14%	11 18%	9 9%	29 15%	20 13%	49 14%	44 15%	** **	** **	** **	43 14%	** **	49 14%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QC53 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Prefer not to say	17	3	5	3	6	8	9	17	15	**	**	**	17	**	17
	5%	3%	5%	4%	7%	4%	6%	5%	5%	**	**	**	6%	**	5%
Don't know	28	7	9	4	8	15	12	28	25	**	**	**	27	**	28
	8%	8%	8%	7%	9%	8%	8%	8%	8%	**	**	**	9%	**	8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 445

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC54 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the numbers on the card if you know how to do this. (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Block messages from someone you don't want to hear from	174	-	-	174	174	88	86	-	-	-	-	88	86
	49%	-%	-%	49%	49%	49%	49%	-%	-%	-%	-%	49%	49%
Change the settings so fewer people can view your social media profile	120	-	-	120	120	55	65	-	-	-	-	55	65
	34%	-%	-%	34%	34%	31%	37%	-%	-%	-%	-%	31%	37%
Delete the 'history' records of which websites you have visited	116	-	-	116	116	55	61	-	-	-	-	55	61
	33%	-%	-%	33%	33%	30%	35%	-%	-%	-%	-%	30%	35%
Block junk email or spam	112	-	-	112	112	55	58	-	-	-	-	55	58
	32%	-%	-%	32%	32%	30%	33%	-%	-%	-%	-%	30%	33%
Report something online that you found upsetting	108	-	-	108	108	49	59	-	-	-	-	49	59
	30%	-%	-%	30%	30%	27%	34%	-%	-%	-%	-%	27%	34%
Block pop-up adverts	91	-	-	91	91	48	43	-	-	-	-	48	43
	26%	-%	-%	26%	26%	26%	25%	-%	-%	-%	-%	26%	25%
Amend the settings to use a web browser in privacy mode/ in private browsing	77	-	-	77	77	36	41	-	-	-	-	36	41
	22%	-%	-%	22%	22%	20%	23%	-%	-%	-%	-%	20%	23%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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QC54 (SHOWCARD) Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the numbers on the card if you know how to do this. (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Unset any filters or controls that are there to stop certain websites being viewed	41	-	-	41	41	24	17	-	-	-	-	24	17
	11%	-%	-%	11%	11%	13%	10%	-%	-%	-%	-%	13%	10%
ANY OF THESE	218	-	-	218	218	107	111	-	-	-	-	107	111
	61%	-%	-%	61%	61%	59%	64%	-%	-%	-%	-%	59%	64%
ANY SAFETY MEASURES	215	-	-	215	215	106	109	-	-	-	-	106	109
	60%	-%	-%	60%	60%	58%	62%	-%	-%	-%	-%	58%	62%
ANY 'RISKY' MEASURES	131	-	-	131	131	62	69	-	-	-	-	62	69
	37%	-%	-%	37%	37%	34%	40%	-%	-%	-%	-%	34%	40%
None of these	110	-	-	110	110	60	49	-	-	-	-	60	49
	31%	-%	-%	31%	31%	33%	28%	-%	-%	-%	-%	33%	28%
Prefer not to say	9	-	-	9	9	3	5	-	-	-	-	3	5
	2%	-%	-%	2%	2%	2%	3%	-%	-%	-%	-%	2%	3%
Don't know	19	-	-	19	19	10	9	-	-	-	-	10	9
	5%	-%	-%	5%	5%	5%	5%	-%	-%	-%	-%	5%	5%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

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Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Block messages from someone you don't want to hear from	174 49%	47 52%	58 53%	30 47%	40 43%	105 53%	69 45%	174 49%	148 49%	** **	** **	** **	145 48%	** **	174 49%
Change the settings so fewer people can view your social media profile	120 34%	33 37% d	40 37% d	26 41% d	20 22%	74 37% d	46 30%	120 34% d	102 34%	** **	** **	** **	100 33%	** **	120 34%
Delete the 'history' records of which websites you have visited	116 33%	36 40% d	32 29%	25 39% d	23 25%	68 34%	48 31%	116 33%	96 32%	** **	** **	** **	98 32%	** **	116 33%
Block junk email or spam	112 32%	34 37% d	35 32%	22 35%	21 23%	69 34% d	44 28%	112 32%	95 32%	** **	** **	** **	97 32%	** **	112 32%
Report something online that you found upsetting	108 30%	26 29%	35 32%	24 38% d	22 24%	61 31%	46 30%	108 30%	92 31%	** **	** **	** **	87 29%	** **	108 30%
Block pop-up adverts	91 26%	30 33% b	23 21%	18 29%	20 22%	52 26%	38 25%	91 26%	78 26%	** **	** **	** **	75 25%	** **	91 26%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

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Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Amend the settings to use a web browser in privacy mode/ in private browsing	77 22%	21 23%	25 23%	14 22%	17 18%	46 23%	31 20%	77 22%	63 21%	** **	** **	** **	62 20%	** **	77 22%
Unset any filters or controls that are there to stop certain websites being viewed	41 11%	8 9%	12 11%	9 14%	12 13%	20 10%	21 13%	41 11%	33 11%	** **	** **	** **	34 11%	** **	41 11%
ANY OF THESE	218 61%	60 66%	69 63%	40 63%	49 53%	129 65%	89 57%	218 61%	188 62%	** **	** **	** **	184 61%	** **	218 61%
ANY SAFETY MEASURES	215 60%	58 64%	68 62%	39 62%	49 53%	127 63%	88 57%	215 60%	185 61%	** **	** **	** **	181 60%	** **	215 60%
ANY 'RISKY' MEASURES	131 37%	38 42%	41 37%	26 41%	27 29%	78 39%	53 34%	131 37%	111 37%	** **	** **	** **	111 36%	** **	131 37%
None of these	110 31%	24 26%	32 29%	21 33%	34 37%	55 28%	54 35%	110 31%	89 29%	** **	** **	** **	93 31%	** **	110 31%
Prefer not to say	9 2%	2 2%	1 1%	2 3%	4 4%	3 1%	6 4%	9 2%	8 3%	** **	** **	** **	9 3%	** **	9 2%
Don't know	19 5%	6 6%	7 7%	1 2%	5 6%	13 6%	6 4%	19 5%	16 5%	** **	** **	** **	18 6%	** **	19 5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 446

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55 (SHOWCARD) And are there any things on this list that you personally have done online in the last year? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Block messages from someone you don't want to hear from	81 23%	- -%	- -%	81 23%	81 23%	42 23%	39 22%	- -%	- -%	- -%	- -%	42 23%	39 22%
Block junk email or spam	57 16%	- -%	- -%	57 16%	57 16%	31 17%	27 15%	- -%	- -%	- -%	- -%	31 17%	27 15%
Block pop-up adverts	47 13%	- -%	- -%	47 13%	47 13%	29 16%	18 11%	- -%	- -%	- -%	- -%	29 16%	18 11%
Change the settings so fewer people can view your social media profile	46 13%	- -%	- -%	46 13%	46 13%	22 12%	24 14%	- -%	- -%	- -%	- -%	22 12%	24 14%
Delete the 'history' records of which websites you have visited	44 12%	- -%	- -%	44 12%	44 12%	20 11%	24 13%	- -%	- -%	- -%	- -%	20 11%	24 13%
Report something online that you found upsetting	26 7%	- -%	- -%	26 7%	26 7%	10 5%	16 9%	- -%	- -%	- -%	- -%	10 5%	16 9%
Amend the settings to use a web browser in privacy mode/ in private browsing	21 6%	- -%	- -%	21 6%	21 6%	13 7%	7 4%	- -%	- -%	- -%	- -%	13 7%	7 4%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 446

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55 (SHOWCARD) And are there any things on this list that you personally have done online in the last year? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	584	-	-	584	584	296	288	-	-	-	-	296	288
Effective Weighted Sample	455	-	-	455	455	231	224	-	-	-	-	231	224
Total	355	-	-	355	355	181	175	-	-	-	-	181	175
Unset any filters or controls that are there to stop certain websites being viewed	9	-	-	9	9	8	2	-	-	-	-	8	2
	3%	-%	-%	3%	3%	4% f	1%	-%	-%	-%	-%	4% l	1%
ANY OF THESE	153	-	-	153	153	76	77	-	-	-	-	76	77
	43%	-%	-%	43%	43%	42%	44%	-%	-%	-%	-%	42%	44%
ANY SAFETY MEASURES	141	-	-	141	141	72	69	-	-	-	-	72	69
	40%	-%	-%	40%	40%	40%	39%	-%	-%	-%	-%	40%	39%
ANY 'RISKY' MEASURES	58	-	-	58	58	30	29	-	-	-	-	30	29
	16%	-%	-%	16%	16%	16%	16%	-%	-%	-%	-%	16%	16%
None of these	171	-	-	171	171	88	83	-	-	-	-	88	83
	48%	-%	-%	48%	48%	49%	47%	-%	-%	-%	-%	49%	47%
Prefer not to say	10	-	-	10	10	5	5	-	-	-	-	5	5
	3%	-%	-%	3%	3%	3%	3%	-%	-%	-%	-%	3%	3%
Don't know	22	-	-	22	22	12	10	-	-	-	-	12	10
	6%	-%	-%	6%	6%	7%	6%	-%	-%	-%	-%	7%	6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 446

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55 (SHOWCARD) And are there any things on this list that you personally have done online in the last year? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Block messages from someone you don't want to hear from	81 23%	21 23%	28 25%	16 25%	17 18%	48 24%	33 21%	81 23%	66 22%	** **	** **	** **	68 22%	** **	81 23%
Block junk email or spam	57 16%	21 24% df	17 15%	13 20% d	7 7%	38 19% d	19 12%	57 16% d	49 16%	** **	** **	** **	48 16%	** **	57 16%
Block pop-up adverts	47 13%	19 21% bdfg	10 9%	12 18% bd	7 8%	28 14%	19 12%	47 13%	39 13%	** **	** **	** **	39 13%	** **	47 13%
Change the settings so fewer people can view your social media profile	46 13%	19 21% bdfg	13 12%	8 13%	5 6%	32 16% df	14 9%	46 13% d	39 13%	** **	** **	** **	38 13%	** **	46 13%
Delete the 'history' records of which websites you have visited	44 12%	14 15% d	13 12%	11 17% d	6 6%	27 14% d	16 11%	44 12%	35 12%	** **	** **	** **	34 11%	** **	44 12%
Report something online that you found upsetting	26 7%	9 10% b	4 4%	7 12% b	5 6%	14 7%	12 8%	26 7%	24 8%	** **	** **	** **	21 7%	** **	26 7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 446

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55 (SHOWCARD) And are there any things on this list that you personally have done online in the last year? (MULTI CODE)

Base : Children aged 12-15 who go online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	584	148	183	103	150	331	253	584	374	75	68	67	485	99	584
Effective Weighted Sample	455	117	143	80	115	261	194	455	353	66	66	65	384	72	455
Total	355	91	109	63	92	200	155	355	302	32	14	7	304	51	355
Amend the settings to use a web browser in privacy mode/ in private browsing	21 6%	7 8% d	9 8% d	4 6%	1 2%	16 8% d	5 3%	21 6%	18 6%	** **	** **	** **	16 5%	** **	21 6%
Unset any filters or controls that are there to stop certain websites being viewed	9 3%	3 3%	2 2%	3 5%	1 2%	5 2%	5 3%	9 3%	8 3%	** **	** **	** **	8 3%	** **	9 3%
ANY OF THESE	153 43%	45 50% df	51 46% d	28 45% d	28 31%	96 48% df	56 36%	153 43% d	130 43%	** **	** **	** **	129 43%	** **	153 43%
ANY SAFETY MEASURES	141 40%	43 47% df	45 41%	26 41%	27 30%	88 44% df	53 34%	141 40% d	120 40%	** **	** **	** **	120 39%	** **	141 40%
ANY 'RISKY' MEASURES	58 16%	19 20% d	20 19% d	12 20% d	7 8%	39 19% d	20 13%	58 16% d	49 16%	** **	** **	** **	46 15%	** **	58 16%
None of these	171 48%	37 41%	49 45%	32 51%	52 56% ae	87 43%	84 54% ae	171 48%	143 47%	** **	** **	** **	143 47%	** **	171 48%
Prefer not to say	10 3%	2 3%	2 2%	2 3%	4 4%	5 2%	6 4%	10 3%	10 3%	** **	** **	** **	10 3%	** **	10 3%
Don't know	22 6%	6 6%	7 7%	1 2%	8 9%	13 6%	9 6%	22 6%	19 6%	** **	** **	** **	21 7%	** **	22 6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 447

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56 (SHOWCARD) Which, if any, of these ways do you learn about using the internet, and using technology like smartphones, tablets, Smart TVs and so on? (MULTI CODE)

Base : Children aged 8-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1207	-		609	598	1207	612	595	-	-	311	298	301	297
Effective Weighted Sample	929	-		464	466	929	474	455	-	-	239	225	235	231
Total	727	-		364	364	727	367	360	-	-	183	180	184	180
From school	451	-		243	208	451	227	224	-	-	128	115	99	109
	62%	~a		67%	57%	62%	62%	62%	~g	~h	70%	64%	54%	61%
				c							kl	k		
From your parents	390	-		217	173	390	188	202	-	-	107	110	81	91
	54%	~a		60%	47%	54%	51%	56%	~g	~h	58%	61%	44%	51%
				cd		c					k	kl		
From friends	357	-		140	216	357	176	181	-	-	71	69	105	111
	49%	~a		39%	59%	49%	48%	50%	~g	~h	39%	38%	57%	62%
					bd	b							ij	ij
On your own, through trial & error or self-taught	130	-		34	96	130	70	60	-	-	22	12	48	48
	18%	~a		9%	26%	18%	19%	17%	~g	~h	12%	7%	26%	27%
					bd	b					j		ij	ij
From your brothers or sisters	125	-		52	73	125	59	66	-	-	29	23	29	43
	17%	~a		14%	20%	17%	16%	18%	~g	~h	16%	13%	16%	24%
					b									ijk
From YouTube videos	82	-		24	58	82	46	36	-	-	15	10	31	27
	11%	~a		7%	16%	11%	13%	10%	~g	~h	8%	5%	17%	15%
					bd	b							ij	ij
From search engines like Google	82	-		24	58	82	48	35	-	-	14	10	33	25
	11%	~a		7%	16%	11%	13%	10%	~g	~h	8%	5%	18%	14%
					bd	b							ij	ij
From TV programmes	73	-		32	41	73	32	41	-	-	13	19	19	22
	10%	~a		9%	11%	10%	9%	11%	~g	~h	7%	11%	10%	12%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 447

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56 (SHOWCARD) Which, if any, of these ways do you learn about using the internet, and using technology like smartphones, tablets, Smart TVs and so on? (MULTI CODE)

Base : Children aged 8-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	1207	-	609	598	1207	612	595	-	-	311	298	301	297
Effective Weighted Sample	929	-	464	466	929	474	455	-	-	239	225	235	231
Total	727	-	364	364	727	367	360	-	-	183	180	184	180
From the manual or instructions	51	-	13	38	51	27	24	-	-	10	3	18	20
	7%	-%	4%	10%	7%	7%	7%	-%	-%	5%	2%	10%	11%
				bd	b					j		j	ij
From suppliers or shops selling the technology	33	-	4	29	33	20	13	-	-	3	2	18	11
	5%	-%	1%	8%	5%	6%	4%	-%	-%	2%	1%	10%	6%
				bd	b							ij	ij
Other	3	-	3	1	3	1	2	-	-	1	2	-	1
	*%	-%	1%	*%	*%	*%	1%	-%	-%	1%	1%	-%	*%
ANY WAYS OF LEARNING	695	-	344	351	695	354	341	-	-	176	168	178	173
	96%	-%	94%	97%	96%	97%	95%	-%	-%	96%	93%	97%	96%
												j	
Don't learn about this	19	-	13	6	19	9	10	-	-	5	8	3	2
	3%	-%	4%	2%	3%	2%	3%	-%	-%	3%	4%	2%	1%
			c										
Don't know	13	-	7	6	13	4	9	-	-	2	5	2	4
	2%	-%	2%	2%	2%	1%	2%	-%	-%	1%	3%	1%	2%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 447

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QC56 (SHOWCARD) Which, if any, of these ways do you learn about using the internet, and using technology like smartphones, tablets, Smart TVs and so on? (MULTI CODE)

Base : Children aged 8-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1207	270	356	231	350	626	581	1207	776	155	139	137	989	218	1207
Effective Weighted Sample	929	215	279	172	264	493	436	929	723	131	133	130	784	148	929
Total	727	169	217	131	209	387	340	727	618	65	29	15	623	104	727
From school	451	115	131	70	136	246	205	451	396	30	15	10	389	62	451
	62%	68%	60%	53%	65%	64%	60%	62%	64%	46%	52%	66%	63%	59%	62%
		c			c	c		c	ij			ij	ij	i	ij
From your parents	390	114	122	59	95	236	154	390	335	32	17	6	336	54	390
	54%	67%	56%	45%	46%	61%	45%	54%	54%	49%	58%	38%	54%	51%	54%
		bcd	cd			cd		cd	k		k		k	k	k
From friends	357	88	109	58	101	197	159	357	309	29	13	5	311	46	357
	49%	52%	50%	44%	48%	51%	47%	49%	50%	45%	46%	36%	50%	44%	49%
									k				k		k
On your own, through trial & error or self-taught	130	35	42	27	26	78	53	130	108	15	6	2	107	23	130
	18%	21%	19%	21%	12%	20%	15%	18%	17%	23%	21%	12%	17%	22%	18%
		d	d	d		d		d		k			k		
From your brothers or sisters	125	29	36	18	43	65	60	125	110	8	5	2	106	19	125
	17%	17%	16%	13%	20%	17%	18%	17%	18%	12%	16%	17%	17%	18%	17%
From YouTube videos	82	24	29	13	17	53	29	82	76	3	2	1	73	10	82
	11%	14%	13%	10%	8%	14%	9%	11%	12%	4%	9%	9%	12%	9%	11%
		df	df			df			i				i		i
From search engines like Google	82	20	24	17	21	44	38	82	74	3	3	1	76	6	82
	11%	12%	11%	13%	10%	11%	11%	11%	12%	5%	12%	8%	12%	6%	11%
									im				im		im
From TV programmes	73	24	23	11	15	47	26	73	69	1	2	1	63	10	73
	10%	14%	10%	8%	7%	12%	8%	10%	11%	2%	6%	8%	10%	10%	10%
		df				df			i			i	i	i	i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 447

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56 (SHOWCARD) Which, if any, of these ways do you learn about using the internet, and using technology like smartphones, tablets, Smart TVs and so on? (MULTI CODE)

Base : Children aged 8-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1207	270	356	231	350	626	581	1207	776	155	139	137	989	218	1207
Effective Weighted Sample	929	215	279	172	264	493	436	929	723	131	133	130	784	148	929
Total	727	169	217	131	209	387	340	727	618	65	29	15	623	104	727
From the manual or instructions	51	14	23	4	9	37	14	51	47	2	1	1	45	6	51
	7%	8%	11%	3%	4%	10%	4%	7%	8%	3%	3%	4%	7%	6%	7%
		cf	cdf			cdf		f	j				j		
From suppliers or shops selling the technology	33	9	14	6	4	23	10	33	31	1	1	1	28	5	33
	5%	6%	6%	4%	2%	6%	3%	5%	5%	2%	2%	4%	4%	5%	5%
		d	df			df									
Other	3	*	2	-	1	2	1	3	3	*	-	-	3	*	3
	*%	*%	1%	-%	1%	1%	*%	*%	*%	*%	-%	-%	*%	*%	*%
ANY WAYS OF LEARNING	695	165	210	124	196	375	320	695	592	61	28	14	592	103	695
	96%	97%	97%	95%	94%	97%	94%	96%	96%	94%	95%	96%	95%	99%	96%
						df							ijl		
Don't learn about this	19	1	5	4	9	6	13	19	14	3	1	*	18	1	19
	3%	1%	2%	3%	4%	2%	4%	3%	2%	5%	3%	3%	3%	1%	3%
					ae		a			m					
Don't know	13	3	2	3	5	5	8	13	11	1	1	*	13	*	13
	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	*%	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 448

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. IF YES - Which lessons are those? (MULTI CODE)

Base : Children aged 12-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	598	-	-	598	598	301	297	-	-	-	-	301	297
Effective Weighted Sample	466	-	-	466	466	235	231	-	-	-	-	235	231
Total	364	-	-	364	364	184	180	-	-	-	-	184	180
ICT/ computer studies	136	-	-	136	136	71	65	-	-	-	-	71	65
	37%	-%	-%	37%	37%	38%	36%	-%	-%	-%	-%	38%	36%
Media Studies	59	-	-	59	59	30	29	-	-	-	-	30	29
	16%	-%	-%	16%	16%	16%	16%	-%	-%	-%	-%	16%	16%
English	41	-	-	41	41	22	19	-	-	-	-	22	19
	11%	-%	-%	11%	11%	12%	10%	-%	-%	-%	-%	12%	10%
Citizenship	14	-	-	14	14	8	6	-	-	-	-	8	6
	4%	-%	-%	4%	4%	4%	4%	-%	-%	-%	-%	4%	4%
Sociology	7	-	-	7	7	4	2	-	-	-	-	4	2
	2%	-%	-%	2%	2%	2%	1%	-%	-%	-%	-%	2%	1%
Other	6	-	-	6	6	3	3	-	-	-	-	3	3
	2%	-%	-%	2%	2%	2%	2%	-%	-%	-%	-%	2%	2%
ANY LESSONS ABOUT TV	195	-	-	195	195	98	97	-	-	-	-	98	97
	54%	-%	-%	54%	54%	53%	54%	-%	-%	-%	-%	53%	54%
No, do not	155	-	-	155	155	79	76	-	-	-	-	79	76
	43%	-%	-%	43%	43%	43%	42%	-%	-%	-%	-%	43%	42%
Don't know	14	-	-	14	14	7	7	-	-	-	-	7	7
	4%	-%	-%	4%	4%	4%	4%	-%	-%	-%	-%	4%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 448

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. IF YES - Which lessons are those? (MULTI CODE)

Base : Children aged 12-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	598	149	184	106	159	333	265	598	384	76	69	69	494	104	598
Effective Weighted Sample	466	118	144	81	123	262	204	466	362	67	67	67	392	74	466
Total	364	92	110	64	98	201	162	364	309	33	15	7	310	54	364
ICT/ computer studies	136	35	40	23	38	75	61	136	119	**	**	**	120	16	136
	37%	38%	36%	36%	39%	37%	38%	37%	38%	**	**	**	39%	30%	37%
Media Studies	59	16	17	9	16	33	26	59	49	**	**	**	53	6	59
	16%	17%	16%	15%	17%	16%	16%	16%	16%	**	**	**	17%	11%	16%
English	41	8	13	9	12	21	20	41	34	**	**	**	36	5	41
	11%	8%	12%	13%	12%	10%	12%	11%	11%	**	**	**	12%	9%	11%
Citizenship	14	3	3	3	6	5	9	14	14	**	**	**	11	3	14
	4%	3%	3%	4%	6%	3%	5%	4%	4%	**	**	**	4%	5%	4%
Sociology	7	3	2	1	1	5	2	7	6	**	**	**	6	1	7
	2%	3%	1%	2%	1%	2%	1%	2%	2%	**	**	**	2%	1%	2%
Other	6	1	2	3	-	3	3	6	4	**	**	**	5	*	6
	2%	2%	1%	4%	-%	1%	2%	2%	1%	**	**	**	2%	1%	2%
				d											
ANY LESSONS ABOUT TV	195	48	60	35	51	109	86	195	165	**	**	**	171	23	195
	54%	53%	55%	55%	52%	54%	53%	54%	53%	**	**	**	55%	44%	54%
No, do not	155	39	45	28	43	84	71	155	131	**	**	**	126	29	155
	43%	42%	41%	43%	44%	42%	44%	43%	43%	**	**	**	41%	55%	43%
													l		
Don't know	14	4	4	1	4	9	5	14	12	**	**	**	13	1	14
	4%	5%	4%	2%	4%	4%	3%	4%	4%	**	**	**	4%	2%	4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 449

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58 Do any of your lessons at school teach you about the internet? Like how it works or how to use it? IF YES - Which lessons are those? (MULTI CODE)

Base : Children aged 12-15

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	598	-	-	598	598	301	297	-	-	-	-	301	297
Effective Weighted Sample	466	-	-	466	466	235	231	-	-	-	-	235	231
Total	364	-	-	364	364	184	180	-	-	-	-	184	180
ICT/ computer studies	281	-	-	281	281	144	137	-	-	-	-	144	137
	77%	-%	-%	77%	77%	78%	76%	-%	-%	-%	-%	78%	76%
Media Studies	34	-	-	34	34	16	18	-	-	-	-	16	18
	9%	-%	-%	9%	9%	8%	10%	-%	-%	-%	-%	8%	10%
English	29	-	-	29	29	13	15	-	-	-	-	13	15
	8%	-%	-%	8%	8%	7%	8%	-%	-%	-%	-%	7%	8%
Citizenship	17	-	-	17	17	8	9	-	-	-	-	8	9
	5%	-%	-%	5%	5%	4%	5%	-%	-%	-%	-%	4%	5%
Sociology	8	-	-	8	8	4	4	-	-	-	-	4	4
	2%	-%	-%	2%	2%	2%	2%	-%	-%	-%	-%	2%	2%
Other	8	-	-	8	8	4	4	-	-	-	-	4	4
	2%	-%	-%	2%	2%	2%	2%	-%	-%	-%	-%	2%	2%
ANY LESSONS ABOUT THE INTERNET	311	-	-	311	311	158	153	-	-	-	-	158	153
	86%	-%	-%	86%	86%	86%	85%	-%	-%	-%	-%	86%	85%
No, do not	46	-	-	46	46	23	24	-	-	-	-	23	24
	13%	-%	-%	13%	13%	12%	13%	-%	-%	-%	-%	12%	13%
Don't know	6	-	-	6	6	3	3	-	-	-	-	3	3
	2%	-%	-%	2%	2%	2%	2%	-%	-%	-%	-%	2%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 449

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58 Do any of your lessons at school teach you about the internet? Like how it works or how to use it? IF YES - Which lessons are those? (MULTI CODE)

Base : Children aged 12-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	598	149	184	106	159	333	265	598	384	76	69	69	494	104	598
Effective Weighted Sample	466	118	144	81	123	262	204	466	362	67	67	67	392	74	466
Total	364	92	110	64	98	201	162	364	309	33	15	7	310	54	364
ICT/ computer studies	281	68	86	53	74	154	126	281	239	**	**	**	238	42	281
	77%	75%	78%	82%	75%	77%	78%	77%	77%	**	**	**	77%	79%	77%
Media Studies	34	5	10	6	12	16	18	34	30	**	**	**	30	4	34
	9%	6%	9%	10%	12%	8%	11%	9%	10%	**	**	**	10%	7%	9%
English	29	5	7	7	9	12	17	29	25	**	**	**	26	3	29
	8%	5%	7%	11%	10%	6%	10%	8%	8%	**	**	**	8%	5%	8%
Citizenship	17	4	6	2	5	9	8	17	15	**	**	**	13	4	17
	5%	4%	5%	4%	5%	5%	5%	5%	5%	**	**	**	4%	8%	5%
Sociology	8	2	4	2	-	6	2	8	8	**	**	**	6	2	8
	2%	2%	4%	3%	-%	3%	1%	2%	2%	**	**	**	2%	3%	2%
			d			d									
Other	8	3	3	1	1	6	2	8	6	**	**	**	6	2	8
	2%	4%	3%	2%	1%	3%	1%	2%	2%	**	**	**	2%	4%	2%
ANY LESSONS ABOUT THE INTERNET	311	76	95	58	82	171	140	311	266	**	**	**	265	46	311
	86%	83%	87%	90%	83%	85%	86%	86%	86%	**	**	**	85%	86%	86%
No, do not	46	13	13	6	14	26	20	46	38	**	**	**	39	8	46
	13%	14%	12%	10%	15%	13%	13%	13%	12%	**	**	**	13%	14%	13%
Don't know	6	3	1	-	2	4	2	6	5	**	**	**	6	-	6
	2%	3%	1%	-%	2%	2%	1%	2%	2%	**	**	**	2%	-%	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 450

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. (SINGLE CODE)

Base : Children aged 8-11

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	~c	d	e	f	~g	~h	i	j	~k	~l
Unweighted total	609	-	609	-	609	311	298	-	-	311	298	-	-
Effective Weighted Sample	464	-	464	-	464	239	225	-	-	239	225	-	-
Total	364	-	364	-	364	183	180	-	-	183	180	-	-
Yes	119	-	119	-	119	65	54	-	-	65	54	-	-
	33%	-%	33%	-%	33%	35%	30%	-%	-%	35%	30%	-%	-%
No	235	-	235	-	235	114	121	-	-	114	121	-	-
	65%	-%	65%	-%	65%	62%	67%	-%	-%	62%	67%	-%	-%
Don't know	9	-	9	-	9	5	5	-	-	5	5	-	-
	3%	-%	3%	-%	3%	3%	3%	-%	-%	3%	3%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 450

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. (SINGLE CODE)

Base : Children aged 8-11

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Significance Level: 95%															
Unweighted total	609	121	172	125	191	293	316	609	392	79	70	68	495	114	609
Effective Weighted Sample	464	97	135	91	142	232	232	464	361	64	67	63	392	73	464
Total	364	78	108	67	111	186	178	364	309	33	15	7	313	50	364
Yes	119	31	34	22	33	65	54	119	105	**	**	**	106	13	119
	33%	40%	31%	32%	30%	35%	31%	33%	34%	**	**	**	34%	25%	33%
No	235	45	70	44	76	115	121	235	197	**	**	**	199	36	235
	65%	57%	65%	66%	69%	62%	68%	65%	64%	**	**	**	64%	72%	65%
Don't know	9	2	4	1	2	6	3	9	7	**	**	**	8	2	9
	3%	3%	4%	2%	2%	3%	2%	3%	2%	**	**	**	2%	3%	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 451

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60 Do any of your lessons at school teach you about the internet? For example, how the internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see. (SINGLE CODE)

Base : Children aged 8-11

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	~c	d	e	f	~g	~h	i	j	~k	~l
Unweighted total	609	-	609	-	609	311	298	-	-	311	298	-	-
Effective Weighted Sample	464	-	464	-	464	239	225	-	-	239	225	-	-
Total	364	-	364	-	364	183	180	-	-	183	180	-	-
Yes	253	-	253	-	253	130	123	-	-	130	123	-	-
	70%	-%	70%	-%	70%	71%	68%	-%	-%	71%	68%	-%	-%
No	105	-	105	-	105	50	54	-	-	50	54	-	-
	29%	-%	29%	-%	29%	28%	30%	-%	-%	28%	30%	-%	-%
Don't know	6	-	6	-	6	2	3	-	-	2	3	-	-
	2%	-%	2%	-%	2%	1%	2%	-%	-%	1%	2%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 451

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60 Do any of your lessons at school teach you about the internet? For example, how the internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see. (SINGLE CODE)

Base : Children aged 8-11

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	609	121	172	125	191	293	316	609	392	79	70	68	495	114	609
Effective Weighted Sample	464	97	135	91	142	232	232	464	361	64	67	63	392	73	464
Total	364	78	108	67	111	186	178	364	309	33	15	7	313	50	364
Yes	253 70%	59 76%	75 70%	43 64%	76 69%	134 72%	119 67%	253 70%	221 72%	** **	** **	** **	221 71%	32 64%	253 70%
No	105 29%	18 23%	31 29%	22 33%	34 31%	48 26%	56 32%	105 29%	84 27%	** **	** **	** **	88 28%	17 33%	105 29%
Don't know	6 2%	1 2%	2 2%	2 2%	1 1%	3 2%	3 1%	6 2%	4 1%	** **	** **	** **	4 1%	2 3%	6 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 452

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP82 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
WHITE													
British	637	178	224	236	637	320	317	86	92	118	105	116	120
	64%	65%	62%	65%	64%	64%	63%	64%	66%	65%	58%	63%	67%
English	55	13	22	21	55	24	31	6	7	8	13	10	10
	6%	5%	6%	6%	6%	5%	6%	4%	5%	5%	7%	6%	6%
Scottish	61	15	26	20	61	29	32	7	8	12	13	9	11
	6%	6%	7%	6%	6%	6%	6%	6%	6%	7%	7%	5%	6%
Welsh	20	6	8	6	20	8	11	2	4	3	4	3	3
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
Irish	10	2	5	4	10	7	4	1	1	3	1	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Any other white background	30	9	13	8	30	16	14	6	3	7	6	3	5
	3%	3%	4%	2%	3%	3%	3%	5%	2%	4%	3%	2%	3%
MIXED													
White and Black Caribbean	19	5	10	5	19	9	10	2	3	5	5	3	2
	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%	3%	1%	1%
White and Black African	12	4	7	1	12	7	4	4	-	3	4	1	-
	1%	1%	2%	*%	1%	1%	1%	3%	-%	2%	2%	*%	-%
		c	c		c			hkl			hkl		
White and Asian	4	-	2	2	4	1	3	-	-	*	2	1	1
	*%	-%	*%	1%	*%	*%	1%	-%	-%	*%	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 452

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP82 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
		a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
Significance Level: 95%								g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Any other mixed background	2	1	*	1	2	2	1	1	-	*	-	1	1
	%	%	%	%	%	%	%	1%	-%	%	-%	%	%
ASIAN AND BRITISH ASIAN													
Indian	27	10	9	8	27	14	13	6	5	3	6	5	3
	3%	4%	2%	2%	3%	3%	3%	4%	3%	2%	3%	3%	2%
Pakistani	43	9	14	21	43	25	19	4	5	8	5	13	8
	4%	3%	4%	6%	4%	5%	4%	3%	4%	4%	3%	7%	5%
Bangladeshi	11	3	4	4	11	4	7	1	3	1	2	2	2
	1%	1%	1%	1%	1%	1%	1%	%	2%	1%	1%	1%	1%
Any other Asian background	2	1	-	1	2	2	1	1	1	-	-	1	-
	%	%	-%	%	%	%	%	%	%	-%	-%	1%	-%
BLACK AND BLACK BRITISH													
Caribbean	14	2	5	7	14	8	5	2	-	3	2	3	4
	1%	1%	1%	2%	1%	2%	1%	1%	-%	2%	1%	2%	2% h
African	33	8	11	14	33	15	17	3	4	5	6	7	6
	3%	3%	3%	4%	3%	3%	3%	2%	3%	2%	4%	4%	3%
MIDDLE EAST AND ARABIC ORIGIN													
Middle Eastern, including Arabic origin	14	3	5	5	14	6	8	1	2	1	4	4	2
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 452

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP82 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Iranian	1	-	1	-	1	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
CHINESE OR OTHER ETHNIC GROUP													
Chinese	1	1	-	-	1	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	1%	-%	-%	-%	-%
Any other background	3	2	1	1	3	1	2	*	2	1	-	-	1
	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	-%	-%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 452

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP82 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
WHITE															
British	637	142	192	126	178	333	304	637	582	25	20	11	532	106	637
	64%	66%	65%	65%	60%	66%	62%	64%	69%	27%	49%	54%	62%	75%	64%
									ijkln		i	i	ijk	ijkln	ijk
English	55	17	12	14	12	29	26	55	54	1	-	-	51	5	55
	6%	8%	4%	7%	4%	6%	5%	6%	6%	1%	-%	-%	6%	3%	6%
		d							ijk				ijk	jk	ijk
Scottish	61	9	23	14	14	33	28	61	1	60	-	-	52	8	61
	6%	4%	8%	7%	5%	6%	6%	6%	1%	67%	-%	-%	6%	6%	6%
									hijklmn				hjk	hjk	hjk
Welsh	20	4	7	4	5	11	9	20	1	-	19	-	15	5	20
	2%	2%	2%	2%	2%	2%	2%	2%	1%	-%	47%	-%	2%	3%	2%
											hiklmn		h	hik	h
Irish	10	3	3	1	3	6	5	10	3	-	-	8	7	3	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	38%	1%	2%	1%
												hijklmn		hijl	
Any other white background	30	4	5	8	12	9	21	30	26	3	*	1	26	4	30
	3%	2%	2%	4%	4%	2%	4%	3%	3%	3%	1%	4%	3%	3%	3%
				e	e		be					j			
MIXED															
White and Black Caribbean	19	4	5	2	8	10	10	19	19	-	-	-	18	1	19
	2%	2%	2%	1%	3%	2%	2%	2%	2%	-%	-%	-%	2%	1%	2%
									ijk				j		

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 452

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP82 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
White and Black African	12 1%	3 1%	5 2%	1 *%	3 1%	8 2%	4 1%	12 1%	12 1%	- -%	- -%	- -%	8 1%	3 2%	12 1%
White and Asian	4 *%	* *%	2 1%	* *%	2 1%	2 *%	2 *%	4 *%	3 *%	- -%	1 2% hln	- -%	3 *%	1 1%	4 *%
Any other mixed background	2 *%	2 1% f	- -%	- -%	* *%	2 *%	* *%	2 *%	2 *%	- -%	- -%	* 1% ln	1 *%	1 1%	2 *%
ASIAN AND BRITISH ASIAN															
Indian	27 3%	4 2%	6 2%	4 2%	13 4% e	10 2%	17 3%	27 3%	25 3% m	1 1%	* 1%	* 1%	27 3% m	* *%	27 3% m
Pakistani	43 4%	7 3%	9 3%	6 3%	21 7% abceg	16 3%	27 6% e	43 4%	43 5% ijkm	1 1%	- -%	- -%	43 5% ijkm	- -%	43 4% ijkm
Bangladeshi	11 1%	2 1%	1 *%	2 1%	6 2% be	3 1%	8 2% b	11 1%	11 1%	- -%	- -%	- -%	11 1%	- -%	11 1%
Any other Asian background	2 *%	1 *%	1 *%	- -%	1 *%	2 *%	1 *%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%
BLACK AND BLACK BRITISH															
Caribbean	14 1%	1 *%	6 2%	3 1%	4 1%	7 1%	7 1%	14 1%	14 2%	- -%	- -%	- -%	13 1%	1 1%	14 1%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 452

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP82 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
African	33 3%	7 3%	13 4%	4 2%	9 3%	20 4%	13 3%	33 3%	33 4%	- -%	- -%	- -%	32 4%	1 1%	33 3%
									ijklm				ijklm		ijklm
MIDDLE EAST AND ARABIC ORIGIN															
Middle Eastern, including Arabic origin	14 1%	1 *%	4 1%	3 2%	5 2%	5 1%	9 2%	14 1%	13 2%	- -%	* 1%	- -%	14 2%	- -%	14 1%
Iranian	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
CHINESE OR OTHER ETHNIC GROUP															
Chinese	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Any other background	3 *%	1 1%	- -%	1 1%	1 *%	1 *%	2 *%	3 *%	3 *%	- -%	- -%	* 2%	3 *%	* *%	3 *%
												hilm			

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 453

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP83 Does your child have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled them over a period of time or that is likely to affect them over a period of time?

QP84 Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	Total	a	b	c	d	e	f	5-7	5-7	8-11	8-11	12-15	12-15
Significance Level: 95%								g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Yes	28	4	8	15	28	18	10	1	3	4	4	13	3
	3%	2%	2%	4%	3%	4%	2%	1%	2%	2%	2%	7%	1%
				a								ghijl	
Yes, but does not limit activities	22	4	10	8	22	14	8	1	4	7	3	7	1
	2%	2%	3%	2%	2%	3%	2%	*%	3%	4%	2%	4%	1%
										gl		gl	
No	950	264	346	341	950	468	482	131	133	173	173	164	176
	95%	97%	95%	94%	95%	94%	96%	99%	95%	94%	96%	89%	98%
		c					e	ik	k	k	k		ik
Don't know	*	*	-	-	*	-	*	-	*	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 453

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP83 Does your child have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled them over a period of time or that is likely to affect them over a period of time?

QP84 Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Yes	28	1	11	4	12	12	16	28	25	1	2	1	26	2	28
	3%	*%	4%	2%	4%	2%	3%	3%	3%	1%	4%	3%	3%	1%	3%
			a		a		a	a			i				
Yes, but does not limit activities	22	2	5	5	10	7	15	22	19	*	2	1	18	4	22
	2%	1%	2%	3%	3%	1%	3%	2%	2%	*%	5%	3%	2%	3%	2%
					e		e				hilm				
No	950	210	279	186	276	488	462	950	806	89	36	19	816	134	950
	95%	98%	95%	96%	93%	96%	94%	95%	95%	99%	91%	94%	95%	96%	95%
		bcdfg				df			j	hijkl			j	j	j
Don't know	*	-	-	-	*	-	*	*	-	-	-	*	-	*	*
	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%
												hln			

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 454

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP85 Is there a landline phone in your home that can be used to make and receive calls? IF YES: Can this phone be used to make and receive calls? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Can use to make and receive calls	806	205	292	309	806	403	403	96	109	148	144	159	150
	81%	75%	80%	85%	81%	81%	81%	72%	78%	81%	80%	86%	83%
				ad	a					g		gh	g
Can receive but not make calls/ incoming only	24	11	4	9	24	12	11	8	3	1	3	3	6
	2%	4%	1%	2%	2%	2%	2%	6%	2%	1%	2%	2%	3%
		b						hijk					i
Line not working properly/ needs to be repaired	4	2	1	1	4	1	2	1	1	-	1	1	1
	*%	1%	*%	*%	*%	*%	*%	1%	1%	-%	*%	*%	*%
No, do not have landline phone	165	55	66	44	165	82	83	28	27	33	33	21	23
	16%	20%	18%	12%	16%	16%	17%	21%	19%	18%	18%	12%	13%
		c	c		c			kl	k		k		
Don't know	2	-	1	1	2	1	1	-	-	1	*	-	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	*%	-%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 454

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP85 Is there a landline phone in your home that can be used to make and receive calls? IF YES: Can this phone be used to make and receive calls? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Can use to make and receive calls	806 81%	204 96% bcdefg	254 86% cdfg	155 80% df	192 65%	458 90% bcdfg	348 71% d	806 81% df	682 80%	75 84%	31 77%	17 87% hijn	675 79%	131 93% hijkln	806 81%
Can receive but not make calls/ incoming only	24 2%	- -%	6 2% a	8 4% ae	10 3% ae	6 1%	18 4% ae	24 2% a	23 3% ik	- -%	* 1%	- -%	23 3% ik	1 1%	24 2% ik
Line not working properly/ needs to be repaired	4 *%	1 *%	1 *%	2 1%	1 *%	1 *%	2 *%	4 *%	3 *%	- -%	- -%	* 1%	4 *%	* *%	4 *%
No, do not have landline phone	165 16%	8 4%	33 11% a	29 15% ae	94 32% abcefg	41 8% a	124 25% abcefg	165 16% abe	139 16% m	15 16% m	9 22% km	2 12% m	156 18% km	8 6%	165 16% m
Don't know	2 *%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	2 *%	2 *%	- -%	* *%	- -%	2 *%	* *%	2 *%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 455

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP86 Can I please ask your age? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
16 - 24	20 2%	10 3% b	3 1%	7 2%	20 2%	11 2%	9 2%	5 4% ij	4 3%	2 1%	2 1%	4 2%	3 2%
25 - 34	267 27%	124 45% bcd	107 29% c	37 10%	267 27% c	129 26%	138 28%	61 46% ijkl	63 45% ijkl	55 30% kl	52 29% kl	13 7%	24 13% k
35 - 44	485 48%	116 43%	183 50% a	185 51% a	485 48% a	235 47%	249 50%	55 41%	62 44%	85 46%	98 55% gh	96 52% g	90 50%
45 - 54	201 20%	21 8%	61 17% a	119 33% abd	201 20% a	112 22% f	88 18%	11 8%	10 7%	36 20% gh	25 14% h	65 35% ghij	54 30% ghij
55 and over	19 2%	2 1%	7 2%	10 3% a	19 2%	7 1%	12 2%	1 1%	1 1%	4 2%	3 2%	3 2%	7 4% gh
Refused	8 1%	- -%	2 1%	6 2% a	8 1%	5 1%	3 1%	- -%	- -%	2 1%	* *0%	3 2%	3 1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 455

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP86 Can I please ask your age? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
16 - 24	20 2%	1 *%	4 1%	2 1%	14 5%	5 1%	15 3%	20 2%	15 2%	2 2%	2 5%	1 5%	18 2%	2 1%	20 2%
					abceg		ace	a			hln	hlmn			
25 - 34	267 27%	23 11%	67 23%	62 32%	115 39%	91 18%	177 36%	267 27%	221 26%	29 32%	12 30%	5 23%	240 28%	28 20%	267 27%
			a	abe	abeg	a	abeg	ae		km	m		m		m
35 - 44	485 48%	115 54%	155 53%	97 50%	117 39%	271 53%	214 44%	485 48%	415 49%	43 48%	17 44%	9 47%	417 48%	68 49%	485 48%
		df	df	d		dfg		df							
45 - 54	201 20%	65 31%	59 20%	32 16%	45 15%	124 24%	77 16%	201 20%	175 21%	14 16%	7 17%	5 23%	162 19%	39 28%	201 20%
		bcdfg				cdfg		df						hijln	
55 and over	19 2%	7 3%	6 2%	1 *%	5 2%	14 3%	6 1%	19 2%	17 2%	1 1%	1 3%	* 1%	17 2%	2 1%	19 2%
		cf				cf									
Refused	8 1%	2 1%	2 1%	2 1%	2 1%	4 1%	4 1%	8 1%	7 1%	* *%	1 2%	* 1%	6 1%	2 1%	8 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 456

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP87 And at what age did YOU finish your education?/ At which age do you expect to finish your education? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Aged 16 or under	348	91	129	128	348	176	172	45	46	67	62	64	63
	35%	33%	36%	35%	35%	35%	34%	34%	33%	37%	34%	35%	35%
Aged 17-18	260	75	91	94	260	134	127	42	33	47	44	44	50
	26%	28%	25%	26%	26%	27%	25%	32%	24%	26%	24%	24%	28%
Aged 19-20	125	34	44	47	125	66	59	21	14	21	23	25	23
	13%	13%	12%	13%	13%	13%	12%	16%	10%	11%	13%	13%	13%
Aged 21 or over	261	70	98	93	261	122	139	25	45	47	51	50	43
	26%	26%	27%	26%	26%	24%	28%	19%	32%	26%	29%	27%	24%
									g		g	g	
Don't know	2	-	-	2	2	1	1	-	-	-	-	1	1
	*%	-%	-%	*%	*%	*%	*%	-%	-%	-%	-%	1%	*%
Refused	4	2	1	1	4	2	2	1	1	1	-	-	1
	*%	1%	*%	*%	*%	*%	*%	*%	1%	1%	-%	-%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 456

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP87 And at what age did YOU finish your education?/ At which age do you expect to finish your education? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Aged 16 or under	348	23	68	85	172	91	257	348	289	39	14	6	311	36	348
	35%	11%	23%	44%	58%	18%	52%	35%	34%	43%	35%	30%	36%	26%	35%
			ae	abeg	abceg	a	abceg	abe	m	hkmn			m		m
Aged 17-18	260	41	91	61	66	133	128	260	217	25	12	6	223	37	260
	26%	19%	31%	32%	22%	26%	26%	26%	26%	28%	29%	31%	26%	26%	26%
			ad	ad		a	a	a							
Aged 19-20	125	29	44	21	32	73	53	125	105	12	6	3	111	15	125
	13%	14%	15%	11%	11%	14%	11%	13%	12%	13%	15%	13%	13%	10%	13%
Aged 21 or over	261	120	88	27	26	208	53	261	233	14	9	5	209	52	261
	26%	56%	30%	14%	9%	41%	11%	26%	27%	15%	22%	26%	24%	37%	26%
		bcddefg	cdf	d		bcdfg		cdf	i			i	i	hijkln	i
Don't know	2	-	-	-	2	-	2	2	2	-	-	-	2	-	2
	*%	-%	-%	-%	1%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%
Refused	4	1	2	-	1	3	1	4	4	-	-	-	4	-	4
	*%	*%	1%	-%	*%	1%	*%	*%	*%	-%	-%	-%	*%	-%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 457

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP88 (SHOWCARD) And which of these options applies to your home? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Being bought on mortgage	435	110	160	166	435	211	225	53	56	76	84	82	84
	44%	40%	44%	46%	44%	42%	45%	40%	40%	41%	47%	44%	47%
Owned outright by the household	66	11	22	33	66	33	33	5	5	10	12	17	16
	7%	4%	6%	9%	7%	7%	7%	4%	4%	6%	7%	9%	9%
				a								gh	gh
Rented from Local Authority/ Housing Association/ Trust	302	92	108	102	302	155	148	44	48	60	48	50	52
	30%	34%	30%	28%	30%	31%	30%	33%	34%	33%	27%	27%	29%
Rented from Private Landlord	187	58	70	59	187	96	91	29	29	36	33	31	28
	19%	21%	19%	16%	19%	19%	18%	22%	21%	20%	19%	17%	16%
Other	4	2	2	1	4	1	3	1	1	-	2	1	-
	*%	1%	1%	*%	*%	*%	1%	1%	1%	-%	1%	*%	-%
Don't know	5	-	2	3	5	4	1	-	-	1	1	3	-
	*%	-%	*%	1%	*%	1%	*%	-%	-%	1%	*%	2%	-%
						f						l	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 457

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP88 (SHOWCARD) And which of these options applies to your home? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Being bought on mortgage	435	158	154	83	41	312	124	435	357	50	17	11	351	84	435
	44%	74%	52%	43%	14%	61%	25%	44%	42%	56%	43%	54%	41%	60%	44%
		bcd	efg	df		bcd	d	df		h	j	h	l	h	j
Owned outright by the household	66	23	18	12	12	42	24	66	59	4	2	1	54	12	66
	7%	11%	6%	6%	4%	8%	5%	7%	7%	4%	5%	7%	6%	8%	7%
		b	d	f		d									
Rented from Local Authority/ Housing Association/ Trust	302	10	63	63	166	73	229	302	260	22	16	4	280	22	302
	30%	5%	21%	33%	56%	14%	47%	30%	31%	24%	40%	22%	33%	16%	30%
		a	ae	abe	abce	a	abce	abe	km	m	hikmn		ikm		km
Rented from Private Landlord	187	20	58	32	76	78	108	187	164	14	5	3	167	20	187
	19%	10%	20%	17%	26%	15%	22%	19%	19%	16%	11%	17%	19%	14%	19%
		a	a	a	ace	a	ae	a	j				j		j
Other	4	-	1	2	2	1	4	4	4	-	*	-	3	1	4
	*%	-%	*%	1%	1%	*%	1%	*%	*%	-%	1%	-%	*%	1%	*%
Don't know	5	1	1	2	1	2	3	5	5	-	-	-	4	1	5
	*%	*%	*%	1%	*%	*%	1%	*%	1%	-%	-%	-%	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 458

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP89 How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
2	83	26	32	24	83	42	41	11	15	17	15	14	11
	8%	10%	9%	7%	8%	8%	8%	8%	11%	9%	8%	7%	6%
3	220	60	73	87	220	116	104	31	29	39	34	46	41
	22%	22%	20%	24%	22%	23%	21%	23%	21%	21%	19%	25%	23%
4	390	113	147	130	390	180	210	54	59	65	82	61	69
	39%	41%	40%	36%	39%	36%	42% e	40%	42%	35%	46% ik	33%	38%
5-6	263	62	98	103	263	141	123	31	31	57	42	53	50
	26%	23%	27%	28%	26%	28%	25%	23%	22%	31% h	23%	29%	28%
7-9	40	10	13	17	40	19	21	6	4	5	8	8	10
	4%	4%	4%	5%	4%	4%	4%	4%	3%	3%	4%	4%	5%
10 or more	3	1	*	2	3	2	1	1	1	-	*	2	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 458

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP89 How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
2	83 8%	4 2%	31 11%	13 7%	34 12%	35 7%	47 10%	83 8%	67 8%	10 11%	5 12%	1 4%	75 9%	8 6%	83 8%
			ae	a	ace	a	a	a		k	km		k		k
3	220 22%	44 21%	70 24%	34 17%	72 24%	115 23%	105 21%	220 22%	186 22%	23 25%	7 19%	4 19%	184 21%	36 25%	220 22%
				c											
4	390 39%	107 50%	120 41%	75 39%	87 29%	227 45%	163 33%	390 39%	326 38%	41 46%	16 40%	7 34%	334 39%	56 40%	390 39%
		bcd	df	d		dfg		df		k					
5-6	263 26%	53 25%	65 22%	63 32%	83 28%	118 23%	145 30%	263 26%	229 27%	16 18%	11 27%	8 38%	229 27%	35 25%	263 26%
			be	be			be		i		i	hijlmn	i		i
7-9	40 4%	4 2%	8 3%	10 5%	18 6%	12 2%	28 6%	40 4%	38 4%	* *%	1 2%	1 5%	37 4%	3 2%	40 4%
				e	abe		abe		i			i	i		i
10 or more	3 *%	- -%	- -%	- -%	3 1%	- -%	3 1%	3 *%	3 *%	- -%	- -%	- -%	1 *%	3 2%	3 *%
					be		e							hln	

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 459

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP90 How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian. (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
None	3	1	1	*	3	3	1	1	-	1	1	*	-
	%	1%	%	%	%	1%	%	1%	%	%	%	%	%
1	319	81	96	141	319	166	153	41	40	49	48	77	65
	32%	30%	27%	39%	32%	33%	31%	31%	29%	27%	27%	42%	36%
				abd	b							ghij	ij
2	418	120	163	135	418	195	222	56	64	78	84	61	74
	42%	44%	45%	37%	42%	39%	44%	42%	46%	43%	47%	33%	41%
		c	c				e		k	k	k		
3	166	51	68	47	166	92	74	24	27	41	27	27	20
	17%	19%	19%	13%	17%	18%	15%	18%	19%	23%	15%	15%	11%
		c	c						l	jkl			
4	63	13	26	23	63	30	33	6	7	10	16	14	9
	6%	5%	7%	6%	6%	6%	7%	5%	5%	6%	9%	7%	5%
5 or more	31	6	8	17	31	14	17	5	2	3	5	6	11
	3%	2%	2%	5%	3%	3%	3%	3%	1%	2%	3%	3%	6%
				b									hi

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 459

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP90 How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian. (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
None	3 *%	- -%	1 *%	1 1%	1 *%	1 *%	2 *%	3 *%	2 *%	1 1%	* 1%	- -%	3 *%	- -%	3 *%
1	319 32%	66 31%	109 37% df	62 32%	82 27%	175 34% df	144 29%	319 32%	269 32% k	32 36% k	13 32% k	4 22%	270 31% k	49 35% k	319 32% k
2	418 42%	104 49% cdfg	123 42%	76 39%	114 38%	227 45% df	190 39%	418 42%	349 41%	44 48%	16 41%	8 42%	360 42%	57 41%	418 42%
3	166 17%	33 15%	43 15%	36 19%	54 18%	76 15%	90 18%	166 17%	143 17%	12 13%	7 16%	5 24% hilmn	147 17%	19 14%	166 17%
4	63 6%	8 4%	13 4%	11 6%	32 11% abceg	20 4%	43 9% abe	63 6% e	57 7% i	1 1%	4 9% i	1 7% i	55 6% i	8 6% i	63 6% i
5 or more	31 3%	3 2%	5 2%	8 4% e	15 5% abe	8 2%	23 5% abe	31 3%	30 4% i	- -%	* 1%	1 5% ij	25 3% i	6 5% ij	31 3% i

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 460

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP91 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total		1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample		1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total		1000	273	364	364	1000	500	500	133	140	183	180	184	180
Under 1		53	31	15	6	53	33	21	20	12	8	7	5	2
		5%	12%	4%	2%	5%	7%	4%	15%	8%	4%	4%	2%	1%
			bcd	c		c			ijkl	kl	l	l		
Aged 1		34	17	12	5	34	15	19	8	9	6	6	1	3
		3%	6%	3%	1%	3%	3%	4%	6%	7%	3%	3%	1%	2%
			bcd	c		c			kl	kl		k		
Aged 2		80	36	28	16	80	38	41	17	19	14	14	8	8
		8%	13%	8%	4%	8%	8%	8%	13%	14%	7%	8%	4%	5%
			bcd	c		c			kl	ijkl				
Aged 3		70	30	26	14	70	36	34	12	19	16	10	8	6
		7%	11%	7%	4%	7%	7%	7%	9%	13%	9%	5%	4%	3%
			bcd	c		c			l	jkl	l			
Aged 4		72	25	26	21	72	36	36	9	16	14	12	13	8
		7%	9%	7%	6%	7%	7%	7%	7%	11%	7%	7%	7%	5%
										l				
Aged 5		104	44	43	17	104	54	50	24	19	22	20	7	10
		10%	16%	12%	5%	10%	11%	10%	18%	14%	12%	11%	4%	6%
			cd	c		c			jkl	kl	kl	kl		
Aged 6		104	42	39	23	104	47	57	18	24	17	22	12	11
		10%	15%	11%	6%	10%	9%	11%	13%	17%	9%	12%	6%	6%
			cd	c		c			kl	ikl		kl		
Aged 7		113	48	33	33	113	56	58	25	22	14	19	17	16
		11%	18%	9%	9%	11%	11%	12%	19%	16%	7%	11%	9%	9%
			bcd						ijkl	ikl				
Aged 8		120	21	71	28	120	61	60	16	5	32	40	13	14
		12%	8%	20%	8%	12%	12%	12%	12%	4%	17%	22%	7%	8%
				acd		ac			h		hkl	ghkl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 460

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP91 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Aged 9	115	23	56	36	115	60	55	10	14	32	24	19	17
	11%	8%	15%	10%	11%	12%	11%	7%	10%	17%	13%	10%	10%
			acd							ghkl	g		
Aged 10	113	26	49	39	113	49	64	10	16	23	26	16	23
	11%	10%	13%	11%	11%	10%	13%	7%	12%	13%	14%	9%	13%
											g		
Aged 11	98	11	53	34	98	43	54	5	6	22	31	16	18
	10%	4%	15%	9%	10%	9%	11%	4%	4%	12%	17%	9%	10%
			acd	a	a					gh	ghkl	g	gh
Aged 12	101	9	32	60	101	43	58	3	6	13	19	27	33
	10%	3%	9%	16%	10%	9%	12%	2%	4%	7%	11%	15%	18%
			a	abd	a					g	gh	ghi	ghij
Aged 13	77	10	16	51	77	39	38	6	5	9	7	24	26
	8%	4%	4%	14%	8%	8%	8%	4%	3%	5%	4%	13%	15%
				abd	ab							ghij	ghij
Aged 14	80	10	25	45	80	41	39	4	5	14	11	23	23
	8%	3%	7%	12%	8%	8%	8%	3%	4%	7%	6%	12%	13%
			a	abd	a							ghj	ghj
Aged 15	59	4	15	40	59	33	27	2	2	12	3	19	21
	6%	2%	4%	11%	6%	7%	5%	2%	1%	6%	2%	10%	12%
			a	abd	a					ghj		ghj	ghij
Aged 16	36	3	11	22	36	21	15	2	1	8	3	11	11
	4%	1%	3%	6%	4%	4%	3%	1%	1%	5%	1%	6%	6%
				abd	a					hj		ghj	ghj
Refused	2	-	2	1	2	2	1	-	-	1	1	1	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	*%	*%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 460

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP91 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
ANY YOUNGER SIBLINGS AT HOME	520	126	208	186	520	250	269	61	65	99	109	90	96
	52%	46%	57%	51%	52%	50%	54%	46%	46%	54%	61%	49%	53%
			a								ghk		
NO YOUNGER SIBLINGS AT HOME	480	147	155	178	480	250	230	72	75	84	71	94	84
	48%	54%	43%	49%	48%	50%	46%	54%	54%	46%	39%	51%	47%
		b						j	j			j	
ANY OLDER SIBLINGS AT HOME	246	96	99	51	246	127	119	46	50	58	41	24	27
	25%	35%	27%	14%	25%	25%	24%	35%	36%	31%	23%	13%	15%
		bcd	c		c			jkl	jkl	jkl	kl		
NO OLDER SIBLINGS AT HOME	754	176	265	313	754	373	381	87	89	126	139	160	153
	75%	65%	73%	86%	75%	75%	76%	65%	64%	69%	77%	87%	85%
			a	abd	a						ghi	ghij	ghij
ONLY CHILD WITH NO SIBLINGS AT HOME	319	81	96	141	319	166	153	41	40	49	48	77	65
	32%	30%	27%	39%	32%	33%	31%	31%	29%	27%	27%	42%	36%
				abd	b							ghij	ij
NO CHILDREN LIVE AT HOME	3	1	1	*	3	3	1	1	-	1	1	*	-
	*%	1%	*%	*%	*%	1%	*%	1%	-%	*%	*%	*%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 460

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP91 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Under 1	53 5%	8 4%	10 3%	9 5%	26 9%	18 3%	36 7%	53 5%	48 6%	2 3%	2 4%	1 5%	42 5%	11 8%	53 5%
					abceg		abe							i	
Aged 1	34 3%	5 2%	5 2%	6 3%	18 6%	10 2%	24 5%	34 3%	29 3%	2 3%	1 3%	1 3%	28 3%	6 4%	34 3%
					abeg		be								
Aged 2	80 8%	9 4%	20 7%	24 12%	27 9%	29 6%	50 10%	80 8%	71 8%	4 5%	3 7%	2 8%	71 8%	9 6%	80 8%
				abeg	ae		ae	a							
Aged 3	70 7%	11 5%	13 5%	16 8%	30 10%	24 5%	46 9%	70 7%	62 7%	5 5%	2 6%	1 6%	63 7%	8 5%	70 7%
				e	abe		abe	e							
Aged 4	72 7%	12 6%	16 5%	18 9%	26 9%	28 6%	44 9%	72 7%	60 7%	8 9%	3 7%	2 9%	59 7%	13 9%	72 7%
				e	e		be								
Aged 5	104 10%	20 9%	27 9%	19 10%	37 12%	48 9%	56 11%	104 10%	92 11%	5 6%	3 8%	3 16%	92 11%	12 9%	104 10%
									i			hijlmn			
Aged 6	104 10%	23 11%	24 8%	21 11%	36 12%	47 9%	57 12%	104 10%	85 10%	11 12%	4 11%	3 15%	92 11%	12 8%	104 10%
Aged 7	113 11%	24 11%	32 11%	21 11%	37 12%	55 11%	58 12%	113 11%	99 12%	8 9%	3 7%	3 16%	100 12%	13 9%	113 11%
									j			j	j		
Aged 8	120 12%	27 13%	31 10%	26 14%	36 12%	58 11%	62 13%	120 12%	104 12%	9 10%	4 9%	3 16%	103 12%	17 12%	120 12%
Aged 9	115 11%	25 12%	31 10%	25 13%	34 11%	56 11%	59 12%	115 11%	102 12%	6 7%	4 10%	2 10%	99 12%	15 11%	115 11%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 460

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP91 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Aged 10	113 11%	17 8%	29 10%	27 14% ae	40 14% ae	46 9%	67 14% ae	113 11%	99 12%	7 8%	4 10%	3 17% hijln	98 11%	15 11%	113 11%
Aged 11	98 10%	24 11% c	29 10%	13 7%	32 11%	53 11%	45 9%	98 10%	84 10%	6 7%	4 9%	4 18% hijln	80 9%	18 13%	98 10%
Aged 12	101 10%	24 11%	29 10%	16 8%	31 11%	53 11%	47 10%	101 10%	83 10%	9 10%	5 12%	4 18% hiln	81 9%	19 14%	101 10%
Aged 13	77 8%	11 5%	24 8%	17 9%	25 9%	35 7%	42 9%	77 8%	64 8%	7 7%	4 11% m	2 10% m	71 8%	6 4%	77 8%
Aged 14	80 8%	17 8%	23 8%	17 9%	22 8%	41 8%	39 8%	80 8%	69 8%	5 6%	3 8%	2 12% iln	64 7%	16 11%	80 8%
Aged 15	59 6%	13 6%	13 4%	10 5%	24 8% b	26 5%	33 7%	59 6%	50 6%	3 3%	3 9% im	2 12% hilmn	54 6%	5 3%	59 6%
Aged 16	36 4%	6 3%	14 5% c	3 2%	14 5% c	20 4%	17 3%	36 4%	30 4%	3 3%	2 5%	1 6% m	33 4%	3 2%	36 4%
Refused	2 *%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%
ANY YOUNGER SIBLINGS AT HOME	520 52%	112 52%	136 46%	105 54% b	167 56% be	247 49%	273 55% be	520 52% b	446 53%	42 47%	20 49%	12 60% im	452 53%	68 49%	520 52%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 460

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP91 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
NO YOUNGER SIBLINGS AT HOME	480 48%	101 48%	159 54% cdfg	89 46%	131 44%	260 51% df	220 45%	480 48%	403 47%	48 53% k	20 51%	8 40%	408 47%	72 51% k	480 48%
ANY OLDER SIBLINGS AT HOME	246 25%	52 24%	71 24%	47 24%	77 26%	122 24%	124 25%	246 25%	209 25%	20 22%	10 26%	7 36% hijlmn	212 25%	34 24%	246 25%
NO OLDER SIBLINGS AT HOME	754 75%	162 76%	223 76%	147 76%	221 74%	385 76%	369 75%	754 75%	641 75% k	70 78% k	30 74% k	13 64%	647 75% k	106 76% k	754 75% k
ONLY CHILD WITH NO SIBLINGS AT HOME	319 32%	66 31%	109 37% df	62 32%	82 27%	175 34% df	144 29%	319 32%	269 32% k	32 36% k	13 32% k	4 22%	270 31% k	49 35% k	319 32% k
NO CHILDREN LIVE AT HOME	3 *%	- -%	1 *%	1 1%	1 *%	1 *%	2 *%	3 *%	2 *%	1 1%	* 1%	- -%	3 *%	- -%	3 *%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 461

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP92 (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Your husband/ wife/ partner- CHILD'S PARENT	720 72%	200 73%	257 71%	263 72%	720 72%	362 72%	358 72%	102 77%	98 70%	129 70%	128 71%	131 71%	132 73%
Your husband/ wife/ partner- NOT CHILD'S PARENT	44 4%	10 4%	13 3%	22 6%	44 4%	24 5%	21 4%	5 3%	5 4%	8 4%	5 3%	12 6%	11 6%
Your mother/ father/ stepmother/ stepfather/ partner of father/ partner of mother	24 2%	7 3%	8 2%	9 2%	24 2%	14 3%	10 2%	4 3%	4 3%	4 2%	4 2%	7 4%	2 1%
Your brothers/ sisters/ stepbrothers/ stepsisters	13 1%	1 *%	4 1%	7 2% a	13 1%	7 1%	6 1%	1 1%	* *%	2 1%	2 1%	4 2%	3 2%
Your child/ children aged 16 and over	143 14%	25 9%	39 11%	79 22% abd	143 14% a	75 15%	68 14%	15 11%	10 7%	21 11%	18 10%	39 21% ghij	40 22% ghij
Other relative of yours	15 1%	6 2%	5 1%	4 1%	15 1%	9 2%	6 1%	3 2%	3 2%	3 2%	2 1%	3 2%	1 *%
Friend/ other person not related to you	7 1%	3 1%	2 *%	3 1%	7 1%	5 1%	2 *%	3 2% h	- -%	1 *%	1 1%	2 1%	1 *%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 461

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP92 (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All parents

	CHILD'S AGE					CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
None - I am the only adult in the household	182	53	73	56	182	88	95	21	32	39	34	28	28
	18%	19%	20%	15%	18%	18%	19%	16%	23% k	21%	19%	15%	16%
Refused	4	1	1	2	4	1	3	-	1	-	1	1	1
	*%	*%	*%	*%	*%	*%	1%	-%	1%	-%	1%	*%	*%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l													

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 461

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP92 (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Your husband/ wife/ partner- CHILD'S PARENT	720 72%	192 90% bcdefg	208 71% d	160 82% bdfg	160 54%	400 79% bdfg	319 65% d	720 72% df	612 72%	66 73%	26 66%	15 75%	608 71%	112 80% hijn	720 72%
Your husband/ wife/ partner- NOT CHILD'S PARENT	44 4%	9 4%	12 4%	9 5%	14 5%	21 4%	23 5%	44 4%	39 5%	3 4%	2 4%	1 3%	40 5%	5 3%	44 4%
Your mother/ father/ stepmother/ stepfather/ partner of father/ partner of mother	24 2%	* *%	7 2% a	5 3% a	12 4% ae	7 1%	17 3% ae	24 2% a	22 3%	1 1%	1 3%	1 3%	22 3%	2 2%	24 2%
Your brothers/ sisters/ stepbrothers/ stepsisters	13 1%	2 1%	4 1%	1 *%	6 2%	6 1%	7 1%	13 1%	12 1%	- -%	1 1%	* 1%	11 1%	2 2%	13 1%
Your child/ children aged 16 and over	143 14%	36 17%	44 15%	24 13%	39 13%	80 16%	63 13%	143 14%	124 15% m	12 13%	5 12%	2 11%	131 15% m	12 9%	143 14% m
Other relative of yours	15 1%	3 1%	3 1%	2 1%	6 2%	6 1%	9 2%	15 1%	13 2%	1 1%	1 2%	* 1%	13 2%	2 1%	15 1%
Friend/ other person not related to you	7 1%	- -%	1 *%	3 1%	4 1%	1 *%	7 1%	7 1%	7 1%	- -%	- -%	* *%	7 1%	1 *%	7 1%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 461

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP92 (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
None - I am the only adult in the household	182 18%	9 4%	55 19%	18 9%	101 34%	64 13%	119 24%	182 18%	152 18%	17 19%	9 24%	3 16%	165 19%	18 13%	182 18%
			ace	a	abcefg	a	abceg	ace			m		m		
Refused	4 *%	- -%	1 *%	2 1%	2 1%	1 *%	3 1%	4 *%	4 *%	* *%	- -%	- -%	4 *%	- -%	4 *%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 462

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP94 (SHOWCARD) Which option applies to your household for the total annual household income from all sources before tax and deductions? (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297	
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231	
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180	
Base for %	681	188	245	248	681	336	345	94	93	122	122	119	129	
Under £11,500	172	56	62	54	172	78	93	26	30	29	32	24	30	
	25%	30%	25%	22%	25%	23%	27%	27%	33%	24%	26%	20%	24%	
		c							ikl					
£11,500 - £17,499	75	18	36	21	75	46	29	11	7	21	15	14	7	
	11%	10%	15%	9%	11%	14%	9%	12%	8%	17%	13%	12%	6%	
			acd			f		l		hl	l	l		
£17,500 - £29,999	179	58	58	63	179	83	96	28	30	27	31	28	35	
	26%	31%	24%	25%	26%	25%	28%	30%	32%	22%	25%	23%	27%	
		b							ik					
£30,000 - £49,999	177	37	64	76	177	90	87	20	17	34	31	36	40	
	26%	20%	26%	30%	26%	27%	25%	21%	18%	27%	25%	30%	31%	
			a	a	a					h		gh	gh	
£50,000 or over	77	18	25	34	77	39	38	10	8	12	13	18	17	
	11%	10%	10%	14%	11%	12%	11%	10%	9%	10%	11%	15%	13%	
Don't know	65	18	24	23	65	32	33	7	11	14	10	10	13	
Refused	254	67	95	92	254	132	122	32	35	46	49	54	38	
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l														

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 462

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP94 (SHOWCARD) Which option applies to your household for the total annual household income from all sources before tax and deductions? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Base for %	681	136	207	127	211	343	338	681	585	61	24	11	587	94	681
Under £11,500	172	1	25	24	121	27	145	172	151	11	6	3	156	16	172
	25%	1%	12%	19%	57%	8%	43%	25%	26%	18%	26%	31%	27%	17%	25%
		ae	abe	abcefg	a	abceg	abce		im		m	im	im		im
£11,500 - £17,499	75	3	26	12	35	28	47	75	63	8	3	2	69	7	75
	11%	2%	12%	10%	17%	8%	14%	11%	11%	13%	13%	14%	12%	7%	11%
		ae	a	aceg	a	ae	a			m	m	m			
£17,500 - £29,999	179	14	68	53	44	82	98	179	154	17	6	3	162	18	179
	26%	10%	33%	42%	21%	24%	29%	26%	26%	28%	24%	29%	28%	19%	26%
			adeg	abdefg	a	a	ade	ad	m	m		m	m		m
£30,000 - £49,999	177	60	72	34	10	132	45	177	151	20	4	2	149	28	177
	26%	44%	35%	27%	5%	39%	13%	26%	26%	33%	17%	17%	25%	30%	26%
		bcdfg	cdfg	df		cdfg	d	df	jk	hijkl			jk	jk	jk
£50,000 or over	77	58	16	3	-	74	3	77	67	4	5	1	51	26	77
	11%	43%	8%	2%	-%	22%	1%	11%	11%	7%	20%	9%	9%	28%	11%
		bdefg	cdf	d		bcdfg		bcdf	l		hikln			hikln	l
Don't know	65	15	12	9	29	27	38	65	49	5	6	5	58	7	65
Refused	254	62	75	58	58	137	117	254	215	24	10	5	214	39	254

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 463

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP96 GENDER OF PARENT INTERVIEWED (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Male	256	69	92	95	256	157	99	41	29	53	39	63	32
	26%	25%	25%	26%	26%	31%	20%	31%	20%	29%	22%	34%	18%
						f		hjl		l		hjl	
Female	743	203	272	268	743	343	400	92	111	130	142	120	148
	74%	75%	75%	74%	74%	69%	80%	69%	80%	71%	78%	66%	82%
						e			gk		gk		gik

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 463

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP96 GENDER OF PARENT INTERVIEWED (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Male	256	75	67	53	62	141	115	256	220	23	8	6	216	40	256
	26%	35%	23%	27%	21%	28%	23%	26%	26%	25%	20%	28%	25%	28%	26%
		bdefg				d								j	
Female	743	138	228	141	236	366	377	743	630	67	32	14	643	100	743
	74%	65%	77%	73%	79%	72%	77%	74%	74%	75%	80%	72%	75%	72%	74%
			a		ae	a	a	a			m				

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 464

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP97 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW (SINGLE CODE)

Base : All parents of children aged 5-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1660	453	609	598	1660	839	821	227	226	311	298	301	297
Effective Weighted Sample	1296	367	464	466	1296	661	635	187	180	239	225	235	231
Total	1000	273	364	364	1000	500	500	133	140	183	180	184	180
Yes, they answered for the child/ influenced the response as the interview was taking place	112	43	42	27	112	55	57	20	23	21	21	14	13
	11%	16%	12%	7%	11%	11%	11%	15%	17%	12%	12%	7%	7%
		cd	c		c			kl	kl				
Yes, they commented or helped the child but did not influence the response	328	101	145	82	328	172	155	52	49	78	68	43	39
	33%	37%	40%	23%	33%	34%	31%	39%	35%	42%	37%	23%	22%
		c	cd		c			kl	kl	kl	kl		
Yes, but they did not interfere with the interview	482	117	160	205	482	239	243	58	59	77	84	104	100
	48%	43%	44%	56%	48%	48%	49%	44%	42%	42%	46%	57%	56%
				abd								ghij	ghij
No, they were not present	78	12	16	50	78	33	45	3	9	8	8	22	28
	8%	4%	4%	14%	8%	7%	9%	2%	6%	4%	5%	12%	15%
				abd	ab							ghij	ghij

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2014 - CHILDREN AGED 5-15 AND PARENTS - 1st April to 3rd June 2014.

Table 464

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP97 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW (SINGLE CODE)

Base : All parents of children aged 5-15

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1660	340	492	337	491	832	828	1660	1071	208	189	192	1359	301	1660
Effective Weighted Sample	1296	273	382	258	383	655	641	1296	1010	179	183	181	1094	204	1296
Total	1000	213	294	194	298	507	492	1000	850	90	40	20	860	140	1000
Yes, they answered for the child/ influenced the response as the interview was taking place	112 11%	21 10%	31 10%	24 13%	36 12%	52 10%	60 12%	112 11%	103 12% ij	3 4%	3 7%	2 12% i	93 11% i	19 14% ij	112 11% i
Yes, they commented or helped the child but did not influence the response	328 33%	66 31%	107 36%	63 32%	92 31%	173 34%	155 31%	328 33%	275 32%	31 34%	13 33%	9 44% hjl n	271 32%	56 40% hln	328 33%
Yes, but they did not interfere with the interview	482 48%	102 48%	142 48%	90 46%	148 50%	244 48%	238 48%	482 48%	403 47% km	50 56% hkm	21 53% km	8 39%	429 50% km	53 38%	482 48% km
No, they were not present	78 8%	24 11% b	14 5%	17 9%	22 7%	39 8%	39 8%	78 8%	69 8%	5 6%	3 7%	1 6%	66 8%	12 8%	78 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n