OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

Base : All parents

Base : Parents of children with a mobile phone

Base : Parents of children with a mobile phone

Base : All parents

Base : All parents

Base : All parents

Base : All parents

Base : All parents

Base : Children who watch TV programmes or films on OTT television services

Base : Parents whose child watches television on a TV set

Base : Parents whose child watches television on a TV set

Base : Parents whose child watches television on a TV set

Base : All parents

Base : All parents

Base : Parents whose child watches television on any device

Base : Parents whose child watches television on any device

Base : Parents whose child watches television on any device

Base : Parents whose child watches television on any device

Base : Parents whose child watches television on any device

Base : Parents whose child watches television on any device

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

Base : Parents with broadband at home whose child goes online

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

REGION/ NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
London	42	19	23	26	16
	17%	15%	18%	21%	13%
				d	
South East	32	18	15	22	11
	13%	14%	12%	17%	9%
				d	
South West	13	7	6	5	8
	5%	6%	5%	4%	7%
Eastern	28	13	15	14	14
	11%	10%	12%	11%	11%
East Midlands	16	9	6	5	10
	6%	8%	5%	4%	8%
					c
West Midlands	23	10	13	10	13
	9%	8%	10%	8%	11%
Wales	10	5	5	6	4
	4%	4%	4%	5%	3%
Yorkshire & Humber	19	11	8	9	10
	8%	9%	6%	7%	8%
North East	13	5	7	6	7
	5%	4%	6%	4%	6%
North West	27	14	13	11	16
	11%	11%	10%	8%	13%
Scotland	22	11	12	11	12
	9%	9%	9%	9%	9%

Columns Tested: a,b - c,d

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

REGION/ NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Northern Ireland	5	2	3	1	4
	2%	2%	2%	1%	3%

Columns Tested: a,b - c,d

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

LOCATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Urban	218	106	112	108	109
	87%	84%	90%	87%	87%
Rural	32	19	13	16	16
	13%	16%	10%	13%	13%

Columns Tested: a,b - c,d

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

NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
England	212	107	106	107	106
	85%	85%	85%	86%	84%
Scotland	22	11	12	11	12
	9%	9%	9%	9%	9%
Wales	10	5	5	6	4
	4%	4%	4%	5%	3%
Northern Ireland	5	2	3	1	4
	2%	2%	2%	1%	3%

Columns Tested: a,b - c,d

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

QP1. AGE OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Age 3	125	60	65	59	66
	50%	48%	52%	47%	53%
Age 4	125	65	60	66	59
	50%	52%	48%	53%	47%
SUMMARY					
AGED 3-4	250	125	125	125	125
	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d

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

QP2. GENDER OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Male	125	125	-	56	69
	50%	100%	-%	45%	55%
		b			c
Female	125	-	125	69	56
	50%	-%	100%	55%	45%
			a	d	

Columns Tested: a,b - c,d

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

CHILD'S AGE AND GENDER

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Male 3-4	125	125	-	56	69
	50%	100%	-%	45%	55%
		b			c
Female 3-4	125	-	125	69	56
	50%	-%	100%	55%	45%
			a	d	

Columns Tested: a,b - c,d

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
A	4	2	2	4	-
	2%	2%	1%	3%	-%
				d	
B	47	21	27	47	-
	19%	16%	21%	38%	-%
				d	
C1	74	33	41	74	-
	30%	26%	33%	59%	-%
				d	
C2	51	26	25	-	51
	20%	21%	20%	-%	41%
					c
D	33	21	12	-	33
	13%	17%	10%	-%	26%
		b			c
E	42	23	19	-	42
	17%	18%	15%	-%	33%
					c
SUMMARY					
AB	51	23	28	51	-
	20%	18%	22%	41%	-%
				d	
DE	74	43	31	-	74
	30%	35%	25%	-%	59%
		b			c
ABC1	125	56	69	125	-
	50%	44%	55%	100%	-%
			a	d	

Columns Tested: a,b - c,d

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
C2DE	125	69	56	-	125
	50%	56%	45%	-%	100%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	4	2	2	*	4
	2%	2%	1%	*%	3%
					c
Household has & child makes use of	127	62	65	72	55
	51%	49%	52%	58%	44%
				d	
Household has but child does not use	22	12	10	12	10
	9%	10%	8%	10%	8%
Do not have in the household	97	49	48	40	57
	39%	39%	39%	32%	45%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	29	15	13	10	18
	11%	12%	11%	8%	15%
					c
Household has & child makes use of	131	67	64	64	67
	52%	54%	51%	51%	54%
Household has but child does not use	14	7	7	9	5
	6%	6%	6%	7%	4%
Do not have in the household	76	36	40	41	34
	30%	29%	32%	33%	27%

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	2	1	1	1	1
	1%	1%	1%	1%	1%
Household has & child makes use of	108	55	53	61	47
	43%	44%	42%	49%	37%
				d	
Household has but child does not use	54	25	29	29	25
	22%	20%	23%	23%	20%
Do not have in the household	85	43	42	33	52
	34%	35%	34%	27%	42%
					c
Don't know	*	-	*	*	-
	*%	-%	*%	*%	-%

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	3	2	1	1	2
	1%	2%	1%	1%	2%
Household has & child makes use of	55	29	26	31	24
	22%	23%	21%	25%	19%
Household has but child does not use	127	59	68	77	49
	51%	47%	54%	62%	39%
				d	
Do not have in the household	65	35	30	15	50
	26%	28%	24%	12%	40%
					c

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	48	25	23	16	32
	19%	20%	18%	13%	26%
					c
Household has & child makes use of	97	50	47	59	38
	39%	40%	38%	48%	30%
				d	
Household has but child does not use	59	29	31	33	26
	24%	23%	25%	26%	21%
Do not have in the household	45	21	24	16	29
	18%	17%	19%	13%	23%
					c

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	2	1	1	*	2
	1%	1%	1%	*%	1%
Household has & child makes use of	79	43	36	40	39
	32%	34%	29%	32%	31%
Household has but child does not use	162	77	85	81	81
	65%	62%	68%	65%	64%
Do not have in the household	7	3	3	3	4
	3%	3%	3%	3%	3%
Don't know	*	*	-	-	*
	*%	*%	-%	-%	*%

Columns Tested: a,b - c,d

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

QP3G. (SHOWCARD) EQUIPMENT IN THE HOME - Games console or games player - like a PlayStation, Xbox, Nintendo Switch/ 3DS, PS Vita and so on (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	10	7	3	4	7
	4%	6%	2%	3%	5%
		b			
Household has & child makes use of	28	16	11	12	15
	11%	13%	9%	10%	12%
Household has but child does not use	66	35	31	34	32
	26%	28%	25%	27%	26%
Do not have in the household	146	66	80	75	71
	58%	53%	64%	60%	57%
			a		

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	2	-	2	1	1
	1%	-%	1%	1%	1%
			a		
Household has & child makes use of	39	18	21	20	19
	16%	14%	17%	16%	15%
Household has but child does not use	90	47	43	48	42
	36%	38%	35%	39%	34%
Do not have in the household	119	60	58	56	63
	47%	48%	47%	45%	50%
Don't know	*	-	*	-	*
	*%	-%	*%	-%	*%

Columns Tested: a,b - c,d

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

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

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	10	5	5	3	7
	4%	4%	4%	2%	6%
					c
Household has & child makes use of	85	42	43	44	40
	34%	33%	34%	36%	32%
Household has but child does not use	54	29	25	31	23
	22%	23%	20%	25%	18%
Do not have in the household	101	49	52	47	54
	40%	39%	42%	37%	43%
Don't know	*	-	*	-	*
	*%	-%	*%	-%	*%

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Child has their own one	1	-	1	1	-
	*%	-%	*%	*%	-%
Household has & child makes use of	17	9	8	9	8
	7%	7%	6%	7%	6%
Household has but child does not use	24	13	11	15	9
	10%	11%	8%	12%	7%
Do not have in the household	209	102	106	100	108
	83%	82%	85%	80%	87%
					c

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Tablet computer	48	25	23	16	32
	19%	20%	18%	13%	26%
					c
Standard TV set	29	15	13	10	18
	11%	12%	11%	8%	15%
					c
Games console or games player	10	7	3	4	7
	4%	6%	2%	3%	5%
		b			
DVD/ Blu-ray player	10	5	5	3	7
	4%	4%	4%	2%	6%
					c
Smart TV set	4	2	2	*	4
	2%	2%	1%	*%	3%
					c
Desktop computer/ laptop/ netbook - with internet access	3	2	1	1	2
	1%	2%	1%	1%	2%
Digital Video Recorder/ DVR	2	1	1	1	1
	1%	1%	1%	1%	1%
Any type of mobile phone, including Smartphone	2	1	1	*	2
	1%	1%	1%	*%	1%
Radio	2	-	2	1	1
	1%	-%	1%	1%	1%
			a		

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Smart speakers	1	-	1	1	-
	*%	-%	*%	*%	-%
ANY STANDARD/ SMART TV	32	17	15	11	21
	13%	13%	12%	9%	17%
					c
None of these	183	90	93	101	81
	73%	72%	74%	81%	65%
				d	
Mean number of types of equipment (out of 10)	.4	.5	.4	.3	.6
					c
Standard deviation	.88	.93	.83	.70	1.01
Standard error	.03	.05	.05	.04	.06

Columns Tested: a,b - c,d

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

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 10

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
NONE	183 73%	90 72%	93 74%	101 81% d	81 65%
1-2	56 22%	29 23%	27 22%	21 17%	35 28% c
3-4	11 4%	6 5%	5 4%	3 2%	9 7% c
5-10	* *%	* *%	- -%	- -%	* *%
Mean number of types of equipment (out of 10)	.4	.5	.4	.3	.6 c
Standard deviation	.88	.93	.83	.70	1.01
Standard error	.03	.05	.05	.04	.06

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Standard TV set	160	82	78	74	86
	64%	66%	62%	59%	68%
					c
Tablet computer	145	75	70	75	70
	58%	60%	56%	61%	56%
Smart TV set	131	64	67	73	58
	52%	51%	54%	58%	47%
				d	
Digital Video Recorder/ DVR	110	56	54	62	48
	44%	45%	43%	50%	38%
				d	
DVD/ Blu-ray player	94	47	48	47	47
	38%	37%	38%	38%	38%
Any type of mobile phone, including Smartphone	81	44	37	40	41
	32%	35%	30%	32%	33%
Desktop computer/ laptop/ netbook - with internet access	58	31	27	32	26
	23%	24%	22%	26%	21%
Radio	41	18	23	21	20
	16%	14%	18%	17%	16%
Games console or games player	38	23	15	16	22
	15%	19%	12%	13%	18%
		b			

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Smart speakers	17	9	8	10	8
	7%	7%	6%	8%	6%
ANY STANDARD/ SMART TV	234	117	117	115	119
	94%	94%	94%	92%	95%
None of these	7	3	4	5	2
	3%	2%	3%	4%	2%
Mean number of types of equipment (out of 10)	3.5	3.6	3.4	3.6	3.4
Standard deviation	2.04	2.00	2.08	2.15	1.92
Standard error	.08	.11	.12	.12	.11

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Any type of mobile phone, including Smartphone	243 97%	121 97%	122 97%	122 97%	121 97%
Tablet computer	205 82%	104 83%	101 81%	108 87% d	96 77%
Desktop computer/ laptop/ netbook - with internet access	185 74%	90 72%	95 76%	109 88% d	75 60%
Standard TV set	174 70%	89 71%	85 68%	83 67%	91 73%
Digital Video Recorder/ DVR	164 66%	82 65%	82 66%	91 73% d	73 58%
Smart TV set	153 61%	76 61%	77 61%	85 68% d	68 55%
DVD/ Blu-ray player	148 59%	76 61%	72 58%	78 63%	70 56%
Radio	131 52%	65 52%	66 53%	69 55%	62 50%
Games console or games player	104 42%	59 47% b	45 36%	50 40%	54 43%

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Smart speakers	41	23	19	25	17
	17%	18%	15%	20%	13%
				d	
ANY STANDARD/ SMART TV	247	124	123	122	124
	99%	99%	98%	98%	99%
Mean number of types of equipment (out of 10)	6.2	6.3	6.1	6.6	5.8
				d	
Standard deviation	1.84	1.83	1.86	1.78	1.83
Standard error	.07	.10	.11	.10	.10

Columns Tested: a,b - c,d

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

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

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
Yes	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
SMARTPHONE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
SMARTPHONE	2	1	1	*	2
	1%	1%	1%	*%	1%
NO MOBILE PHONE	248	124	124	124	124
	99%	99%	99%	100%	99%

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Using a fixed broadband connection (perhaps using Wi-Fi)	201 80%	100 80%	101 81%	105 84% d	95 76%
Using a mobile network signal (likely to be 3G or 4G)	120 48%	60 48%	60 48%	57 46%	63 50%
Neither of these	34 14%	19 15%	16 13%	16 13%	18 15%
SUMMARY					
EITHER OF THESE	216 86%	106 85%	109 87%	109 87%	107 85%
BOTH OF THESE	105 42%	53 43%	52 41%	53 43%	51 41%
FIXED BROADBAND ONLY AVAILABLE	96 38%	47 37%	49 39%	52 42%	44 35%
MOBILE NETWORK SIGNAL ONLY AVAILABLE	15 6%	6 5%	9 7%	3 3%	11 9% c

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
A fixed broadband connection (perhaps using Wi-Fi)	95 38%	48 38%	47 38%	52 42%	43 34%
A mobile network signal (likely to be 3G or 4G)	28 11%	14 11%	14 11%	11 9%	17 14% c
No - child does not go online at home	111 44%	53 42%	58 46%	55 44%	56 45%
Don't know	* *%	* *%	- -%	- -%	* *%
SUMMARY					
EITHER OF THESE	124 50%	62 50%	62 50%	65 52%	59 47%
BOTH OF THESE	21 8%	9 7%	11 9%	10 8%	11 8%
FIXED BROADBAND ONLY	94 37%	47 38%	47 37%	52 42% d	41 33%
MOBILE NETWORK SIGNAL ONLY	10 4%	6 5%	4 3%	3 2%	8 6% c

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
DOES NOT HAVE ACCESS AT HOME	34	19	16	16	18
	14%	15%	13%	13%	15%

Columns Tested: a,b - c,d

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

QP5. (SHOWCARD) Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services or other On-demand content. IF NECESSARY - Not DVDs or video clips. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
A television set	240	120	120	120	120
	96%	96%	96%	96%	96%
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	58	27	31	31	27
	23%	22%	25%	25%	22%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	25	14	11	11	14
	10%	11%	8%	9%	11%
A desktop computer/ laptop/ netbook	13	6	7	8	4
	5%	5%	5%	7%	3%
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch/3DS, PS Vita and so on)	6	4	3	2	4
	3%	3%	2%	2%	4%
Other type of device	*	-	*	*	-
	*%	-%	*%	*%	-%
Does not watch TV programmes	6	3	3	3	3
	2%	2%	2%	3%	2%

Columns Tested: a,b - c,d

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

QP5. (SHOWCARD) Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services or other On-demand content. IF NECESSARY - Not DVDs or video clips. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
SUMMARY					
EVER WATCHES TV PROGRAMMES	244	122	122	121	123
	98%	98%	98%	97%	98%
ONLY THROUGH A TV SET	170	87	83	83	86
	68%	69%	66%	67%	69%
ANY DEVICE OTHER THAN A TV SET	74	36	39	38	36
	30%	28%	31%	31%	29%
ONLY THROUGH A DEVICE OTHER THAN A TV SET	4	2	2	2	2
	2%	2%	2%	1%	2%
THROUGH A COMPUTER/ LAPTOP/ TABLET	66	30	36	37	30
	26%	24%	29%	29%	24%

Columns Tested: a,b - c,d

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

QP6. Does your child ever watch TV programmes or films via any on-demand and streaming TV and video services that you pay to receive such as Netflix, Now TV or Amazon Prime Video? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Yes	80	40	41	43	37
	32%	32%	33%	34%	30%
No	169	85	84	81	87
	67%	68%	67%	65%	70%
Don't know	1	1	*	1	*
	*%	1%	*%	1%	*%

Columns Tested: a,b - c,d

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

QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch?

Base : Children who watch TV programmes or films on OTT television services

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	203	102	101	111	92
Effective Weighted Sample	198	99	99	109	89
Total	80	40	41	43	37
Peppa Pig	11	4	7	7	**
	14%	10%	18%	16%	**
Paw Patrol	9	5	4	5	**
	11%	12%	10%	12%	**
Ben and Holly's Little Kingdom	3	1	2	1	**
	3%	1%	5%	2%	**
Disney (general)	3	1	2	2	**
	3%	2%	5%	4%	**
Blaze and the Monster Machines	2	1	1	2	**
	3%	4%	2%	5%	**
PJ Masks	2	2	*	1	**
	3%	4%	1%	2%	**
Horrid Henry	2	1	1	1	**
	3%	2%	3%	2%	**
Boss Baby	2	*	2	1	**
	2%	1%	4%	2%	**
CBeebies	2	1	*	*	**
	2%	3%	1%	1%	**
My Little Pony	2	-	2	-	**
	2%	-%	4%	-%	**
			a		
Trolls	2	-	2	1	**
	2%	-%	4%	2%	**
			a		

Columns Tested: a,b - c,d

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

QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch?

Base : Children who watch TV programmes or films on OTT television services

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	203	102	101	111	92
Effective Weighted Sample	198	99	99	109	89
Total	80	40	41	43	37
Cartoons (general)	2	1	1	*	**
	2%	2%	2%	1%	**
Thomas and Friends	2	2	-	1	**
	2%	4%	-%	2%	**
		b			
Frozen	1	-	1	1	**
	2%	-%	3%	2%	**
Bing Bunny	1	-	1	*	**
	2%	-%	3%	1%	**
Peter Rabbit	1	1	1	1	**
	2%	2%	2%	2%	**
Lego (general)	1	1	-	1	**
	1%	3%	-%	2%	**
Netflix (general)	1	1	-	*	**
	1%	3%	-%	1%	**
CBBC	1	1	*	1	**
	1%	2%	1%	2%	**
Hey Duggee	1	*	1	*	**
	1%	1%	2%	1%	**
NOW TV	1	-	1	1	**
	1%	-%	2%	2%	**
Justin's House	1	1	*	1	**
	1%	1%	1%	1%	**
Ninjago	1	*	*	-	**
	1%	1%	1%	-%	**

Columns Tested: a,b - c,d

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

QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch?

Base : Children who watch TV programmes or films on OTT television services

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	~d
Unweighted total	203	102	101	111	92
Effective Weighted Sample	198	99	99	109	89
Total	80	40	41	43	37
Wild Kratts	1	1	-	1	**
	1%	2%	-%	2%	**
Marvel (general)	1	1	-	1	**
	1%	2%	-%	2%	**
Ben 10	1	1	-	*	**
	1%	2%	-%	1%	**
Dinosaur King	1	1	-	*	**
	1%	2%	-%	1%	**
Films (general)	1	*	*	1	**
	1%	1%	1%	2%	**
Barbie	1	-	1	*	**
	1%	-%	2%	1%	**
Masha and the Bear	1	1	-	1	**
	1%	2%	-%	2%	**
Nick Jr	1	1	-	-	**
	1%	1%	-%	-%	**
Adventure Time	*	-	*	-	**
	1%	-%	1%	-%	**
Shimmer and Shine	*	-	*	-	**
	1%	-%	1%	-%	**
Nickelodeon	*	*	-	*	**
	*%	1%	-%	1%	**
Top Gear	*	*	-	*	**
	*%	1%	-%	1%	**

Columns Tested: a,b - c,d

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

QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch?

Base : Children who watch TV programmes or films on OTT television services

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	203	102	101	111	92
Effective Weighted Sample	198	99	99	109	89
Total	80	40	41	43	37
Pokemon	*	-	*	-	**
	*%	-%	1%	-%	**
Horrible Histories	*	*	-	*	**
	*%	1%	-%	1%	**
Transformers	*	*	-	*	**
	*%	1%	-%	1%	**
iCarly	*	-	*	-	**
	*%	-%	1%	-%	**
Other	15	9	6	8	**
	19%	23%	15%	18%	**
None in particular/ Don't know	3	1	2	2	**
	4%	4%	4%	4%	**

Columns Tested: a,b - c,d

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

QP8A. Please think about the time your child spends watching television on a TV set on a typical school day. How many hours would you say they spend watching TV programmes on a TV set at home or elsewhere on a typical school day IF NECESSARY - This could be watching TV programmes as they are broadcast or on-demand content which can be accessed at a time that is convenient IF NECESSARY - Not watching DVDs (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	605	309	296	308	297
Effective Weighted Sample	588	300	289	301	288
Total	240	120	120	120	120
None	2	1	1	1	1
	1%	1%	1%	1%	1%
Up to 1 hour	99	50	50	60	39
	41%	41%	41%	50% d	33%
Up to 2 hours	84	41	43	39	45
	35%	34%	36%	33%	37%
Up to 3 hours	35	18	17	14	21
	15%	15%	14%	12%	17%
Up to 4 hours	17	8	8	4	12
	7%	7%	7%	4%	10% c
Up to 5 hours	3	2	1	1	2
	1%	1%	1%	1%	2%
Up to 6 hours	1	1	-	-	1
	*%	1%	-%	-%	1%
Mean number of hours	1.9	1.9	1.8	1.6	2.1 c
Standard deviation	1.02	1.07	.97	.91	1.08
Standard error	.04	.06	.06	.05	.06

Columns Tested: a,b - c,d

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

QP8B. And how many hours would you say they watch TV programmes on a TV set on a weekend day? (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	605	309	296	308	297
Effective Weighted Sample	588	300	289	301	288
Total	240	120	120	120	120
None	4	*	4	1	3
	2%	*%	3%	1%	3%
			a		
Up to 1 hour	71	35	36	42	29
	29%	29%	30%	35%	24%
				d	
Up to 2 hours	71	38	33	38	33
	29%	31%	27%	32%	27%
Up to 3 hours	45	21	24	22	24
	19%	18%	20%	18%	20%
Up to 4 hours	32	15	17	12	20
	13%	13%	14%	10%	17%
					c
Up to 5 hours	11	6	5	4	7
	4%	5%	4%	3%	6%
Up to 6 hours	6	4	2	2	4
	2%	3%	1%	1%	3%
Up to 7 hours	1	*	*	-	1
	*%	*%	*%	-%	1%
Mean number of hours	2.3	2.4	2.3	2.1	2.6
					c
Standard deviation	1.35	1.39	1.31	1.21	1.45
Standard error	.05	.08	.08	.07	.08

Columns Tested: a,b - c,d

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

QP8A-B. HOURS WATCH TELEVISION ON A TV SET IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	605	309	296	308	297
Effective Weighted Sample	588	300	289	301	288
Total	240	120	120	120	120
Up to 5 hours	10	4	6	7	3
	4%	4%	5%	6%	3%
Up to 10 hours	82	41	41	51	32
	34%	34%	34%	42%	26%
				d	
Up to 15 hours	62	30	32	29	33
	26%	25%	27%	24%	27%
Up to 20 hours	34	17	16	15	19
	14%	14%	14%	12%	16%
Up to 25 hours	31	16	15	12	18
	13%	13%	13%	10%	15%
Up to 30 hours	15	8	7	5	10
	6%	7%	6%	4%	9%
					c
Up to 35 hours	5	3	2	1	4
	2%	2%	2%	1%	3%
					c
Up to 40 hours	*	*	-	-	*
	*%	*%	-%	-%	*%
Over 40 hours	*	*	-	-	*
	*%	*%	-%	-%	*%
Mean number of hours	14.0	14.3	13.7	12.5	15.6
					c
Standard deviation	7.19	7.46	6.92	6.47	7.56
Standard error	.29	.42	.40	.37	.44
Columns Tested: a,b - c,d					

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

QP9. (SHOWCARD) Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub, All 4 etc), these services offer information about the age suitability of programmes. This information can be in the form of ratings (e.g. G for guidance, 12, 15, 18) or labels (such as 'violence', 'sex', 'drug use', or 'strong language'). They may appear as a pop-up screen asking for age confirmation before accessing the content. Did you know that, before today?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Yes, knew this	195	98	97	102	93
	78%	78%	78%	82%	74%
				d	
No, did not know this	55	27	28	23	32
	22%	22%	22%	18%	26%
					c

Columns Tested: a,b - c,d

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

QP10. Have you set up a PIN code or password on any of these catch-up services to prevent your child watching or downloading unsuitable programmes or films?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Yes	114	57	57	63	51
	46%	45%	46%	50%	41%
				d	
No	134	66	68	60	74
	54%	53%	54%	48%	59%
					c
Don't know	2	2	-	2	*
	1%	2%	-%	1%	*%
		b			

 Columns Tested: a,b - c,d

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

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

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Rules about what they watch	162	79	83	84	78
	66%	65%	68%	69%	63%
Rules about how much time they spend watching	122	63	59	68	55
	50%	52%	49%	56%	45%
				d	
Rules about when they watch	118	58	61	64	54
	48%	47%	50%	53%	44%
				d	
Rules about who they are watching with/ can only watch when supervised	80	38	41	47	33
	33%	31%	34%	38%	27%
				d	
Other rules - Please say	1	1	-	1	*
	*%	1%	-%	1%	*%
ANY RULES	197	98	98	97	100
	81%	81%	80%	80%	81%
No, do not have any rules	48	24	24	25	23
	19%	19%	20%	20%	19%

Columns Tested: a,b - c,d

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

QP13A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Very concerned	17	6	11	11	6
	7%	5%	9%	9%	5%
				d	
Fairly concerned	38	22	16	22	16
	16%	18%	13%	18%	13%
Neither/ nor	24	13	11	13	11
	10%	10%	9%	10%	9%
Not very concerned	63	32	31	31	32
	26%	26%	26%	25%	26%
Not at all concerned	102	49	52	45	57
	42%	40%	43%	37%	47%
					c
SUMMARY CODES					
TOTAL CONCERNED	55	28	27	33	22
	23%	23%	22%	27%	18%
				d	
TOTAL NOT CONCERNED	165	81	84	75	89
	67%	66%	68%	62%	73%
					c
TOTAL NEITHER/ DON'T KNOW	24	13	11	13	11
	10%	10%	9%	10%	9%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Very concerned	15	5	10	11	4
	6%	4%	8%	9%	3%
			a	d	
Fairly concerned	46	23	22	26	19
	19%	19%	18%	22%	16%
Neither/ nor	22	11	11	9	13
	9%	9%	9%	8%	11%
Not very concerned	71	36	36	35	36
	29%	29%	29%	29%	30%
Not at all concerned	89	47	42	39	50
	37%	39%	35%	32%	41%
					c
SUMMARY CODES					
TOTAL CONCERNED	61	28	33	38	23
	25%	23%	27%	31%	19%
				d	
TOTAL NOT CONCERNED	161	83	78	74	87
	66%	68%	64%	61%	71%
					c
TOTAL NEITHER/ DON'T KNOW	22	11	11	9	13
	9%	9%	9%	8%	11%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Very concerned	35	16	19	20	14
	14%	13%	16%	17%	12%
Fairly concerned	39	20	19	21	18
	16%	16%	15%	17%	15%
Neither/ nor	26	11	15	13	13
	11%	9%	12%	10%	11%
Not very concerned	64	33	31	30	33
	26%	27%	25%	25%	27%
Not at all concerned	81	43	38	37	43
	33%	35%	31%	31%	35%
SUMMARY CODES					
TOTAL CONCERNED	74	36	38	41	33
	30%	29%	31%	34%	26%
				d	
TOTAL NOT CONCERNED	144	75	69	68	77
	59%	62%	56%	56%	63%
TOTAL NEITHER/ DON'T KNOW	26	11	15	13	13
	11%	9%	12%	10%	11%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Very concerned	23	11	12	13	10
	9%	9%	10%	10%	8%
Fairly concerned	52	25	27	29	23
	21%	20%	22%	23%	19%
Neither/ nor	30	14	15	14	16
	12%	12%	13%	11%	13%
Not very concerned	58	30	28	30	29
	24%	24%	23%	24%	23%
Not at all concerned	82	42	40	37	45
	33%	34%	33%	30%	37%
SUMMARY CODES					
TOTAL CONCERNED	74	36	38	41	33
	30%	29%	31%	34%	27%
TOTAL NOT CONCERNED	140	72	68	66	74
	57%	59%	56%	55%	60%
TOTAL NEITHER/ DON'T KNOW	30	14	15	14	16
	12%	12%	13%	11%	13%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP14. (SHOWCARD) I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Very concerned	12	6	6	8	4
	5%	5%	5%	6%	3%
Fairly concerned	40	18	22	21	19
	16%	15%	18%	18%	15%
Not very concerned	81	41	39	41	40
	33%	34%	32%	34%	33%
Not at all concerned	112	57	55	51	60
	46%	47%	45%	42%	49%
SUMMARY CODES					
TOTAL CONCERNED	52	24	28	29	23
	21%	20%	23%	24%	18%
TOTAL NOT CONCERNED	192	98	94	92	100
	79%	80%	77%	76%	82%

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	128	61	67	73	55
Effective Weighted Sample	125	59	66	72	53
Total	52	24	28	29	23
Bad language	25	**	**	**	**
	49%	**	**	**	**
Unsuitable content for younger people/ children	23	**	**	**	**
	45%	**	**	**	**
Violence (in general)	22	**	**	**	**
	42%	**	**	**	**
Sex/ sexually explicit content	17	**	**	**	**
	33%	**	**	**	**
Unsuitable content aired too early/ pre-watershed/ before 9pm	16	**	**	**	**
	30%	**	**	**	**
Portrayal of anti-social behaviour	13	**	**	**	**
	26%	**	**	**	**
Nakedness/ naked bodies/ naked body parts	12	**	**	**	**
	23%	**	**	**	**
Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc)	10	**	**	**	**
	20%	**	**	**	**

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	128	61	67	73	55
Effective Weighted Sample	125	59	66	72	53
Total	52	24	28	29	23
Glamorisation of certain lifestyles	9	**	**	**	**
	17%	**	**	**	**
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	8	**	**	**	**
	16%	**	**	**	**
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	7	**	**	**	**
	13%	**	**	**	**
Lack of respect towards adults	6	**	**	**	**
	12%	**	**	**	**
Negative portrayal of women/ objectification of women	5	**	**	**	**
	9%	**	**	**	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	5	**	**	**	**
	9%	**	**	**	**

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	128	61	67	73	55
Effective Weighted Sample	125	59	66	72	53
Total	52	24	28	29	23
Invasion of privacy/ not respecting people's privacy	3	**	**	**	**
	7%	**	**	**	**
Other	1	**	**	**	**
	2%	**	**	**	**
Don't know	3	**	**	**	**
	6%	**	**	**	**

Columns Tested: a,b - c,d

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

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

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Bad language	25	12	14	16	9
	10%	9%	11%	13%	8%
				d	
Unsuitable content for younger people/ children	23	10	13	14	10
	10%	9%	10%	11%	8%
Violence (in general)	22	9	13	12	10
	9%	7%	11%	10%	8%
Sex/ sexually explicit content	17	8	9	12	5
	7%	7%	7%	10%	4%
				d	
Unsuitable content aired too early/ pre-watershed/ before 9pm	16	7	8	11	5
	6%	6%	7%	9%	4%
				d	
Portrayal of anti-social behaviour	13	6	7	6	7
	5%	5%	6%	5%	6%
Nakedness/ naked bodies/ naked body parts	12	5	7	10	2
	5%	4%	5%	8%	2%
				d	

Columns Tested: a,b - c,d

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

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

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc)	10 4%	4 3%	6 5%	8 7% d	2 1%
Glamorisation of certain lifestyles	9 4%	3 3%	5 4%	6 5%	3 2%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	8 3%	4 3%	5 4%	6 5% d	2 1%
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	7 3%	3 2%	4 3%	4 4%	2 2%
Lack of respect towards adults	6 2%	3 2%	4 3%	5 4% d	1 1%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Negative portrayal of women/ objectification of women	5 2%	1 1%	4 3%	4 3% d	1 1%
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	5 2%	1 1%	3 3%	4 3% d	1 1%
Invasion of privacy/ not respecting people's privacy	3 1%	1 1%	2 2%	3 3% d	* *%
Other	1 *%	* *%	1 1%	1 1%	- -%
Don't know	3 1%	2 1%	2 1%	2 1%	2 1%
TOTAL NOT CONCERNED	192 79%	98 80%	94 77%	92 76%	100 82%

Columns Tested: a,b - c,d

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

QP16. (SHOWCARD) In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Never	63	31	32	34	30
	26%	26%	26%	28%	24%
Every day	28	16	12	8	20
	12%	13%	10%	7%	16%
					c
Every week	46	22	24	20	27
	19%	18%	20%	16%	22%
Every month	31	15	16	18	13
	13%	12%	13%	15%	11%
Every couple of months	23	10	14	11	12
	9%	8%	11%	9%	10%
Less frequently	49	26	24	30	19
	20%	21%	19%	25%	16%
				d	
SUMMARY					
WEEKLY	75	38	36	28	47
	31%	31%	30%	23%	38%
					c
MONTHLY	106	54	52	46	60
	43%	44%	43%	38%	49%
					c
EVER	178	89	89	88	90
	73%	72%	73%	72%	74%
LESS FREQUENTLY THAN MONTHLY	72	35	37	41	31
	30%	29%	30%	34%	25%
				d	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

Table 77

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

QP16. (SHOWCARD) In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	616	315	301	313	303
Effective Weighted Sample	599	306	294	306	294
Total	244	122	122	121	123
Don't know	3	2	1	*	3
	1%	2%	1%	*%	2%
					c

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	621	318	303	314	307
Effective Weighted Sample	604	308	296	306	298
Total	247	124	123	122	124
Sky Satellite TV	112	54	58	62	49
	45%	44%	47%	51%	40%
				d	
Freeview (through a set-top box or television set)	77	37	39	29	48
	31%	30%	32%	24%	38%
					c
Virgin Media (Cable TV)	30	14	16	16	13
	12%	12%	13%	14%	11%
NOW TV	10	4	6	4	7
	4%	3%	5%	3%	5%
TalkTalk TV	9	4	5	4	5
	4%	4%	4%	3%	4%
BT TV (formerly BT Vision)	9	5	4	5	3
	3%	4%	3%	4%	3%
Freesat Satellite TV	8	4	3	6	2
	3%	3%	3%	5%	2%
				d	
Other Satellite TV	5	2	3	2	3
	2%	2%	2%	2%	2%
EE TV	2	2	-	-	2
	1%	1%	-%	-%	1%
		b			c

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	621	318	303	314	307
Effective Weighted Sample	604	308	296	306	298
Total	247	124	123	122	124
YouView	1	1	-	*	*
	*%	1%	-%	*%	*%
Don't know	3	2	1	1	2
	1%	2%	1%	1%	2%
ANY SATELLITE	124	60	64	70	54
	50%	49%	52%	57%	43%
				d	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

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

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	621	318	303	314	307
Effective Weighted Sample	604	308	296	306	298
Total	247	124	123	122	124
Sky Satellite TV	111	54	57	62	49
	45%	44%	46%	51%	39%
				d	
Freeview (through a set-top box or television set)	67	34	33	24	42
	27%	27%	27%	20%	34%
					c
Virgin Media (Cable TV)	30	14	16	16	13
	12%	12%	13%	14%	11%
TalkTalk TV	9	4	5	4	5
	4%	4%	4%	3%	4%
BT TV (formerly BT Vision)	8	5	3	5	3
	3%	4%	3%	4%	2%
Freesat Satellite TV	7	4	3	5	2
	3%	3%	2%	4%	1%
				d	
NOW TV	7	3	3	2	5
	3%	3%	3%	2%	4%
Other Satellite TV	5	2	3	2	3
	2%	2%	2%	2%	2%
EE TV	*	*	-	-	*
	*%	*%	-%	-%	*%
Don't know	3	2	1	1	2
	1%	2%	1%	1%	2%

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	621	318	303	314	307
Effective Weighted Sample	604	308	296	306	298
Total	247	124	123	122	124
ANY SATELLITE	123	60	63	70	53
	50%	49%	51%	57%	43%
				d	

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	621	318	303	314	307
Effective Weighted Sample	604	308	296	306	298
Total	247	124	123	122	124
Yes	140	70	70	70	70
	57%	57%	57%	57%	56%
No	80	41	39	41	38
	32%	33%	31%	34%	31%
Don't know	27	12	15	11	16
	11%	10%	12%	9%	13%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	348	180	168	179	169
Effective Weighted Sample	339	175	164	175	164
Total	140	70	70	70	70
Yes	59	32	28	33	27
	42%	45%	40%	47%	38%
No	69	34	36	31	38
	49%	48%	51%	45%	54%
Don't know	11	5	6	6	5
	8%	7%	9%	8%	8%

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	621	318	303	314	307
Effective Weighted Sample	604	308	296	306	298
Total	247	124	123	122	124
Yes	59	32	28	33	27
	24%	26%	23%	27%	21%
No	69	34	36	31	38
	28%	27%	29%	26%	30%
Don't know	11	5	6	6	5
	5%	4%	5%	5%	4%
DON'T THINK CAN USE MANDATORY PINS ON TV SERVICE(S)	107	53	53	52	54
	43%	43%	43%	43%	44%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP18B.(SHOWCARD) AGREEMENT WITH STATEMENT ABOUT MANDATORY PINS - The mandatory PINs in place on my TV service/ TV services are effective in managing my child's TV viewing. (SINGLE CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	348	180	168	179	169
Effective Weighted Sample	339	175	164	175	164
Total	140	70	70	70	70
Strongly disagree	5	3	2	3	1
	4%	4%	3%	5%	2%
Slightly disagree	6	4	2	3	3
	4%	6%	3%	5%	4%
Neither agree nor disagree	27	14	13	16	11
	19%	19%	19%	23%	16%
Slightly agree	24	10	14	13	11
	17%	15%	20%	18%	16%
Strongly agree	65	33	32	30	36
	47%	47%	46%	43%	51%
Don't know	13	7	6	5	8
	9%	9%	8%	7%	11%
SUMMARY CODES					
TOTAL DISAGREE	11	7	4	7	4
	8%	9%	6%	10%	6%
TOTAL AGREE	89	43	46	42	47
	64%	62%	66%	61%	67%
TOTAL NEITHER/ DON'T KNOW	40	20	19	21	19
	28%	29%	28%	30%	27%

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	621	318	303	314	307
Effective Weighted Sample	604	308	296	306	298
Total	247	124	123	122	124
Yes	139	70	70	70	69
	56%	56%	57%	57%	55%
No	84	43	41	44	41
	34%	35%	33%	36%	33%
Don't know	23	11	12	8	15
	9%	9%	10%	7%	12%
					c

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	348	177	171	179	169
Effective Weighted Sample	340	172	168	176	164
Total	139	70	70	70	69
Yes	79	40	39	41	38
	57%	58%	56%	58%	56%
No	58	28	30	29	29
	42%	40%	43%	41%	43%
Don't know	2	1	*	1	1
	1%	2%	1%	1%	2%
SUMMARY					
AWARE AND USE VOLUNTARY PINS	79	40	39	41	38
	57%	58%	56%	58%	56%
AWARE BUT DO NOT USE VOLUNTARY PINS	60	29	31	29	31
	43%	42%	44%	42%	44%

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	621	318	303	314	307
Effective Weighted Sample	604	308	296	306	298
Total	247	124	123	122	124
SUMMARY					
AWARE AND USE VOLUNTARY PINS	79	40	39	41	38
	32%	33%	32%	33%	31%
AWARE BUT DO NOT USE VOLUNTARY PINS	60	29	31	29	31
	24%	24%	25%	24%	25%
DON'T THINK CAN USE VOLUNTARY PINS ON TV SERVICE(S)	107	54	53	52	55
	44%	44%	43%	43%	45%

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
SUMMARY					
AWARE AND USE VOLUNTARY PINS	79	40	39	41	38
	32%	32%	31%	33%	31%
AWARE BUT DO NOT USE VOLUNTARY PINS	60	29	31	29	31
	24%	23%	25%	24%	24%
DON'T THINK CAN USE VOLUNTARY PINS ON TV SERVICE(S)	107	54	53	52	55
	43%	43%	43%	42%	44%
NO TV IN HOUSEHOLD	3	1	2	3	1
	1%	1%	2%	2%	1%

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	~b	c	~d
Unweighted total	197	101	96	104	93
Effective Weighted Sample	192	98	94	102	90
Total	79	40	39	41	38
Strongly disagree	2	2	**	1	**
	2%	4%	**	2%	**
Slightly disagree	2	1	**	2	**
	3%	2%	**	4%	**
Neither agree nor disagree	9	3	**	6	**
	11%	8%	**	14%	**
Slightly agree	16	6	**	9	**
	20%	16%	**	23%	**
Strongly agree	49	28	**	24	**
	62%	70%	**	58%	**
Don't know	1	-	**	-	**
	1%	-%	**	-%	**
SUMMARY CODES					
TOTAL DISAGREE	4	2	**	2	**
	5%	6%	**	6%	**
TOTAL AGREE	65	35	**	33	**
	82%	86%	**	80%	**
TOTAL NEITHER/ DON'T KNOW	10	3	**	6	**
	12%	8%	**	14%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP20. As far as you are aware, does your child know any of the PINs that have been set on any of your TV services?

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	261	134	127	139	122
Effective Weighted Sample	255	131	125	137	119
Total	106	53	52	55	51
Yes	7	3	3	3	3
	6%	6%	6%	6%	7%
No	96	49	47	51	45
	91%	93%	89%	93%	89%
Don't know	3	*	2	*	2
	3%	1%	4%	1%	4%

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	621	318	303	314	307
Effective Weighted Sample	604	308	296	306	298
Total	247	124	123	122	124
Yes	74	39	35	41	33
	30%	32%	29%	34%	27%
No	72	35	37	35	36
	29%	28%	30%	29%	29%
Don't know	101	50	51	46	55
	41%	40%	41%	38%	44%

Columns Tested: a,b - c,d

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

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

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

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	~b	c	~d
Unweighted total	186	100	86	103	83
Effective Weighted Sample	181	97	84	100	80
Total	74	39	35	41	33
Yes	45	26	**	25	**
	61%	65%	**	62%	**
No	26	12	**	14	**
	35%	30%	**	33%	**
Don't know	3	2	**	2	**
	4%	4%	**	5%	**
AWARE THAT CAN REMOVE ADULT	29	14	**	15	**
CHANNELS BUT HAVE NOT SET THIS UP	39%	35%	**	38%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP22A. Does your child ever use the YouTube website or app?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Yes, uses the YouTube website or app	112	57	55	54	58
	45%	46%	44%	43%	47%
No, does not use the YouTube website or app	135	67	68	69	66
	54%	53%	55%	55%	53%
Don't know	3	1	2	2	1
	1%	1%	2%	2%	*%

Columns Tested: a,b - c,d

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	282	148	134	138	144
Effective Weighted Sample	274	143	131	136	138
Total	112	57	55	54	58
Cartoons/ animations/ mini-movies or songs	89	49	41	44	45
	80%	85%	74%	82%	78%
		b			
Funny videos/ jokes/ pranks/ challenges	44	22	23	23	21
	40%	38%	41%	43%	37%
'Unboxing' videos - e.g where toys are unwrapped or assembled	30	16	14	14	16
	27%	28%	25%	26%	27%
Music videos	28	15	13	13	15
	25%	26%	24%	24%	26%
Game tutorials/ walk-throughs/ watching other people play games	25	15	10	10	15
	22%	25%	19%	19%	25%
'How-to' videos or tutorials about hobbies/ things they are interested in	20	9	10	9	11
	17%	16%	19%	17%	18%
Whole programmes or films	19	10	9	11	9
	17%	17%	17%	20%	15%

 Columns Tested: a,b - c,d

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	282	148	134	138	144
Effective Weighted Sample	274	143	131	136	138
Total	112	57	55	54	58
Vloggers or YouTube personalities (such as Zoella or KSI)	17 15%	9 15%	9 16%	8 15%	9 16%
Sports/ football clips or videos	7 6%	5 9%	2 3%	2 4%	4 7%
Film trailers, clips of programmes, 'best-bits' or programme highlights	6 6%	3 5%	4 7%	3 6%	3 5%
Other - please specify	2 2%	1 2%	1 2%	1 2%	1 2%

Columns Tested: a,b - c,d

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

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	103 41%	54 43%	49 39%	55 44%	48 38%
A laptop/ netbook	49 20%	24 19%	25 20%	27 21%	23 18%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	44 18%	22 18%	22 18%	19 15%	25 20%
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)	11 5%	5 4%	6 5%	7 5%	5 4%
A desktop computer (PC or Mac)	11 4%	5 4%	6 5%	7 6% d	3 3%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch/3DS, PS Vita and so on)	8 3%	6 4% b	2 2%	4 3%	4 3%

Columns Tested: a,b - c,d

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

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
NONE OF THESE/ Does not go online	119	57	62	58	61
	48%	46%	49%	47%	48%
SUMMARY					
GOES ONLINE THROUGH ANY TYPE OF DEVICE	131	68	63	66	65
	52%	54%	51%	53%	52%
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	55	27	28	31	25
	22%	22%	22%	25%	20%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	123	64	59	62	61
	49%	51%	47%	50%	49%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	76	40	35	36	40
	30%	32%	28%	29%	32%
ONLY GOES ONLINE ON A MOBILE PHONE	9	4	6	3	6
	4%	3%	5%	2%	5%
ONLY GOES ONLINE ON A TABLET	47	24	23	25	22
	19%	19%	18%	20%	18%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use....(SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	91 69%	47 69%	44 70%	49 74% d	41 64%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	21 16%	10 14%	11 17%	7 11%	14 21% c
A laptop/ netbook	8 6%	3 5%	5 7%	5 7%	3 5%
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	5 4%	3 5%	2 4%	2 4%	3 4%
A desktop computer (PC or Mac)	4 3%	2 3%	1 2%	2 3%	1 2%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch/3DS, PS Vita and so on)	2 2%	2 4% b	- -%	1 1%	2 3%

Columns Tested: a,b - c,d

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use....(SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Don't know	*	*	-	-	*
	*%	1%	-%	-%	1%
SUMMARY					
GOES ONLINE THROUGH ANY TYPE OF DEVICE	131	68	63	66	65
	100%	100%	100%	100%	100%
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	11	5	6	7	5
	9%	8%	9%	10%	7%
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	119	62	57	60	59
	91%	91%	91%	90%	92%

Columns Tested: a,b - c,d

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	91 36%	47 37%	44 35%	49 40%	41 33%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	21 8%	10 8%	11 9%	7 6%	14 11% c
A laptop/ netbook	8 3%	3 3%	5 4%	5 4%	3 3%
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)	5 2%	3 2%	2 2%	2 2%	3 2%
A desktop computer (PC or Mac)	4 1%	2 2%	1 1%	2 2%	1 1%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch/3DS, PS Vita and so on)	2 1%	2 2% b	- -%	1 1%	2 1%

Columns Tested: a,b - c,d

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Does not go online	119	57	62	58	61
	48%	46%	49%	47%	48%
Don't know	*	*	-	-	*
	*%	*%	-%	-%	*%
SUMMARY					
NOMINATES A DEVICE MOSTLY USED TO GO ONLINE	131	67	63	66	64
	52%	54%	51%	53%	51%
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	11	5	6	7	5
	5%	4%	5%	5%	4%
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	119	62	57	60	59
	48%	50%	46%	48%	47%

Columns Tested: a,b - c,d

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

QP25A. Please think about the time your child spends going online at home or elsewhere on a typical school day. IF NECESSARY: Such as using any type of computer (so a laptop, netbook, desktop) or tablet, mobile phone or a games console to go online. How many hours would you say they spend going online at home or elsewhere on a typical school day? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
None	10	4	7	6	4
	8%	5%	10%	9%	6%
Up to 1 hour	88	46	42	48	40
	67%	68%	66%	72%	62%
Up to 2 hours	22	11	11	9	12
	17%	16%	17%	14%	19%
Up to 3 hours	7	3	4	2	5
	5%	5%	6%	3%	8%
					c
Up to 4 hours	3	2	1	2	1
	2%	3%	1%	2%	2%
Up to 5 hours	1	1	-	-	1
	1%	2%	-%	-%	2%
Up to 6 hours	*	*	-	-	*
	*%	1%	-%	-%	1%
Don't know	*	*	-	-	*
	*%	*%	-%	-%	*%
Mean number of hours	1.2	1.3	1.1	1.0	1.3
					c
Standard deviation	.93	1.03	.80	.79	1.03
Standard error	.05	.08	.06	.06	.08

Columns Tested: a,b - c,d

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

QP25B. And how many hours would you say they go online at home or elsewhere on a weekend day? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
None	6	3	2	3	2
	4%	5%	4%	5%	4%
Up to 1 hour	71	36	35	38	32
	54%	53%	55%	58%	50%
Up to 2 hours	38	18	20	18	19
	29%	26%	31%	27%	30%
Up to 3 hours	10	6	3	3	7
	7%	9%	5%	4%	10%
					c
Up to 4 hours	4	3	1	3	1
	3%	4%	2%	4%	2%
Up to 5 hours	3	2	2	1	2
	3%	2%	3%	2%	3%
Up to 6 hours	*	*	-	-	*
	*%	1%	-%	-%	1%
Up to 7 hours	*	*	-	-	*
	*%	*%	-%	-%	*%
Mean number of hours	1.5	1.6	1.4	1.4	1.6
Standard deviation	1.08	1.15	1.01	1.00	1.16
Standard error	.06	.09	.08	.08	.09

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP25A-B HOURS SPENT GOING ONLINE IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
None	3	2	1	1	2
	2%	3%	1%	1%	3%
Up to 5 hours	35	15	19	23	12
	26%	23%	30%	34%	18%
				d	
Up to 10 hours	57	29	28	29	28
	44%	43%	44%	44%	44%
Up to 15 hours	22	13	9	9	14
	17%	19%	15%	13%	21%
Up to 20 hours	5	2	3	2	2
	4%	3%	4%	4%	4%
Up to 25 hours	5	2	3	1	4
	4%	4%	4%	2%	6%
Up to 30 hours	3	2	1	2	1
	2%	3%	1%	2%	2%
Up to 35 hours	1	1	-	-	1
	1%	1%	-%	-%	1%
Up to 40 hours	*	*	-	-	*
	*%	1%	-%	-%	1%
Don't know	*	*	-	-	*
	*%	*%	-%	-%	*%
Mean number of hours	8.9	9.4	8.3	8.0	9.9
					c
Standard deviation	6.20	6.78	5.52	5.57	6.70
Standard error	.34	.52	.44	.43	.53

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Rules about the types of websites or apps they can use	80 61%	42 62%	38 60%	42 63%	38 59%
Rules about how much time they spend online	61 46%	29 42%	32 51%	33 50%	28 43%
Rules about when they can go online	45 34%	23 33%	22 35%	26 40% d	18 28%
Rules about who they can contact online	44 34%	23 34%	21 33%	23 34%	21 33%
Rules about spending money online	42 32%	21 32%	21 33%	21 32%	21 33%
Rules about the information they can share online	39 30%	20 29%	19 31%	21 31%	18 28%
SPONTANEOUS RESPONSES					
Rules about only going online when supervised/ accompanied	5 4%	3 4%	3 4%	2 4%	3 4%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Other rules - Please say	*	-	*	*	-
	*%	-%	1%	1%	-%
ANY RULES	101	50	51	52	50
	77%	74%	81%	78%	77%
No, do not have any rules	30	18	12	15	15
	23%	26%	19%	22%	23%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Sitting beside them and watching or helping them while they are online	93 71%	48 72%	44 70%	49 74%	44 68%
Being nearby and regularly checking what they do	84 64%	45 66%	40 62%	44 66%	40 62%
Asking about what they are doing or have been doing online	43 33%	23 34%	20 32%	23 34%	20 31%
Check the browser/ device history after they have been online	32 24%	16 23%	16 25%	18 27%	14 21%
Other types of supervision	4 3%	3 4%	1 2%	1 2%	3 5%
ANY TYPES OF SUPERVISION	125 95%	64 95%	60 95%	63 94%	62 96%
No, don't supervise their online access and use	7 5%	4 5%	3 5%	4 6%	3 4%

Columns Tested: a,b - c,d

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

QP28. Have you ever talked to your child about how to stay safe online? IF NECESSARY: For example, have you ever discussed with them the potential dangers of things like content on sites or apps that might be unsuitable for their age, sharing too much information online, contact with people they don't know personally etc.

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Yes	46	20	26	27	19
	35%	30%	41%	41%	29%
			a	d	
No	85	48	38	39	46
	65%	70%	59%	59%	71%
		b			c

Columns Tested: a,b - c,d

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

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

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

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	114	52	62	69	45
Effective Weighted Sample	110	50	60	67	43
Total	46	20	26	27	19
At least every few weeks	29	**	**	**	**
	64%	**	**	**	**
At least every few months	8	**	**	**	**
	17%	**	**	**	**
EVERY FEW WEEKS OR EVERY FEW MONTHS	37	**	**	**	**
	81%	**	**	**	**
Less often than every few months, but more than once	4	**	**	**	**
	10%	**	**	**	**
Have talked to them once, and not since then	4	**	**	**	**
	8%	**	**	**	**
Don't know	*	**	**	**	**
	1%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents whose child uses a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	~b	c	d
Unweighted total	202	112	90	102	100
Effective Weighted Sample	198	109	88	100	97
Total	81	44	37	40	41
Yes	5	2	**	3	2
	6%	4%	**	7%	6%
No	76	42	**	38	39
	94%	96%	**	93%	94%

Columns Tested: a,b - c,d

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

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

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP30B. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them?

Base : Parents whose child uses a tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	365	192	173	193	172
Effective Weighted Sample	354	186	168	189	166
Total	145	75	70	75	70
Yes	13	8	5	5	8
	9%	11%	7%	7%	12%
No	131	66	65	70	62
	90%	88%	93%	92%	88%
Don't know	*	*	-	*	-
	*%	1%	-%	1%	-%

Columns Tested: a,b - c,d

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

QP30B. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them?

Base : Parents of children with their own tablet

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	121	65	56	42	79
Effective Weighted Sample	117	63	54	41	76
Total	48	25	23	16	32
Yes	9	**	**	**	**
	18%	**	**	**	**
No	40	**	**	**	**
	82%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	64 54%	32 54%	32 55%	38 61% d	26 46%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	61 51%	30 49%	31 54%	37 60% d	24 42%
AWARE OF EITHER OF THESE CONTENT FILTERS	76 64%	39 65%	37 64%	44 72% d	31 56%
PIN/ Password required to enter websites unless already approved	65 55%	33 55%	32 55%	35 56%	30 53%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
YouTube restricted mode enabled to filter inappropriate content	52 44%	25 41%	27 47%	31 50% d	20 36%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc	51 43%	27 44%	24 42%	29 47%	22 39%
Safe search enabled on search engine websites - e.g. Google	46 39%	22 37%	24 42%	27 44%	19 34%
AWARE OF ANY OF THE ABOVE 6 TOOLS OR CONTROLS	90 77%	46 76%	44 77%	50 81%	40 72%
Change the settings on your child's phone or tablet to stop any apps being downloaded	44 38%	21 35%	23 40%	27 44% d	17 30%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	40 34%	21 34%	19 34%	22 36%	18 32%
Change the settings on your child's phone or tablet to stop any in-app purchases	40 34%	21 34%	19 33%	24 39%	16 28%
AWARE OF ANY OF THE THREE TOOLS FOR TABLETS OR MOBILE PHONES	54 46%	28 47%	25 44%	32 51% d	22 39%
AWARE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	91 77%	47 78%	44 77%	51 82%	41 73%
None of these	24 20%	12 20%	12 21%	10 16%	14 25%
Don't know	3 2%	1 2%	1 2%	1 2%	1 3%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	34 29%	17 29%	16 28%	21 34% d	12 22%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	30 26%	15 25%	15 26%	19 30%	11 20%
USE OF EITHER OF THESE CONTENT FILTERS	45 38%	23 37%	22 39%	28 45% d	17 30%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	18 15%	11 19%	7 11%	10 17%	8 14%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
PIN/ Password required to enter websites unless already approved	39 33%	22 36%	18 30%	21 33%	19 33%
Safe search enabled on search engine websites - e.g. Google	18 15%	9 15%	9 15%	13 20% d	5 9%
YouTube restricted mode enabled to filter inappropriate content	26 22%	13 22%	13 23%	15 24%	11 20%
USE ANY OF THE ABOVE 6 TOOLS OR CONTROLS	66 56%	33 55%	33 57%	37 59%	30 53%
Change the settings on your child's phone or tablet to stop any apps being downloaded	17 14%	9 15%	8 13%	9 15%	7 13%
Change the settings on your child's phone or tablet to stop any in-app purchases	15 13%	9 14%	6 11%	9 14%	6 11%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	15 13%	9 15%	6 10%	6 9%	9 16%
USE ANY OF THE THREE TOOLS FOR TABLETS OR MOBILE PHONES	24 20%	14 23%	10 17%	13 20%	11 20%
USE ANY OF THE ABOVE 9 TOOLS OR CONTROLS	69 58%	36 59%	33 58%	38 62%	31 55%
Do not use any of these tools or controls	22 19%	11 18%	11 19%	12 19%	10 18%
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	24 20%	12 20%	12 21%	10 16%	14 25%
Don't know	3 3%	2 3%	2 3%	2 3%	1 3%

Columns Tested: a,b - c,d

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

QP31A/ QP32A/ QP33A SUMMARY OF AWARENESS AND USE - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
AWARE AND USE	34	17	16	21	12
	29%	29%	28%	34%	22%
				d	
AWARE AND STOPPED USING	1	*	1	1	*
	1%	1%	2%	2%	1%
AWARE BUT NEVER USED	25	12	14	15	11
	22%	19%	24%	24%	19%
TOTAL AWARE	61	30	31	37	24
	51%	49%	54%	60%	42%
				d	
TOTAL NOT AWARE	57	31	27	25	32
	49%	51%	46%	40%	58%
					c

Columns Tested: a,b - c,d

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
AWARE AND USE	30 26%	15 25%	15 26%	19 30%	11 20%
AWARE AND STOPPED USING	4 3%	2 3%	2 4%	2 4%	1 2%
AWARE BUT NEVER USED	30 25%	16 26%	14 25%	17 27%	13 23%
TOTAL AWARE	64 54%	32 54%	32 55%	38 61% d	26 46%
TOTAL NOT AWARE	54 46%	28 46%	26 45%	24 39%	30 54% c

Columns Tested: a,b - c,d

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
AWARE AND USE	18	11	7	10	8
	15%	19%	11%	17%	14%
AWARE BUT DO NOT USE	33	15	18	19	14
	28%	25%	31%	30%	25%
TOTAL AWARE	51	27	24	29	22
	43%	44%	42%	47%	39%
TOTAL NOT AWARE	67	34	33	33	34
	57%	56%	58%	53%	61%

Columns Tested: a,b - c,d

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
AWARE AND USE	39	22	18	21	19
	33%	36%	30%	33%	33%
AWARE BUT DO NOT USE	25	11	14	14	11
	21%	19%	24%	23%	20%
TOTAL AWARE	65	33	32	35	30
	55%	55%	55%	56%	53%
TOTAL NOT AWARE	53	27	26	27	26
	45%	45%	45%	44%	47%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
AWARE AND USE	18	9	9	13	5
	15%	15%	15%	20%	9%
				d	
AWARE BUT DO NOT USE	28	13	15	15	14
	24%	22%	26%	24%	25%
TOTAL AWARE	46	22	24	27	19
	39%	37%	42%	44%	34%
TOTAL NOT AWARE	72	38	34	35	37
	61%	63%	58%	56%	66%

Columns Tested: a,b - c,d

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	293	153	140	157	136
Effective Weighted Sample	284	148	136	153	131
Total	118	60	58	62	56
AWARE AND USE	26	13	13	15	11
	22%	22%	23%	24%	20%
AWARE BUT DO NOT USE	25	11	14	16	9
	21%	19%	24%	26%	16%
				d	
TOTAL AWARE	52	25	27	31	20
	44%	41%	47%	50%	36%
				d	
TOTAL NOT AWARE	67	36	31	31	36
	56%	59%	53%	50%	64%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	365	192	173	193	172
Effective Weighted Sample	354	186	168	189	166
Total	145	75	70	75	70
AWARE AND USE	24	13	11	14	10
	16%	17%	15%	18%	15%
AWARE BUT DO NOT USE	34	14	20	22	12
	24%	19%	28%	29%	18%
			a	d	
TOTAL AWARE	58	27	31	35	23
	40%	36%	44%	47%	32%
				d	
TOTAL NOT AWARE	87	48	39	40	47
	60%	64%	56%	53%	68%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	365	192	173	193	172
Effective Weighted Sample	354	186	168	189	166
Total	145	75	70	75	70
AWARE AND USE	21	10	10	12	8
	14%	14%	15%	16%	12%
AWARE BUT DO NOT USE	32	14	18	19	14
	22%	19%	26%	25%	20%
TOTAL AWARE	53	24	29	31	22
	36%	32%	41%	41%	31%
TOTAL NOT AWARE	92	51	42	45	48
	64%	68%	59%	59%	69%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	365	192	173	193	172
Effective Weighted Sample	354	186	168	189	166
Total	145	75	70	75	70
AWARE AND USE	17	10	8	8	9
	12%	13%	11%	11%	13%
AWARE BUT DO NOT USE	32	14	19	21	11
	22%	18%	27%	28%	16%
			a	d	
TOTAL AWARE	50	23	27	29	21
	34%	31%	38%	39%	30%
TOTAL NOT AWARE	95	52	43	46	49
	66%	69%	62%	61%	70%

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	82	43	39	53	29
Effective Weighted Sample	80	42	38	52	28
Total	34	17	16	21	12
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

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	82	43	39	53	29
Effective Weighted Sample	80	42	38	52	28
Total	34	17	16	21	12
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	74	38	36	47	27
Effective Weighted Sample	73	37	35	46	27
Total	30	15	15	19	11
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	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	69	32	37	40	29
Effective Weighted Sample	66	31	36	39	28
Total	27	12	15	16	11
Child is too young/ don't need to worry about this yet	** **	** **	** **	** **	** **
Child is always supervised/ always an adult present	** **	** **	** **	** **	** **
I prefer to use other ways like talking to my child/ supervising them/ using rules	** **	** **	** **	** **	** **
Trust my child to be sensible/ responsible	** **	** **	** **	** **	** **
They don't block enough	** **	** **	** **	** **	** **
Don't know how to do this/ too complicated/ time consuming to install/ administer	** **	** **	** **	** **	** **

Columns Tested: a,b - c,d

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	69	32	37	40	29
Effective Weighted Sample	66	31	36	39	28
Total	27	12	15	16	11
Wouldn't work/ they'd find a way around any controls	** **	** **	** **	** **	** **
My Internet Service Provider/ISP does not offer this tool/ control	** **	** **	** **	** **	** **
They block too much/ get in the way	** **	** **	** **	** **	** **
Child learns how to be safe on the internet at school	** **	** **	** **	** **	** **
Don't know	** **	** **	** **	** **	** **

Columns Tested: a,b - c,d

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
SUPERVISE & TALK TO CHILD & TOOLS & RULES	28 22%	13 19%	15 24%	18 27% d	11 17%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	* *%	* 1%	- -%	* 1%	- -%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	7 6%	3 4%	5 7%	3 5%	4 7%
SUPERVISE & TOOLS & RULES & NOT TALK	35 27%	18 27%	17 26%	17 26%	18 28%
SUPERVISE & TALK TO CHILD ONLY	1 1%	1 1%	* 1%	1 2%	- -%
SUPERVISE & TOOLS ONLY	6 5%	3 4%	3 5%	2 3%	4 6%
SUPERVISE & RULES ONLY	29 22%	15 22%	14 22%	13 19%	16 25%
TOOLS & RULES ONLY	* *%	* 1%	- -%	- -%	* 1%
TECHNICAL MEDIATION/ TOOLS ONLY	2 1%	1 1%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
PARENTAL SUPERVISION WHEN ONLINE ONLY	17 13%	11 16%	6 10%	8 12%	9 14%
RULES ONLY	1 1%	* 1%	* 1%	1 1%	- -%
NONE OF THESE	4 3%	2 3%	2 3%	2 3%	2 3%
ANY OF THE SIX TECHNICAL MEDIATION TOOLS	72 55%	36 53%	36 57%	39 58%	34 52%
ANY PARENTAL SUPERVISION WHEN ONLINE	125 95%	64 95%	60 95%	63 94%	62 96%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	101 77%	50 74%	51 81%	52 78%	50 77%
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	37 28%	17 25%	20 32%	22 34% d	15 23%
ANY THREE	43 33%	22 32%	21 34%	21 31%	22 34%
ANY TWO	37 28%	19 28%	18 28%	16 24%	21 32%

Columns Tested: a,b - c,d

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
ANY ONE	19	12	7	10	10
	15%	18%	12%	15%	15%
AT LEAST THREE OUT OF FOUR	71	35	37	38	33
	54%	51%	58%	58%	51%

Columns Tested: a,b - c,d

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

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps, so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube Does your child have a profile or account on any of these types of sites or apps?

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Yes	3	1	2	1	2
	2%	1%	3%	1%	3%
No	128	67	61	65	62
	97%	98%	96%	98%	96%
Don't know	1	*	*	*	*
	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps, so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube Does your child have a profile or account on any of these types of sites or apps?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Yes	3	1	2	1	2
	1%	1%	2%	1%	2%
No	128	67	61	65	62
	51%	53%	49%	52%	50%
Don't know	1	*	*	*	*
	*%	*%	*%	*%	*%
CHILD DOES NOT GO ONLINE	119	57	62	58	61
	48%	46%	49%	47%	48%

Columns Tested: a,b - c,d

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

QP44. Which social media or messaging sites or apps does your child use? (MULTI CODE)

Base : Parents of children with a social media account

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	7	2	5	2	5
Effective Weighted Sample	7	2	5	2	5
Total	3	1	2	1	2
YouTube	**	**	**	**	**
	**	**	**	**	**
Mean number of social media sites or apps	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**

 Columns Tested: a,b - c,d

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

QP45. And which is their main social media or messaging site or app, so the one they use most often? (SINGLE CODE)

Base : Parents of children with a social media account

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	7	2	5	2	5
Effective Weighted Sample	7	2	5	2	5
Total	3	1	2	1	2
YouTube	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP47. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF SOCIAL MEDIA/ MESSAGING SITES OR APPS - I would allow my child to use these sites before they had reached the minimum age required by that site or app. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Strongly disagree	74	40	33	36	38
	56%	60%	53%	54%	59%
Slightly disagree	17	7	10	11	6
	13%	10%	16%	17%	9%
				d	
Neither agree nor disagree	19	10	9	9	10
	15%	15%	14%	13%	16%
Slightly agree	11	5	5	8	3
	8%	8%	9%	11%	5%
				d	
Strongly agree	6	2	3	2	4
	4%	3%	5%	2%	6%
Don't know	5	3	2	2	3
	4%	5%	3%	3%	5%
SUMMARY CODES					
TOTAL DISAGREE	91	47	44	47	44
	69%	69%	69%	71%	67%
TOTAL AGREE	16	7	9	9	7
	12%	11%	14%	14%	11%
TOTAL NEITHER/ DON'T KNOW	24	13	11	11	14
	19%	20%	17%	16%	21%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Strongly disagree	11	7	5	4	8
	9%	10%	7%	5%	12%
					c
Slightly disagree	19	9	10	11	8
	14%	13%	15%	16%	12%
Neither agree nor disagree	38	20	18	20	18
	29%	29%	28%	30%	27%
Slightly agree	39	19	20	21	18
	30%	28%	31%	32%	28%
Strongly agree	23	12	11	11	12
	17%	17%	17%	16%	18%
Don't know	2	1	1	*	2
	2%	2%	1%	*%	3%
SUMMARY CODES					
TOTAL DISAGREE	30	16	14	14	16
	23%	23%	23%	21%	24%
TOTAL AGREE	61	31	30	32	29
	47%	46%	48%	48%	46%
TOTAL NEITHER/ DON'T KNOW	40	21	19	20	20
	30%	31%	29%	31%	30%

Columns Tested: a,b - c,d

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

QP48B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to stay safe online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Strongly disagree	1	-	1	*	*
	1%	-%	1%	1%	1%
Slightly disagree	10	5	5	5	5
	7%	7%	8%	7%	8%
Neither agree nor disagree	15	7	8	8	6
	11%	10%	12%	13%	10%
Slightly agree	42	18	23	23	18
	32%	27%	37%	35%	28%
Strongly agree	64	37	26	30	34
	49%	55%	42%	45%	52%
		b			
Don't know	1	*	*	-	1
	1%	1%	1%	-%	1%
SUMMARY CODES					
TOTAL DISAGREE	10	5	6	5	5
	8%	7%	9%	7%	8%
TOTAL AGREE	105	56	50	53	52
	80%	82%	78%	80%	81%
TOTAL NEITHER/ DON'T KNOW	15	7	8	8	7
	12%	11%	13%	13%	11%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Very concerned	10	5	5	6	4
	7%	7%	8%	8%	6%
Fairly concerned	21	10	11	14	7
	16%	15%	18%	21%	12%
				d	
Neither/ nor	19	9	9	9	10
	14%	14%	15%	13%	15%
Not very concerned	27	15	11	15	11
	20%	22%	18%	23%	17%
Not at all concerned	54	28	27	22	32
	41%	41%	42%	33%	49%
					c
Don't know	1	1	-	*	*
	1%	1%	-%	1%	1%
SUMMARY CODES					
TOTAL CONCERNED	31	15	16	20	11
	24%	22%	26%	29%	18%
				d	
TOTAL NOT CONCERNED	81	43	38	38	43
	62%	63%	60%	57%	67%
TOTAL NEITHER/ DON'T KNOW	19	10	9	9	10
	15%	15%	15%	14%	16%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Very concerned	8	4	4	6	2
	6%	6%	6%	9%	4%
Fairly concerned	28	14	14	16	12
	22%	21%	22%	24%	19%
Neither/ nor	16	7	8	9	7
	12%	11%	13%	13%	11%
Not very concerned	24	13	11	13	11
	18%	19%	17%	19%	18%
Not at all concerned	55	29	26	24	31
	42%	43%	41%	36%	48%
					c
SUMMARY CODES					
TOTAL CONCERNED	36	19	18	22	15
	28%	27%	28%	33%	23%
TOTAL NOT CONCERNED	79	42	37	36	43
	60%	62%	58%	55%	66%
					c
TOTAL NEITHER/ DON'T KNOW	16	7	8	9	7
	12%	11%	13%	13%	11%

Columns Tested: a,b - c,d

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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.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Very concerned	16	8	8	10	6
	12%	12%	13%	14%	10%
Fairly concerned	17	7	10	11	6
	13%	10%	17%	17%	9%
				d	
Neither/ nor	14	7	6	6	8
	10%	11%	10%	9%	12%
Not very concerned	23	13	10	12	11
	17%	19%	16%	18%	17%
Not at all concerned	61	33	28	27	34
	46%	48%	44%	40%	53%
					c
Don't know	1	*	*	1	-
	1%	1%	1%	1%	-%
SUMMARY CODES					
TOTAL CONCERNED	33	15	18	21	12
	25%	22%	29%	31%	19%
				d	
TOTAL NOT CONCERNED	84	45	38	39	45
	64%	67%	60%	59%	69%
TOTAL NEITHER/ DON'T KNOW	14	8	7	7	8
	11%	12%	10%	10%	12%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Very concerned	14	7	7	9	5
	11%	10%	11%	13%	8%
Fairly concerned	16	7	9	9	7
	12%	11%	14%	14%	11%
Neither/ nor	15	8	7	9	6
	11%	12%	11%	13%	9%
Not very concerned	20	11	9	11	9
	15%	16%	14%	16%	14%
Not at all concerned	66	35	31	29	37
	50%	51%	49%	43%	58%
					c
Don't know	*	-	*	*	-
	*%	-%	1%	1%	-%
SUMMARY CODES					
TOTAL CONCERNED	30	14	16	18	12
	23%	21%	25%	28%	19%
TOTAL NOT CONCERNED	86	45	40	39	47
	65%	67%	64%	59%	72%
					c
TOTAL NEITHER/ DON'T KNOW	15	8	7	9	6
	12%	12%	11%	14%	9%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Very concerned	19	10	9	14	5
	14%	14%	14%	21% d	8%
Fairly concerned	17	6	11	10	7
	13%	9%	17%	15%	11%
Neither/ nor	16	10	7	8	9
	13%	15%	10%	12%	13%
Not very concerned	26	13	13	12	13
	20%	19%	21%	19%	21%
Not at all concerned	53	29	24	22	31
	40%	43%	38%	33%	48% c
Don't know	*	-	*	*	-
	*%	-%	1%	1%	-%
SUMMARY CODES					
TOTAL CONCERNED	36	16	20	24	12
	27%	24%	31%	36% d	18%
TOTAL NOT CONCERNED	79	42	37	34	44
	60%	62%	58%	52%	68% c
TOTAL NEITHER/ DON'T KNOW	17	10	7	8	9
	13%	15%	11%	12%	13%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Very concerned	14	8	7	9	6
	11%	11%	11%	13%	9%
Fairly concerned	23	11	12	15	8
	18%	16%	20%	22%	13%
				d	
Neither/ nor	15	7	8	9	6
	12%	10%	13%	13%	10%
Not very concerned	21	14	7	11	10
	16%	20%	12%	17%	15%
		b			
Not at all concerned	57	28	28	23	34
	43%	42%	45%	35%	52%
					c
Don't know	1	1	-	-	1
	1%	1%	-%	-%	1%
SUMMARY CODES					
TOTAL CONCERNED	37	18	19	23	14
	29%	27%	30%	35%	22%
				d	
TOTAL NOT CONCERNED	78	42	36	34	44
	59%	62%	57%	51%	67%
					c
TOTAL NEITHER/ DON'T KNOW	16	7	8	9	7
	12%	11%	13%	13%	11%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Very concerned	18	9	10	12	6
	14%	13%	16%	19%	9%
				d	
Fairly concerned	22	9	13	13	9
	16%	13%	20%	19%	14%
Neither/ nor	16	8	8	7	9
	12%	12%	12%	10%	14%
Not very concerned	17	9	7	10	7
	13%	14%	11%	14%	11%
Not at all concerned	58	32	26	25	33
	44%	47%	40%	37%	51%
					c
Don't know	1	*	*	1	-
	1%	1%	1%	1%	-%
SUMMARY CODES					
TOTAL CONCERNED	40	17	23	25	15
	31%	26%	36%	38%	23%
				d	
TOTAL NOT CONCERNED	74	42	33	34	40
	57%	61%	52%	51%	62%
					c
TOTAL NEITHER/ DON'T KNOW	17	9	8	7	9
	13%	13%	13%	11%	14%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Very concerned	19	8	11	12	7
	15%	12%	18%	18%	11%
Fairly concerned	22	9	13	13	9
	17%	14%	20%	20%	14%
Neither/ nor	17	7	10	10	7
	13%	10%	16%	15%	11%
Not very concerned	19	10	9	10	9
	14%	15%	14%	15%	14%
Not at all concerned	53	32	20	21	32
	40%	48%	32%	31%	49%
		b			c
Don't know	1	1	*	1	1
	1%	2%	1%	1%	1%
SUMMARY CODES					
TOTAL CONCERNED	41	17	24	25	16
	32%	26%	38%	38%	25%
			a	d	
TOTAL NOT CONCERNED	71	43	29	31	41
	54%	63%	46%	46%	63%
		b			c
TOTAL NEITHER/ DON'T KNOW	18	8	10	11	8
	14%	12%	16%	16%	12%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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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.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Very concerned	13	6	8	9	5
	10%	9%	12%	13%	8%
Fairly concerned	15	7	8	10	6
	12%	10%	13%	15%	9%
Neither/ nor	19	10	9	9	10
	14%	15%	14%	14%	15%
Not very concerned	18	9	9	12	6
	14%	14%	14%	18%	9%
				d	
Not at all concerned	63	34	29	25	38
	48%	51%	45%	38%	58%
					c
Don't know	2	1	1	2	1
	2%	2%	2%	2%	1%
SUMMARY CODES					
TOTAL CONCERNED	29	13	16	18	10
	22%	19%	25%	27%	16%
				d	
TOTAL NOT CONCERNED	81	44	37	37	44
	62%	65%	59%	56%	68%
					c
TOTAL NEITHER/ DON'T KNOW	21	11	10	11	10
	16%	17%	16%	16%	16%

Columns Tested: a,b - c,d

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

QP52. (SHOWCARD) Have you looked for or received information or advice about how to help your child to stay safe online, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Your child's school	52	29	23	31	22
	40%	43%	37%	46%	34%
				d	
Family or friends	37	17	20	18	19
	28%	25%	31%	27%	29%
Internet service providers/ ISPs	17	9	8	10	7
	13%	13%	13%	15%	11%
Other websites or apps with information about how to stay safe online	12	6	6	8	4
	9%	9%	9%	12%	6%
TV, radio, newspapers or magazines	10	6	4	6	4
	7%	8%	6%	9%	6%
From your child themselves	9	4	5	5	4
	7%	6%	7%	7%	6%
Manufacturers or retailers selling the product	8	3	5	4	4
	6%	5%	8%	6%	7%
BBC	7	4	3	5	3
	6%	6%	5%	7%	4%
Government or local authority	6	2	3	4	2
	4%	4%	5%	6%	3%

Columns Tested: a,b - c,d

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

QP52. (SHOWCARD) Have you looked for or received information or advice about how to help your child to stay safe online, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Other sources	4	1	3	3	1
	3%	2%	5%	5%	2%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	84	43	41	46	38
	64%	63%	65%	69%	59%
No, have not looked for or received any information or advice	46	24	22	20	26
	35%	36%	34%	30%	41%
					c
Don't know	1	1	*	1	*
	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Make a drawing or picture	37	20	17	18	19
	28%	30%	26%	28%	29%
Make a video	16	9	7	7	8
	12%	13%	10%	11%	13%
Change or edit a photo	10	7	3	5	5
	8%	10%	5%	7%	8%
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	4	2	2	1	3
	3%	4%	3%	2%	5%
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	4	2	2	2	2
	3%	3%	3%	2%	3%
Make a website	3	2	1	1	2
	3%	3%	2%	2%	4%
Created an emoji of themselves using sites/apps like Snapchat or Bitmoji	3	1	2	*	3
	3%	2%	3%	1%	5%
					c

Columns Tested: a,b - c,d

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	328	173	155	169	159
Effective Weighted Sample	318	167	151	165	153
Total	131	68	63	66	65
Make their own music	3	2	1	2	2
	2%	3%	2%	2%	3%
Make an app or game	2	1	2	1	2
	2%	1%	3%	1%	3%
Make an animation/ moving picture or image	1	*	1	1	*
	1%	*%	1%	1%	1%
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	1	*	*	-	1
	1%	1%	1%	-%	1%
ANY OF THESE	44	24	20	21	23
	33%	36%	31%	31%	36%
None of these	85	42	42	44	40
	64%	62%	67%	67%	62%
Don't know	3	1	2	2	1
	2%	2%	2%	2%	2%

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Yes	188	94	94	97	91
	75%	75%	75%	78%	72%
No	62	31	31	28	34
	25%	25%	25%	22%	27%
Don't know	*	*	-	-	*
	*%	*%	-%	-%	*%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child ever watches CBeebies or use the CBeebies app or website

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	472	239	233	249	223
Effective Weighted Sample	459	232	228	244	216
Total	188	94	94	97	91
Very educational	60	29	31	34	26
	32%	31%	33%	35%	28%
Fairly educational	106	53	53	54	51
	56%	56%	56%	56%	57%
Neither educational nor not educational	13	7	6	5	8
	7%	8%	6%	5%	9%
Not very educational	6	3	3	2	4
	3%	3%	3%	2%	5%
Not at all educational	2	1	1	1	1
	1%	1%	1%	1%	1%
Don't know	2	1	1	1	1
	1%	1%	1%	1%	1%
SUMMARY CODES					
TOTAL EDUCATIONAL	166	82	84	89	77
	88%	87%	89%	91%	85%
				d	
TOTAL NOT EDUCATIONAL	8	4	4	2	5
	4%	4%	4%	3%	6%
TOTAL NEITHER/ DON'T KNOW	15	8	6	6	8
	8%	9%	7%	6%	9%

Columns Tested: a,b - c,d

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

QP57A. Please think about how your child uses their mobile phone on a typical school day. How many hours would you say they spend using their mobile phone at home or elsewhere on a typical school day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (SINGLE CODE)

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

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

QP57B. And how many hours would you say they spend using their mobile phone at home or elsewhere on a weekend day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (SINGLE CODE)

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

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

QP57A-B HOURS SPENT USING A MOBILE PHONE IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
None	**	**	**	**	**
	**	**	**	**	**
Up to 5 hours	**	**	**	**	**
	**	**	**	**	**
Up to 10 hours	**	**	**	**	**
	**	**	**	**	**
Up to 20 hours	**	**	**	**	**
	**	**	**	**	**
Mean number of hours	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP59. (SHOWCARD) Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
Rules about how much time they spend using their phone	** **	** **	** **	** **	** **
Rules about who they are in contact with on their phone	** **	** **	** **	** **	** **
Rules about when they can use their phone	** **	** **	** **	** **	** **
Rules about how much money they can spend on their phone	** **	** **	** **	** **	** **
ANY RULES	** **	** **	** **	** **	** **

Columns Tested: a,b - c,d

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

QP60A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much time they spend using the phone (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
Fairly concerned	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
SUMMARY CODES					
TOTAL CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP60B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
Fairly concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
SUMMARY CODES					
TOTAL CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP60D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
SUMMARY CODES					
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP61. The UK mobile phone networks so O2, Vodafone, EE and so on have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on the user's phone. Did you know about this bar on adult content before today?

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents whose child has a mobile phone aware of the bar on adult content that can be set on the child's phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	4	2	2	1	3
Effective Weighted Sample	4	2	2	1	3
Total	2	1	1	*	1
Bar on adult content is in place	**	**	**	**	**
	**	**	**	**	**
Don't know whether bar on adult content is in place	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	1	4
Effective Weighted Sample	5	3	2	1	4
Total	2	1	1	*	2
Bar on adult content is in place	**	**	**	**	**
	**	**	**	**	**
Don't know whether bar on adult content is in place	**	**	**	**	**
	**	**	**	**	**
NOT AWARE OF BAR ON ADULT CONTENT	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	56 23%	27 22%	29 23%	29 23%	28 22%
On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry)	41 16%	21 16%	20 16%	15 12%	26 21% c
On a games console or games player (like a PlayStation, Xbox, Nintendo Switch/ 3DS, PS Vita and so on)	25 10%	18 14% b	7 5%	9 7%	15 12% c
On a desktop computer/ laptop/ netbook	6 2%	3 2%	3 2%	2 1%	4 3%
On a Smart TV directly - not using a games console connected to the TV	2 1%	* *%	1 1%	1 1%	1 1%
TOTAL - EVER PLAYS GAMES	91 36%	46 37%	44 35%	40 32%	51 41% c

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
No, never/ Does not play games	159	79	81	85	74
	64%	63%	65%	68%	59%
				d	

Columns Tested: a,b - c,d

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

QP66A. Please think about the time your child spends playing these types of games at home or elsewhere on a typical school day. How many hours would you say they spend playing these types of games at home or elsewhere on a typical school day? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
None	12	6	6	6	6
	13%	12%	14%	15%	12%
Up to 1 hour	68	32	36	31	37
	75%	70%	81%	79%	72%
Up to 2 hours	9	7	2	2	7
	10%	15%	5%	5%	14%
		b			c
Up to 3 hours	1	1	*	-	1
	1%	1%	1%	-%	2%
Up to 5 hours	*	*	-	*	-
	*%	1%	-%	1%	-%
Mean number of hours	.8	.9	.7	.7	.9
		b			c
Standard deviation	.64	.74	.50	.62	.65
Standard error	.04	.07	.05	.06	.06

Columns Tested: a,b - c,d

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

QP66B. And how many hours would you say they spend playing these games at home or elsewhere on a weekend day? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
None	5	4	1	1	4
	6%	9%	3%	3%	8%
Up to 1 hour	66	30	36	32	34
	73%	64%	82%	81%	66%
			a	d	
Up to 2 hours	14	9	5	5	9
	16%	19%	12%	14%	18%
Up to 3 hours	3	2	1	1	2
	4%	5%	2%	2%	5%
Up to 4 hours	1	1	-	-	1
	1%	2%	-%	-%	2%
Up to 5 hours	1	*	*	-	1
	1%	1%	1%	-%	2%
Mean number of hours	1.1	1.2	1.0	.9	1.2
					c
Standard deviation	.83	.94	.69	.57	.97
Standard error	.05	.09	.07	.06	.09

Columns Tested: a,b - c,d

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

QP66A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
None	3	3	1	1	2
	4%	5%	2%	3%	4%
Up to 5 hours	41	19	22	20	21
	45%	41%	50%	51%	41%
Up to 10 hours	35	16	19	16	19
	38%	35%	42%	40%	37%
Up to 15 hours	8	6	2	2	7
	9%	13%	5%	4%	13%
		b			c
Up to 20 hours	2	2	*	*	2
	2%	4%	1%	1%	3%
Up to 25 hours	1	1	*	-	1
	1%	1%	1%	-%	2%
Up to 30 hours	*	*	-	*	-
	*%	1%	-%	1%	-%
Mean number of hours	6.2	6.9	5.6	5.4	6.9
		b			c
Standard deviation	4.42	4.99	3.67	3.81	4.78
Standard error	.29	.46	.35	.38	.43

Columns Tested: a,b - c,d

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
Rules about only playing games with an age appropriate rating	61 68%	29 62%	33 74%	26 65%	35 70%
Rules about how much time they spend playing games	42 46%	20 43%	22 49%	22 56% d	20 39%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc)	37 40%	17 36%	20 45%	20 50% d	17 33%
Rules about when they can play games	35 39%	16 34%	20 44%	20 49% d	16 31%
Rules about who they can play games with	24 26%	12 27%	11 25%	11 29%	12 24%
Rules about whether they can play games online	23 26%	10 21%	13 30%	10 26%	13 26%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
Rules about purchasing or downloading games or apps/ in-app purchasing	21 23%	10 21%	11 26%	11 29%	10 19%
Other rules - please say	1 1%	- -%	1 2%	* 1%	* 1%
ANY RULES	73 80%	35 76%	37 84%	32 80%	41 80%
No, do not have any rules	18 20%	11 24%	7 16%	8 20%	10 20%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP68. Some games consoles and games players can be used to go online, watch and download TV and films and to chat with others. Did you know this before today?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Yes	158	76	82	80	78
	63%	61%	66%	64%	62%
No	85	45	40	40	45
	34%	36%	32%	32%	36%
Don't know	6	4	2	4	2
	2%	3%	2%	3%	2%

Columns Tested: a,b - c,d

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

QP70. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Animal Jam, Stardoll and Moshi Monsters. Does your child ever play online games? IF YES: When your child plays online games, which of these describes how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
Playing on their own/ against the computer or games console/ player	31 34%	16 34%	16 35%	13 33%	18 35%
Playing against or with someone else in the same room as them	7 8%	5 11%	2 6%	3 8%	4 8%
Playing against or with someone else they have met in person who is playing somewhere else	3 3%	2 4%	1 2%	1 2%	2 4%
Playing against or with one or more other people they have not met in person who are playing somewhere else	1 1%	1 3%	- -%	- -%	1 3%
TOTAL - PLAYS GAMES ONLINE	33 37%	17 36%	16 37%	14 35%	19 38%
No - child does not play online games	57 63%	29 63%	28 63%	26 65%	31 61%
Don't know	* *%	* 1%	- -%	- -%	* 1%

Columns Tested: a,b - c,d

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

QP71. Are there any parental controls set on either the handheld games player or the games console connected to a TV? IF NECESSARY - This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online.

Base : Parents whose child ever plays games on a handheld games console or a games console connected to a TV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	63	45	18	23	40
Effective Weighted Sample	60	43	17	22	38
Total	25	18	7	9	15
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

 Columns Tested: a,b - c,d

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
Very concerned	7	3	4	3	4
	8%	7%	9%	8%	7%
Fairly concerned	15	9	6	6	9
	17%	19%	14%	15%	18%
Neither/ nor	7	3	4	3	4
	8%	6%	10%	8%	8%
Not very concerned	18	10	8	9	10
	20%	22%	19%	22%	19%
Not at all concerned	42	21	21	18	24
	47%	46%	47%	45%	48%
Don't know	*	-	*	*	-
	*%	-%	1%	1%	-%
SUMMARY CODES					
TOTAL CONCERNED	22	12	10	9	13
	25%	26%	23%	24%	25%
TOTAL NOT CONCERNED	61	32	29	27	34
	67%	68%	66%	67%	67%
TOTAL NEITHER/ DON'T KNOW	8	3	5	4	4
	8%	6%	11%	9%	8%

Columns Tested: a,b - c,d

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

QP74B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much time they spend playing games (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
Very concerned	4	2	2	1	3
	4%	5%	4%	3%	5%
Fairly concerned	18	10	8	7	10
	20%	22%	17%	19%	20%
Neither/ nor	7	2	5	3	4
	8%	5%	11%	7%	9%
Not very concerned	22	13	9	11	11
	25%	28%	21%	29%	21%
Not at all concerned	39	19	20	16	23
	43%	40%	46%	41%	45%
Don't know	*	-	*	*	-
	*%	-%	1%	1%	-%
SUMMARY CODES					
TOTAL CONCERNED	22	12	9	9	13
	24%	27%	21%	22%	25%
TOTAL NOT CONCERNED	61	31	30	28	34
	67%	68%	67%	69%	66%
TOTAL NEITHER/ DON'T KNOW	8	2	5	3	4
	9%	5%	12%	8%	9%

Columns Tested: a,b - c,d

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

QP74C. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Who they are playing online games with (SINGLE CODE)

Base : Parents whose child ever plays games online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	82	42	40	35	47
Effective Weighted Sample	80	41	39	34	46
Total	33	17	16	14	19
Very concerned	**	**	**	**	**
	**	**	**	**	**
Fairly concerned	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Not very concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
SUMMARY CODES					
TOTAL CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

 Columns Tested: a,b - c,d

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

QP74D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The pressure to make in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades or add-ons (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
Very concerned	10	6	4	5	6
	11%	13%	9%	11%	11%
Fairly concerned	13	6	7	5	8
	14%	12%	15%	12%	15%
Neither/ nor	10	4	6	5	5
	11%	9%	13%	13%	9%
Not very concerned	13	6	6	7	5
	14%	14%	14%	19%	10%
Not at all concerned	45	23	21	17	28
	49%	51%	48%	42%	55%
Don't know	1	*	*	1	-
	1%	1%	1%	2%	-%
SUMMARY CODES					
TOTAL CONCERNED	23	12	11	9	13
	25%	26%	24%	24%	26%
TOTAL NOT CONCERNED	57	30	27	24	33
	63%	65%	62%	61%	65%
TOTAL NEITHER/ DON'T KNOW	11	4	6	6	5
	12%	9%	14%	15%	9%

Columns Tested: a,b - c,d

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
Very concerned	5	1	4	2	3
	6%	2%	10%	6%	5%
			a		
Fairly concerned	12	6	5	5	7
	13%	14%	12%	12%	13%
Neither/ nor	9	5	3	4	5
	10%	12%	8%	10%	9%
Not very concerned	11	7	4	6	5
	12%	15%	9%	16%	9%
Not at all concerned	52	26	27	21	31
	58%	56%	60%	54%	61%
Don't know	1	1	1	1	1
	2%	2%	2%	2%	1%
SUMMARY CODES					
TOTAL CONCERNED	17	7	10	7	10
	19%	16%	22%	18%	19%
TOTAL NOT CONCERNED	63	33	31	27	36
	70%	71%	69%	69%	71%
TOTAL NEITHER/ DON'T KNOW	10	6	4	5	5
	11%	13%	9%	12%	11%

Columns Tested: a,b - c,d

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

QP74F. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The amount of advertising in games (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	228	117	111	102	126
Effective Weighted Sample	221	113	108	100	122
Total	91	46	44	40	51
Very concerned	6	2	4	1	5
	6%	5%	8%	3%	9%
Fairly concerned	18	11	7	9	9
	20%	23%	16%	23%	17%
Neither/ nor	13	7	6	5	7
	14%	14%	14%	13%	15%
Not very concerned	14	6	9	8	6
	16%	12%	20%	21%	12%
Not at all concerned	38	20	18	15	23
	42%	43%	42%	38%	45%
Don't know	2	1	*	1	1
	2%	3%	1%	2%	2%
SUMMARY CODES					
TOTAL CONCERNED	24	13	11	10	14
	26%	28%	24%	25%	27%
TOTAL NOT CONCERNED	53	25	27	24	29
	58%	55%	61%	59%	57%
TOTAL NEITHER/ DON'T KNOW	14	8	6	6	8
	16%	17%	15%	15%	16%

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Disagree a lot	140	69	71	70	70
	56%	55%	57%	56%	56%
Disagree a little	40	19	22	20	20
	16%	15%	17%	16%	16%
Neither agree nor disagree	20	10	10	9	11
	8%	8%	8%	8%	9%
Agree a little	38	21	17	19	19
	15%	16%	14%	15%	16%
Agree a lot	11	6	4	6	5
	4%	5%	3%	5%	4%
Don't know	1	*	1	1	*
	*%	*%	1%	1%	*%
SUMMARY CODES					
TOTAL DISAGREE	180	88	93	90	90
	72%	70%	74%	72%	72%
TOTAL AGREE	49	27	22	24	24
	19%	22%	17%	19%	19%
TOTAL NEITHER/ DON'T KNOW	21	10	11	10	11
	9%	8%	9%	8%	9%

Columns Tested: a,b - c,d

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Disagree a lot	4	2	3	2	3
	2%	1%	2%	1%	2%
Disagree a little	8	4	4	3	5
	3%	3%	3%	2%	4%
Neither agree nor disagree	22	12	11	11	11
	9%	9%	8%	9%	9%
Agree a little	59	28	31	31	28
	24%	22%	25%	25%	23%
Agree a lot	154	80	74	77	77
	62%	64%	59%	61%	62%
Don't know	3	*	2	1	1
	1%	*%	2%	1%	1%
SUMMARY CODES					
TOTAL DISAGREE	12	6	6	5	7
	5%	5%	5%	4%	6%
TOTAL AGREE	213	107	106	107	106
	85%	86%	85%	86%	84%
TOTAL NEITHER/ DON'T KNOW	25	12	13	13	12
	10%	10%	10%	10%	10%

Columns Tested: a,b - c,d

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

QP76. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
WHITE - British	149	71	79	76	73
	60%	57%	63%	61%	58%
WHITE - English	12	7	5	6	7
	5%	6%	4%	4%	5%
WHITE - Scottish	18	10	9	8	10
	7%	8%	7%	7%	8%
WHITE - Welsh	3	2	1	2	2
	1%	2%	1%	1%	1%
WHITE - Irish	4	2	2	1	3
	2%	2%	2%	1%	3%
					c
WHITE - Any other white background	16	9	7	7	9
	6%	8%	5%	5%	7%
MIXED - White and Black Caribbean	3	1	2	2	1
	1%	1%	1%	1%	1%
MIXED - White and Black African	3	2	1	1	2
	1%	1%	1%	1%	1%
MIXED - White and Asian	3	3	-	1	2
	1%	2%	-%	1%	1%
		b			
MIXED - Any other mixed background	1	-	1	1	-
	*%	-%	1%	1%	-%

Columns Tested: a,b - c,d

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

QP76. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
ASIAN AND BRITISH ASIAN - Indian	12	3	8	7	5
	5%	3%	6%	6%	4%
			a		
ASIAN AND BRITISH ASIAN - Pakistani	4	4	*	2	2
	2%	3%	*%	2%	2%
		b			
ASIAN AND BRITISH ASIAN - Bangladeshi	4	2	2	2	3
	2%	2%	2%	2%	2%
ASIAN AND BRITISH ASIAN - Any other Asian background	2	1	1	1	*
	1%	1%	*%	1%	*%
BLACK AND BLACK BRITISH - Caribbean	1	1	-	1	-
	*%	1%	-%	1%	-%
BLACK AND BLACK BRITISH - African	9	4	4	4	5
	3%	3%	3%	3%	4%
MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin	1	*	*	*	*
	*%	*%	*%	*%	*%
MIDDLE EAST AND ARABIC ORIGIN - Iranian	1	-	1	*	*
	*%	-%	1%	*%	*%

Columns Tested: a,b - c,d

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

QP76. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
CHINESE OR OTHER ETHNIC GROUP - Chinese	1 *%	* *%	* *%	1 1%	- -%
Any other background	1 *%	* *%	1 1%	1 1%	* *%
Refused	3 1%	2 2%	1 1%	2 2%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP77. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
2	20	10	11	6	15
	8%	8%	9%	4%	12%
					c
3	86	41	45	49	37
	34%	33%	36%	39%	30%
				d	
4	95	46	49	52	43
	38%	37%	40%	42%	34%
5-6	40	24	16	15	25
	16%	19%	13%	12%	20%
					c
7-9	8	5	3	3	5
	3%	4%	3%	3%	4%

Columns Tested: a,b - c,d

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

QP78. How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
1	94	46	48	52	42
	38%	36%	39%	42%	34%
				d	
2	109	52	57	58	51
	44%	42%	46%	46%	41%
3	31	17	14	10	21
	12%	13%	11%	8%	17%
					c
4	11	7	4	3	9
	5%	6%	3%	2%	7%
					c
5 or more	5	3	2	2	2
	2%	2%	1%	2%	2%
Refused	*	*	-	*	-
	*%	*%	-%	*%	-%

Columns Tested: a,b - c,d

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

QP79. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Under 1	26	12	14	11	14
	10%	9%	11%	9%	12%
Aged 1	21	13	8	9	13
	8%	10%	6%	7%	10%
Aged 2	26	17	9	10	16
	10%	13%	7%	8%	13%
		b			c
Aged 3	44	20	24	19	25
	18%	16%	19%	15%	20%
Aged 4	52	29	23	28	24
	21%	23%	18%	23%	19%
Aged 5	20	10	10	8	12
	8%	8%	8%	7%	9%
Aged 6	24	13	11	12	12
	10%	10%	9%	10%	10%
Aged 7	28	12	15	11	17
	11%	10%	12%	9%	13%
Aged 8	20	10	10	10	10
	8%	8%	8%	8%	8%
Aged 9	15	8	7	6	9
	6%	6%	6%	5%	7%
Aged 10	10	4	6	5	5
	4%	4%	5%	4%	4%
Aged 11	8	4	4	2	6
	3%	3%	3%	2%	5%
					c

Columns Tested: a,b - c,d

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

QP79. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Aged 12	4	4	*	2	2
	2%	3%	*%	1%	2%
		b			
Aged 13	5	2	3	1	4
	2%	2%	2%	1%	3%
Aged 14	6	3	3	2	4
	2%	2%	2%	2%	3%
Aged 15	3	2	2	2	2
	1%	1%	1%	1%	1%
Aged 16	2	1	1	2	*
	1%	1%	1%	1%	*%
ANY YOUNGER SIBLINGS AT HOME	69	39	30	29	40
	28%	31%	24%	23%	32%
					c
NO YOUNGER SIBLINGS AT HOME	181	86	95	96	85
	72%	69%	76%	77%	68%
				d	
ANY OLDER SIBLINGS AT HOME	105	52	54	49	56
	42%	41%	43%	39%	45%
NO OLDER SIBLINGS AT HOME	145	73	71	76	69
	58%	59%	57%	61%	55%
ONLY CHILD WITH NO SIBLINGS AT HOME	94	46	48	52	42
	38%	36%	39%	42%	34%
				d	

Columns Tested: a,b - c,d

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

QP80. What is your working status? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Working full time (30hrs/wk+)	88 35%	45 36%	44 35%	58 46% d	30 24%
Working part time (8-29 hrs/wk)	56 22%	24 19%	33 26% a	32 25%	25 20%
Not working (i.e. under 8hrs/wk) - retired	1 *%	* *%	1 *%	1 1%	* *%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	16 6%	7 6%	8 7%	2 2%	13 11% c
Not working (i.e. under 8hrs/wk) - student	3 1%	1 1%	1 1%	2 1%	1 1%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	86 34%	47 38%	38 31%	30 24%	56 45% c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP80. What is your working status? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Don't know	*	*	-	*	-
	*%	*%	-%	*%	-%
WORKING STATUS SUMMARY					
WORKING	145	68	76	90	55
	58%	55%	61%	72%	44%
				d	
NOT WORKING	105	56	49	35	70
	42%	45%	39%	28%	56%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 18th June 2018.

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.

QP82. 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?/ QP83. Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Yes and limits activities	8	5	3	3	5
	3%	4%	3%	3%	4%
Yes, but does not limit activities	7	5	2	3	5
	3%	4%	2%	2%	4%
No	231	114	117	116	115
	92%	91%	94%	93%	92%
Refused	4	2	2	2	1
	1%	1%	2%	2%	1%

Columns Tested: a,b - c,d

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

QP84. Can I please ask your age? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
16-24	17	9	8	3	14
	7%	7%	6%	2%	11%
					c
25-34	131	65	65	59	72
	52%	52%	52%	47%	57%
					c
35-44	90	44	47	57	33
	36%	35%	37%	45%	27%
				d	
45-54	9	5	4	4	5
	4%	4%	3%	4%	4%
55-64	2	1	1	2	1
	1%	1%	1%	1%	*%
Refused	1	*	*	*	*
	*%	*%	*%	*%	*%

Columns Tested: a,b - c,d

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

QP87. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Up to £199/ Up to £10,399	21	10	11	1	20
	8%	8%	9%	1%	16%
					c
From £200 to £299/ From £10,400 to £15,599	20	14	6	3	18
	8%	11%	5%	2%	14%
		b			c
From £300 to £499/ From £15,600 to £25,999	37	16	21	17	19
	15%	13%	16%	14%	15%
From £500 to £699/ From £26,000 to £36,399	42	22	20	24	18
	17%	18%	16%	19%	14%
From £700 to £999/ From £36,400 to £51,999	19	10	10	15	4
	8%	8%	8%	12%	4%
				d	
£1,000 and above /£52,000 and above	22	12	10	20	2
	9%	9%	8%	16%	2%
				d	
Don't know/ Refused	89	42	48	45	44
	36%	33%	38%	36%	35%

Columns Tested: a,b - c,d

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

QP89. GENDER OF PARENT INTERVIEWED

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	630	322	308	321	309
Effective Weighted Sample	613	312	301	313	300
Total	250	125	125	125	125
Male	68	38	30	37	31
	27%	31%	24%	30%	25%
Female	182	87	95	87	94
	73%	69%	76%	70%	75%

Columns Tested: a,b - c,d