

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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Base : Children aged 8-15 with their own mobile phone	
QC51E FREQUENCY OF MOBILE PHONE USE - Play games that are loaded on the phone.....	740
Base : Children aged 8-15 with their own mobile phone	
QC51F FREQUENCY OF MOBILE PHONE USE - Play games over the internet using your phone.....	742
Base : Children aged 8-15 with their own mobile phone	
QC51G FREQUENCY OF MOBILE PHONE USE - Visit websites using your phone.....	744
Base : Children aged 8-15 with their own mobile phone	
QC51H FREQUENCY OF MOBILE PHONE USE - Listen to music.....	746
Base : Children aged 8-15 with their own mobile phone	



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

QC51I FREQUENCY OF MOBILE PHONE USE - Take photos..... Base : Children aged 8-15 with their own mobile phone	748
QC51J FREQUENCY OF MOBILE PHONE USE - Take videos ..... Base : Children aged 8-15 with their own mobile phone	750
QC51K FREQUENCY OF MOBILE PHONE USE - Watch TV programmes or clips ..... Base : Children aged 8-15 with their own mobile phone	752
QC51L FREQUENCY OF MOBILE PHONE USE - Use your phone to visit social networking websites like Facebook, Bebo, MySpace, Tumblr or Hi5..... Base : Children aged 8-15 with their own mobile phone	754
QC51M FREQUENCY OF MOBILE PHONE USE - Use your phone to look at videos or clips posted by other people on sites like YouTube ..... Base : Children aged 8-15 with their own mobile phone	756
QC51N FREQUENCY OF MOBILE PHONE USE - Use your phone to put photos or videos on sites like YouTube for others to see ..... Base : Children aged 8-15 with their own mobile phone	758
QC51O FREQUENCY OF MOBILE PHONE USE - Send or receive Twitter updates using your phone ..... Base : Children aged 8-15 with their own mobile phone	760
QC51P FREQUENCY OF MOBILE PHONE USE - Send or receive emails ..... Base : Children aged 8-15 with their own mobile phone	762
QC51Q FREQUENCY OF MOBILE PHONE USE - Use Instant Messaging applications such as BlackBerry Messenger/ BBMs, Apple iMessage, Ping, Windows Live Messenger, Yahoo Messenger or Whats App..... Base : Children aged 8-15 with their own mobile phone	764
QC51R FREQUENCY OF MOBILE PHONE USE - Use your phone to update your location on a service like FourSquare or Facebook Places..... Base : Children aged 8-15 with their own mobile phone	766
QC51S FREQUENCY OF MOBILE PHONE USE - Download apps/ applications (including games) ..... Base : Children aged 8-15 with their own mobile phone	768
QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY ..... Base : Children aged 8-15 with their own mobile phone	770
QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY ..... Base : Children aged 8-15 with their own mobile phone	777
QC51A-S USES EVER MADE OF MOBILE PHONE..... Base : Children aged 8-15 with their own mobile phone	781
QC52 Which of these things, if any, are things that you don't like about mobile phones? ..... Base : Children aged 8-15 with their own mobile phone	788
QC52 Which of these things, if any, are things that you don't like about mobile phones? ..... Base : Children aged 8-15 with their own mobile phone	792
QC53A Thinking about when you use your phone for calls, texts or instant messages at home, do you ever... Watch TV on a TV set? ..... Base : Children aged 8-15 with their own mobile phone	794
QC53B Thinking about when you use your phone for calls, texts or instant messages at home, do you ever... Go online (using any type of device - like a PC, laptop, netbook, iPad, iPod Touch, games console)?..... Base : Children aged 8-15 with their own mobile phone	796
QC53A-B OTHER ACTIVITIES WHEN USE MOBILE PHONE FOR CALLS, TEXTS OR INSTANT MESSAGES AT HOME..... Base : Children aged 8-15 with their own mobile phone	798

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

SUMMARY OF CROSS-MEDIA MULTI-TASKING MOST TIMES WHEN USING MEDIA .....	800
Base : Children aged 8-15 who watch television at home, go online at home and use a mobile phone	
QC54 Which of the following do you do almost every day? .....	806
Base : Children aged 5-15	
QC55 Which one of the things you do almost every day would you miss doing the most if it got taken away? IF NECESSARY Which is your favourite thing to do?.....	808
Base : Children aged 5-15	
QC55 Which one of the things you do almost every day would you miss doing the most if it got taken away? IF NECESSARY Which is your favourite thing to do?.....	812
Base : Children aged 5-15	
QC56A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone?.....	814
Base : Children aged 8-15 with their own mobile phone	
QC56B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone? .....	816
Base : Children aged 8-15 with their own mobile phone	
QC57A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online? .....	818
Base : Children aged 8-15 who use the internet at home or elsewhere	
QC57B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online? .....	820
Base : Children aged 8-15 who use the internet at home or elsewhere	
QC58 Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year .....	822
Base : Children aged 12-15	
QC59 Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone .....	826
Base : Children aged 12-15	
QC60 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.....	831
Base : Children aged 12-15 who use the internet at home or elsewhere	
QC60 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.....	835
Base : Children aged 12-15 who use the internet at home or elsewhere	
QC61A Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this. ....	837
Base : Children aged 12-15 who use the internet at home or elsewhere	
QC61B And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year.....	841
Base : Children aged 12-15 who use the internet at home or elsewhere	
QC62 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? What other ways do you prefer to learn? .....	845
Base : Children aged 8-15	
QC63 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. Which lessons are those? .....	849
Base : Children aged 12-15	
QC64 Do any of your lessons at school teach you about the internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see. Which lessons are those? .....	851
Base : Children aged 12-15	
QC65 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. ....	853
Base : Children aged 8-11	
QC66 Do any of your lessons at school teach you about the Internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see.....	855
Base : Children aged 8-11	

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

QP83 Which of these groups best describes your child? .....	857
Base : All parents	
QP84 Does your child have any long-standing illness, disability or infirmity? QP85 Does this illness, disability or infirmity limit their activities in any way? .....	863
Base : All parents	
QP86 Is there a landline phone in your home that can be used to make and receive calls? .....	865
Base : All parents	
QP87 Can I please ask your age? .....	867
Base : All parents	
QP88 And at what age did YOU finish your education?/ At which age do you expect to finish your education?.....	869
Base : All parents	
QP89 And which of these options applies to your home? .....	871
Base : All parents	
QP90 How many people are there in your household in total (including yourself)? .....	873
Base : All parents	
QP91 How many of your children aged under 16 live at home with you?.....	875
Base : All parents	
QP92 What are the ages of the other children aged under 16 living at home with you?.....	877
Base : All parents	
QP93 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?.....	883
Base : All parents	
QP95 Which option applies to your household for the total annual household income from all sources before tax and deductions? .....	887
Base : All parents	
QP99 GENDER OF PARENT INTERVIEWED.....	889
Base : All parents	
QP100 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW?.....	891
Base : Parents of children aged 5-15	

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 1**

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

**REGION/ NATION**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
London	116	31	45	39	58	58	14	18	26	19	19	21	27	37	24	28	64	52	116
	12%	12%	12%	11%	12%	12%	10%	13%	14%	11%	10%	11%	13%	14%	11%	9%	13%	10%	12%
South East	136	33	51	52	74	62	18	15	26	25	30	21	41	38	30	28	79	58	136
	14%	12%	14%	14%	15%	12%	13%	11%	14%	14%	17%	12%	20%	14%	14%	9%	16%	11%	14%
South West	86	21	30	34	41	44	10	11	12	18	19	15	17	21	13	34	39	47	86
	9%	8%	8%	9%	8%	9%	8%	8%	7%	10%	10%	8%	8%	8%	6%	11%	8%	9%	9%
Eastern	92	23	35	35	53	39	12	11	21	14	20	14	21	22	25	24	43	49	92
	9%	8%	10%	10%	11%	8%	9%	8%	11%	8%	11%	8%	10%	8%	12%	8%	9%	9%	9%
East Midlands	73	22	32	20	40	33	12	10	18	14	11	9	8	21	19	25	30	44	73
	7%	8%	9%	5%	8%	7%	9%	7%	10%	8%	6%	5%	4%	8%	9%	8%	6%	8%	7%
West Midlands	92	23	30	39	43	49	11	12	16	13	16	23	20	23	17	32	43	49	92
	9%	9%	8%	11%	9%	10%	8%	9%	9%	8%	9%	13%	10%	8%	8%	10%	9%	9%	9%
Wales	40	11	15	15	20	20	6	5	7	8	8	7	5	12	8	15	17	23	40
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	2%	4%	4%	5%	3%	4%	4%
Yorkshire & Humber	95	28	33	35	43	52	13	14	14	19	16	19	20	22	20	33	42	53	95
	10%	10%	9%	10%	9%	10%	10%	10%	7%	11%	9%	10%	10%	8%	10%	11%	9%	10%	10%
North East	43	13	14	16	17	26	5	8	6	8	5	11	11	9	8	16	20	23	43
	4%	5%	4%	4%	3%	5%	4%	6%	3%	4%	3%	6%	5%	3%	4%	5%	4%	4%	4%
North West	118	37	40	40	56	61	16	21	22	18	18	22	20	31	27	39	51	67	118
	12%	14%	11%	11%	11%	12%	12%	15%	12%	10%	10%	12%	9%	11%	13%	13%	11%	13%	12%
Scotland	90	24	33	33	45	45	14	11	15	17	16	17	16	29	17	28	45	45	90
	9%	9%	9%	9%	9%	9%	10%	8%	8%	10%	9%	9%	8%	11%	8%	9%	9%	9%	9%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 1**

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

**REGION/ NATION**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Northern Ireland	20	5	7	7	10	10	3	3	3	4	4	3	3	5	5	7	8	12	20
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 1**

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

**REGION/ NATION**

Base : All parents

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
London	116	116	-	-	-	116	-	116
	12%	14%	-%	-%	-%	13%	-%	12%
		bcd				bcd		bcd
South East	136	136	-	-	-	114	22	136
	14%	16%	-%	-%	-%	13%	17%	14%
		bcd				bcd	bcd	bcd
South West	86	86	-	-	-	71	15	86
	9%	10%	-%	-%	-%	8%	11%	9%
		bcd				bcd	bcd	bcd
Eastern	92	92	-	-	-	72	20	92
	9%	11%	-%	-%	-%	8%	15%	9%
		bcde				bcd	bcdeg	bcd
East Midlands	73	73	-	-	-	61	12	73
	7%	9%	-%	-%	-%	7%	9%	7%
		bcd				bcd	bcd	bcd
West Midlands	92	92	-	-	-	86	6	92
	9%	11%	-%	-%	-%	10%	5%	9%
		bcd				bcd	bcd	bcd
Wales	40	-	-	40	-	32	8	40
	4%	-%	-%	100%	-%	4%	6%	4%
				abdefg		abd	abd	abd
Yorkshire & Humber	95	95	-	-	-	84	12	95
	10%	11%	-%	-%	-%	10%	9%	10%
		bcd				bcd	bcd	bcd
North East	43	43	-	-	-	34	10	43
	4%	5%	-%	-%	-%	4%	7%	4%
		bcd				bcd	bcde	bcd

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 1**

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

**REGION/ NATION**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
North West	118	118	-	-	-	112	6	118
	12%	14%	-%	-%	-%	13%	4%	12%
		bcd				bcd	bcd	bcd
Scotland	90	-	90	-	-	75	15	90
	9%	-%	100%	-%	-%	9%	11%	9%
			acdefg			acd	acd	acd
Northern Ireland	20	-	-	-	20	12	8	20
	2%	-%	-%	-%	100%	1%	6%	2%
					abcefg	a	abceg	a

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 2**

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

**URBANITY INDICATOR**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Large city	142	38	54	51	72	70	17	21	31	22	24	27	28	41	27	46	69	73	142
	14%	14%	15%	14%	14%	14%	13%	15%	17%	13%	13%	15%	13%	15%	13%	15%	14%	14%	14%
Smaller city/ Large town	219	64	76	79	113	106	33	31	38	38	41	38	44	55	44	75	99	120	219
	22%	23%	21%	22%	22%	21%	25%	22%	21%	21%	23%	21%	21%	20%	21%	24%	21%	23%	22%
Medium town	333	92	121	120	161	171	43	49	61	60	57	63	75	87	69	101	162	171	333
	33%	34%	33%	33%	32%	34%	32%	35%	33%	34%	32%	34%	36%	32%	33%	33%	34%	33%	33%
Small town within 10 miles	158	42	58	58	78	80	19	23	29	29	30	28	30	45	36	46	75	82	158
	16%	15%	16%	16%	16%	16%	14%	16%	16%	16%	17%	15%	14%	17%	17%	15%	16%	16%	16%
Small town more than 10 miles	16	4	6	6	9	7	3	1	3	4	3	3	2	4	3	7	6	10	16
	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%
Rural area within 10 miles	121	31	45	45	61	59	17	14	22	22	22	23	28	35	28	30	62	58	121
	12%	11%	12%	12%	12%	12%	13%	10%	12%	13%	12%	13%	13%	13%	13%	10%	13%	11%	12%
Rural area more than 10 miles	14	3	5	6	7	7	1	2	2	3	4	2	2	4	4	4	6	7	14
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 2**

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

**URBANITY INDICATOR**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Large city	142	136	6	-	-	142	-	142
	14%	16%	7%	-%	-%	16%	-%	14%
		bcd	cd			bcd		bcd
Smaller city/ Large town	219	196	12	8	3	219	-	219
	22%	23%	13%	20%	14%	25%	-%	22%
		bdf	f	f	f	bdfg		bdf
Medium town	333	290	26	11	6	333	-	333
	33%	34%	29%	27%	31%	38%	-%	33%
		f	f	f	f	abcfg		f
Small town within 10 miles	158	120	24	12	2	158	-	158
	16%	14%	27%	29%	8%	18%	-%	16%
		df	defg	defg	f	adf		df
Small town more than 10 miles	16	6	7	1	1	16	-	16
	2%	1%	8%	3%	7%	2%	-%	2%
			efg	af	efg	af		
Rural area within 10 miles	121	103	8	6	4	-	121	121
	12%	12%	9%	14%	20%	-%	90%	12%
		e	e	e	abeg		abcdeg	e
Rural area more than 10 miles	14	-	7	3	4	-	14	14
	1%	-%	8%	6%	20%	-%	10%	1%
			aeg	aeg	abcefg		aeg	ae

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 3**

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

**LOCATION**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE								
	Total	5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717	
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327	
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001	
Urban	867	239	314	314	432	434	115	124	162	152	156	158	179	232	180	276	411	456	867	
	87%	88%	86%	86%	86%	87%	86%	89%	87%	86%	86%	86%	86%	86%	85%	89%	86%	87%	87%	
Rural	134	34	50	51	69	66	18	15	24	25	26	25	30	39	32	34	69	66	134	
	13%	12%	14%	14%	14%	13%	14%	11%	13%	14%	14%	14%	14%	14%	15%	11%	14%	13%	13%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 3**

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

**LOCATION**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Urban	867	748	75	32	12	867	-	867
	87%	88%	83%	79%	60%	100%	-%	87%
		cdf	df	df	f	abcdfg		cdf
Rural	134	103	15	8	8	-	134	134
	13%	12%	17%	21%	40%	-%	100%	13%
		e	e	aeg	abceg		abcdeg	e

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 4**

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

**NATION**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
England	851	232	309	310	426	425	111	121	161	149	154	156	184	225	182	260	409	442	851
	85%	85%	85%	85%	85%	85%	83%	87%	86%	84%	85%	85%	89%	83%	86%	84%	85%	85%	85%
Scotland	90	24	33	33	45	45	14	11	15	17	16	17	16	29	17	28	45	45	90
	9%	9%	9%	9%	9%	9%	10%	8%	8%	10%	9%	9%	8%	11%	8%	9%	9%	9%	9%
Wales	40	11	15	15	20	20	6	5	7	8	8	7	5	12	8	15	17	23	40
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	2%	4%	4%	5%	3%	4%	4%
Northern Ireland	20	5	7	7	10	10	3	3	3	4	4	3	3	5	5	7	8	12	20
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 4**

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

**NATION**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
England	851	851	-	-	-	748	103	851
	85%	100%	-%	-%	-%	86%	76%	85%
		bcdefg				bcdf	bcd	bcdf
Scotland	90	-	90	-	-	75	15	90
	9%	-%	100%	-%	-%	9%	11%	9%
			acdefg			acd	acd	acd
Wales	40	-	-	40	-	32	8	40
	4%	-%	-%	100%	-%	4%	6%	4%
				abdefg		abd	abd	abd
Northern Ireland	20	-	-	-	20	12	8	20
	2%	-%	-%	-%	100%	1%	6%	2%
					abcefg	a	abceg	a

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 5**

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

**AGE OF CHILD INTERVIEWED**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Age 5	91 9%	91 33% bc	- -%	- -%	48 10%	43 9%	48 36% hijk	43 31% hijk	- -%	- -%	- -%	- -%	23 11%	23 8%	17 8%	28 9%	46 10%	45 9%	91 9%
Age 6	91 9%	91 33% bc	- -%	- -%	39 8%	52 10%	39 30% hijk	52 37% hijk	- -%	- -%	- -%	- -%	24 11%	21 8%	19 9%	27 9%	45 9%	46 9%	91 9%
Age 7	91 9%	91 33% bc	- -%	- -%	46 9%	45 9%	46 34% hijk	45 32% hijk	- -%	- -%	- -%	- -%	21 10%	19 7%	18 9%	33 11%	39 8%	51 10%	91 9%
Age 8	91 9%	- -%	91 25% ac	- -%	47 9%	44 9%	- -%	- -%	47 25% fgjk	44 25% fgjk	- -%	- -%	16 8%	31 11%	15 7%	29 9%	47 10%	44 8%	91 9%
Age 9	91 9%	- -%	91 25% ac	- -%	52 10%	39 8%	- -%	- -%	52 28% fgjk	39 22% fgjk	- -%	- -%	19 9%	24 9%	16 8%	31 10%	43 9%	48 9%	91 9%
Age 10	91 9%	- -%	91 25% ac	- -%	38 8%	52 10%	- -%	- -%	38 21% fgjk	52 30% fghjk	- -%	- -%	16 8%	19 7%	28 13% lmpr	28 9%	35 7%	56 11% mp	91 9%
Age 11	91 9%	- -%	91 25% ac	- -%	49 10%	42 8%	- -%	- -%	49 26% fgjk	42 24% fgjk	- -%	- -%	13 6%	29 11%	22 10%	27 9%	42 9%	49 9%	91 9%
Age 12	91 9%	- -%	- -%	91 25% ab	43 8%	48 10%	- -%	- -%	- -%	- -%	43 23% fghi	48 26% fghi	13 6%	27 10%	19 9%	32 10%	40 8%	51 10%	91 9%
Age 13	91 9%	- -%	- -%	91 25% ab	51 10%	40 8%	- -%	- -%	- -%	- -%	51 28% fghi	40 22% fghi	20 10%	24 9%	19 9%	28 9%	44 9%	47 9%	91 9%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 5**

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

**AGE OF CHILD INTERVIEWED**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Age 14	91	-	-	91	45	46	-	-	-	-	45	46	17	30	20	24	47	44	91
	9%	-%	-%	25%	9%	9%	-%	-%	-%	-%	25%	25%	8%	11%	9%	8%	10%	8%	9%
				ab							fghi	fghi							
Age 15	91	-	-	91	43	49	-	-	-	-	43	49	26	25	18	23	51	41	91
	9%	-%	-%	25%	9%	10%	-%	-%	-%	-%	24%	27%	13%	9%	9%	7%	11%	8%	9%
				ab							fghi	fghi	oq						
AGED 5-7	273	273	-	-	133	140	133	140	-	-	-	-	67	63	55	88	130	143	273
	27%	100%	-%	-%	27%	28%	100%	100%	-%	-%	-%	-%	32%	23%	26%	28%	27%	27%	27%
		bc					hijk	hijk					m						
AGED 8-11	364	-	364	-	186	178	-	-	186	178	-	-	65	103	82	115	167	197	364
	36%	-%	100%	-%	37%	36%	-%	-%	100%	100%	-%	-%	31%	38%	39%	37%	35%	38%	36%
			ac						fgjk	fgjk									
AGED 12-15	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
	36%	-%	-%	100%	36%	37%	-%	-%	-%	-%	100%	100%	37%	39%	36%	35%	38%	35%	36%
				ab							fghi	fghi							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 5**

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

**AGE OF CHILD INTERVIEWED**

Base : All parents

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Age 5	91 9%	77 9%	8 9%	4 9%	2 9%	78 9%	13 9%	91 9%
Age 6	91 9%	78 9%	8 9%	4 9%	2 9%	82 9%	9 7%	91 9%
Age 7	91 9%	77 9%	8 9%	4 9%	2 9%	79 9%	12 9%	91 9%
Age 8	91 9%	78 9%	8 9%	4 9%	2 9%	79 9%	13 9%	91 9%
Age 9	91 9%	77 9%	8 9%	4 9%	2 9%	74 9%	17 13%	91 9%
Age 10	91 9%	77 9%	8 9%	4 9%	2 9%	81 9%	10 7%	91 9%
Age 11	91 9%	77 9%	8 9%	4 9%	2 9%	81 9%	10 7%	91 9%
Age 12	91 9%	77 9%	8 9%	4 9%	2 9%	79 9%	12 9%	91 9%
Age 13	91 9%	77 9%	8 9%	4 9%	2 9%	78 9%	13 10%	91 9%
Age 14	91 9%	78 9%	8 9%	4 9%	2 9%	76 9%	16 12%	91 9%
Age 15	91 9%	78 9%	8 9%	4 9%	2 9%	81 9%	10 7%	91 9%
AGED 5-7	273 27%	232 27%	24 27%	11 27%	5 27%	239 28%	34 25%	273 27%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 5**

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

**AGE OF CHILD INTERVIEWED**

Base : All parents

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
AGED 8-11	364	309	33	15	7	314	50	364
	36%	36%	36%	36%	36%	36%	37%	36%
AGED 12-15	365	310	33	15	7	314	51	365
	36%	36%	37%	36%	36%	36%	38%	36%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 6**

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

**GENDER OF CHILD INTERVIEWED**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Male	501	133	186	182	501	-	133	-	186	-	182	-	114	127	116	144	241	260	501
	50%	49%	51%	50%	100%	-%	100%	-%	100%	-%	100%	-%	55%	47%	55%	47%	50%	50%	50%
					e		gik		gik		gik		o		mo				
Female	500	140	178	183	-	500	-	140	-	178	-	183	95	144	96	166	239	261	500
	50%	51%	49%	50%	-%	100%	-%	100%	-%	100%	-%	100%	45%	53%	45%	53%	50%	50%	50%
					d		fhj		fhj		fhj		n		ln				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 6**

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

**GENDER OF CHILD INTERVIEWED**

Base : All parents

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Male	501	426	45	20	10	432	69	501
	50%	50%	50%	50%	50%	50%	51%	50%
Female	500	425	45	20	10	434	66	500
	50%	50%	50%	50%	50%	50%	49%	50%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 7**

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

**QP2A What is the occupation of the main wage earner in your household?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
A	8 1%	4 1%	* *%	4 1%	3 1%	5 1%	2 1%	2 1%	- -%	* *%	1 1%	3 2%	8 4%	- -%	- -%	- -%	8 2%	- -%	8 1%
		b		b								h	mnopqr				mnoq		q
B	200 20%	63 23%	64 18%	72 20%	111 22%	89 18%	32 24%	31 22%	36 20%	28 16%	42 23%	30 17%	200 96%	- -%	- -%	- -%	200 42%	- -%	200 20%
		b					ik						mnopqr				mnoqr		mnoq
C1	271 27%	63 23%	103 28%	106 29%	127 25%	144 29%	29 22%	34 24%	55 29%	48 27%	44 24%	62 34%	- -%	271 100%	- -%	- -%	271 57%	- -%	271 27%
				a								fgj	Inopqr				Inoqr		Inoq
C2	212 21%	55 20%	82 23%	76 21%	116 23%	96 19%	28 21%	27 19%	44 23%	39 22%	45 25%	30 17%	- -%	- -%	212 100%	- -%	- -%	212 41%	212 21%
											k			lmopqr				lmopr	lmop
D	142 14%	39 14%	48 13%	54 15%	58 12%	84 17%	15 11%	24 17%	18 10%	30 17%	25 14%	30 16%	- -%	- -%	- -%	142 46%	- -%	142 27%	142 14%
					d			h		h		h				lmnpqr		lmnpr	lmnp
E	168 17%	49 18%	66 18%	53 14%	86 17%	82 16%	27 20%	22 16%	34 18%	33 18%	25 14%	27 15%	- -%	- -%	- -%	168 54%	- -%	168 32%	168 17%
																lmnpqr		lmnpr	lmnp
AB	208 21%	67 25%	65 18%	77 21%	114 23%	95 19%	34 26%	33 24%	36 20%	28 16%	43 24%	33 18%	208 100%	- -%	- -%	- -%	208 43%	- -%	208 21%
		b					i	i			i		mnopqr				mnoqr		mnoq
DE	310 31%	88 32%	115 31%	107 29%	144 29%	166 33%	42 32%	46 33%	52 28%	63 35%	50 28%	57 31%	- -%	- -%	- -%	310 100%	- -%	310 59%	310 31%
																lmnpqr		lmnpr	lmnp
ABC1	479 48%	130 48%	167 46%	182 50%	241 48%	239 48%	63 47%	67 48%	91 49%	76 43%	87 48%	96 52%	208 100%	271 100%	- -%	- -%	479 100%	- -%	479 48%
												i	noqr	noqr			noqr		noq

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 7**

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

**QP2A What is the occupation of the main wage earner in your household?**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE								
	Total	5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717	
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327	
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001	
C2DE	522	143	197	182	260	261	70	73	95	101	95	87	-	-	212	310	-	522	522	
	52%	52%	54%	50%	52%	52%	53%	52%	51%	57%	52%	48%	-%	-%	100%	100%	-%	100%	52%	
															Impr	Impr		Impr	Imp	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 7**

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

**QP2A What is the occupation of the main wage earner in your household?**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
A	8 1%	6 1%	- -%	1 3% abefg	* 2% b	7 1%	1 1%	8 1%
B	200 20%	178 21% cd	16 18% c	3 9%	3 14%	171 20% c	29 21% c	200 20% c
C1	271 27%	225 26%	29 32%	12 30%	5 26%	232 27%	39 29%	271 27%
C2	212 21%	182 21%	17 19%	8 21%	5 23%	180 21%	32 24%	212 21%
D	142 14%	114 13%	18 20% aeg	7 17%	3 14%	123 14%	19 14%	142 14%
E	168 17%	145 17% f	11 12%	8 20% bf	4 21% bf	153 18% bf	15 11%	168 17% f
AB	208 21%	184 22% c	16 18%	5 12%	3 16%	179 21% c	30 22% c	208 21% c
DE	310 31%	260 30%	28 31%	15 37% f	7 34% f	276 32%	34 25%	310 31%
ABC1	479 48%	409 48%	45 50%	17 42%	8 42%	411 47%	69 51%	479 48%
C2DE	522 52%	442 52%	45 50%	23 58%	12 58%	456 53%	66 49%	522 52%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 8**

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

**QP3A EQUIPMENT IN THE HOME - TV**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	592 59%	117 43%	210 58% a	265 73% ab	311 62% e	281 56%	58 44%	59 42%	111 59% fg	100 56% fg	142 78% fghik	122 67% fgi	96 46%	148 55% l	149 70% Impr	199 64% Imp	244 51%	348 67% Impr	592 59% lp
Child has own one - elsewhere	8 1%	2 1%	3 1%	3 1%	6 1%	2 *%	2 1%	1 *%	2 1%	1 1%	3 2%	* *%	1 *%	3 1%	2 1%	3 1%	3 1%	4 1%	8 1%
Household has & child makes use of	393 39%	150 55% bc	149 41% c	94 26%	180 36%	213 43% d	71 53% hijk	79 57% hijk	73 39% j	76 43% jk	36 20%	58 32% j	110 53% mnoqr	118 44% noq	60 29%	104 34%	229 48% noqr	164 32%	393 39% noq
Do not have in the household	8 1%	4 1%	2 1%	3 1%	4 1%	4 1%	3 2%	1 1%	1 1%	1 1%	1 *%	2 1%	2 1%	2 1%	1 *%	4 1%	3 1%	5 1%	8 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 8**

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

**QP3A EQUIPMENT IN THE HOME - TV**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	592	478	69	31	13	522	70	592
	59%	56%	77%	79%	67%	60%	52%	59%
			adefg	adefg	af	f		
Child has own one - elsewhere	8	5	2	*	*	3	5	8
	1%	1%	3%	1%	1%	*%	3%	1%
			aeg				aeg	
Household has & child makes use of	393	360	18	8	6	334	59	393
	39%	42%	20%	20%	32%	39%	44%	39%
		bcd			bc	bc	bcd	bc
Do not have in the household	8	8	-	-	-	8	*	8
	1%	1%	-%	-%	-%	1%	*%	1%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 9**

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

**QP3B EQUIPMENT IN THE HOME - Digital Video Recorder/ DVR**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	97	17	28	52	44	53	7	9	11	18	26	26	22	25	23	28	47	50	97
	10%	6%	8%	14%	9%	11%	5%	7%	6%	10%	14%	14%	11%	9%	11%	9%	10%	10%	10%
				ab							fg	fg							
Child has own one - elsewhere	3	-	1	1	2	1	-	-	1	1	1	1	1	1	-	2	1	2	3
	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Household has & child makes use of	615	165	221	230	314	302	77	88	123	97	113	116	150	188	128	148	339	277	615
	61%	60%	61%	63%	63%	60%	58%	63%	66%	55%	62%	64%	72%	70%	61%	48%	71%	53%	61%
									i				noqr	noqr	oq		noqr		oq
Household has but child does not use	54	28	17	9	27	28	16	12	6	11	5	4	8	15	14	17	23	31	54
	5%	10%	5%	3%	5%	6%	12%	9%	3%	6%	3%	2%	4%	6%	6%	6%	5%	6%	5%
							hijk	hjk		k									
Do not have in the household	228	63	95	70	115	114	33	30	45	51	37	33	28	41	46	113	69	160	228
	23%	23%	26%	19%	23%	23%	25%	22%	24%	29%	20%	18%	13%	15%	22%	37%	14%	31%	23%
			c							jk					lmp	lmnpqr		lmnpr	lmp
Don't know	3	-	1	2	1	2	-	-	1	-	-	2	-	1	1	2	1	3	3
	*%	-%	*%	1%	*%	*%	-%	-%	1%	-%	-%	1%	-%	*%	*%	1%	*%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 9**

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

**QP3B EQUIPMENT IN THE HOME - Digital Video Recorder/ DVR**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	97 10%	78 9%	12 13%	3 8%	4 19% acefg	81 9%	16 12%	97 10%
Child has own one - elsewhere	3 *%	3 *%	- -%	- -%	* 1%	1 *%	2 1% e	3 *%
Household has & child makes use of	615 61%	530 62% b	47 52%	27 67% bd	11 55%	534 62% b	82 61%	615 61% b
Household has but child does not use	54 5%	41 5%	8 9% ae	3 6%	3 13% aceg	43 5%	11 8% a	54 5%
Do not have in the household	228 23%	195 23% d	23 26% d	8 19%	2 12%	204 24% d	25 18%	228 23% d
Don't know	3 *%	3 *%	- -%	- -%	- -%	3 *%	- -%	3 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 10**

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

**QP3C EQUIPMENT IN THE HOME - PC/ laptop/ netbook WITH internet access**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	202	7	51	143	90	112	3	5	19	32	68	75	43	55	44	60	97	104	202
	20%	3%	14%	39%	18%	22%	2%	3%	10%	18%	38%	41%	20%	20%	21%	20%	20%	20%	20%
			a	ab		d			fg	fgh	fghi	fghi							
Child has own one - elsewhere	29	4	15	10	20	9	3	1	11	4	5	4	7	15	3	5	22	7	29
	3%	1%	4%	3%	4%	2%	2%	1%	6%	2%	3%	2%	3%	6%	1%	2%	5%	1%	3%
			a		e				g					noqr			noq		q
Household has & child makes use of	589	145	249	194	309	280	75	70	132	117	102	92	133	163	132	161	296	292	589
	59%	53%	68%	53%	62%	56%	56%	50%	71%	66%	56%	50%	64%	60%	62%	52%	62%	56%	59%
			ac		e				fgjk	fgjk			oq	o	o		oq		o
Household has but child does not use	95	80	10	4	41	54	34	46	6	5	1	3	22	28	20	24	50	45	95
	9%	29%	3%	1%	8%	11%	25%	33%	3%	3%	1%	2%	10%	10%	10%	8%	10%	9%	9%
		bc					hijk	hijk	j										
Do not have in the household	86	35	38	14	41	45	18	17	18	19	5	8	5	9	14	59	14	72	86
	9%	13%	10%	4%	8%	9%	13%	12%	10%	11%	3%	5%	2%	3%	6%	19%	3%	14%	9%
		c	c				jk	jk	jk	jk					lp	lmnpqr		lmnpr	imp
Don't know	1	1	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	1
	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 10**

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

**QP3C EQUIPMENT IN THE HOME - PC/ laptop/ netbook WITH internet access**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	202	169	20	9	4	176	26	202
	20%	20%	22%	23%	20%	20%	20%	20%
Child has own one - elsewhere	29	25	2	1	1	24	6	29
	3%	3%	2%	3%	3%	3%	4%	3%
Household has & child makes use of	589	499	54	23	13	510	79	589
	59%	59%	60%	58%	64%	59%	59%	59%
Household has but child does not use	95	82	7	4	1	85	10	95
	9%	10%	8%	9%	7%	10%	7%	9%
Do not have in the household	86	75	7	3	1	73	14	86
	9%	9%	8%	7%	5%	8%	10%	9%
Don't know	1	1	-	-	-	1	-	1
	*%	*%	-%	-%	-%	*%	-%	*%

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 11**

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

**QP3D EQUIPMENT IN THE HOME - PC/ laptop/ netbook WITHOUT internet access**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	28 3%	5 2%	14 4% a	9 2%	14 3%	14 3%	3 2%	2 1%	8 4%	7 4%	3 2%	5 3%	4 2%	6 2%	8 4%	10 3%	9 2%	18 3%	28 3%
Child has own one - elsewhere	5 *%	- -%	4 1% a	1 *%	1 *%	4 1%	- -%	- -%	1 *%	3 2% f	* *%	1 *%	2 1%	1 *%	1 *%	1 *%	3 1%	2 *%	5 *%
Household has & child makes use of	58 6%	17 6%	26 7%	16 4%	29 6%	29 6%	7 5%	10 7%	15 8%	11 6%	7 4%	8 5%	17 8%	13 5%	11 5%	17 5%	30 6%	28 5%	58 6%
Household has but child does not use	43 4%	18 7% bc	13 4%	12 3%	19 4%	24 5%	9 7% j	9 6% j	6 3%	7 4%	4 2%	8 4%	15 7% noq	11 4%	6 3%	12 4%	26 5%	18 3%	43 4%
Do not have in the household	844 84%	226 83%	300 82%	318 87% b	423 84%	421 84%	109 82%	117 84%	152 82%	148 83%	162 89% fh	157 86%	163 78%	234 86% l	183 86% l	264 85% l	397 83%	447 86% l	844 84% l
Don't know	23 2%	7 3%	7 2%	9 2%	15 3%	8 2%	5 4%	2 1%	5 3%	2 1%	5 3%	4 2%	7 3%	7 3%	4 2%	6 2%	14 3%	9 2%	23 2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 11**

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

**QP3D EQUIPMENT IN THE HOME - PC/ laptop/ netbook WITHOUT internet access**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	28 3%	25 3%	1 2%	1 3%	* 1%	25 3%	3 2%	28 3%
Child has own one - elsewhere	5 *%	3 *%	1 1%	* *%	* 1%	4 *%	* *%	5 *%
Household has & child makes use of	58 6%	52 6%	3 3%	2 4%	1 7%	50 6%	8 6%	58 6%
Household has but child does not use	43 4%	38 5%	3 4%	1 1%	1 4%	36 4%	7 6%	43 4%
Do not have in the household	844 84%	713 84%	80 89% f	35 88%	17 83%	737 85%	107 80%	844 84%
Don't know	23 2%	20 2%	1 1%	1 3%	1 3%	14 2%	9 6%	23 2%

abeg

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 12**

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

**QP3E EQUIPMENT IN THE HOME - Tablet computer**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	43	5	15	23	17	26	1	3	5	10	10	13	11	14	10	8	25	18	43
	4%	2%	4%	6%	3%	5%	1%	2%	3%	6%	6%	7%	5%	5%	5%	3%	5%	3%	4%
		a	a	a					f	f	fg			o		o			
Child has own one - elsewhere	5	1	1	3	4	1	1	-	1	*	2	1	1	1	2	*	2	3	5
	0.3%	0.4%	0.3%	0.8%	0.8%	0.2%	0.8%	0%	0.6%	1.1%	1.1%	0.6%	0.5%	0.4%	0.9%	0.3%	0.4%	0.6%	0.3%
Household has & child makes use of	91	24	31	36	46	45	11	13	16	15	19	17	39	27	13	12	66	25	91
	9%	9%	9%	10%	9%	9%	8%	9%	9%	9%	10%	9%	19%	10%	6%	4%	14%	5%	9%
													mnoqr	oq			noqr		oq
Household has but child does not use	66	29	20	17	32	34	12	17	9	11	11	6	29	22	10	5	51	16	66
	7%	11%	6%	5%	6%	7%	9%	12%	5%	6%	6%	3%	14%	8%	5%	2%	11%	3%	7%
		bc					k	hijk					mnoqr	oq	o		noqr		oq
Do not have in the household	778	208	291	279	390	388	103	105	151	140	136	143	125	201	172	280	326	452	778
	78%	76%	80%	76%	78%	78%	78%	75%	81%	79%	75%	78%	60%	74%	81%	90%	68%	87%	78%
														lp	lmp	lmnpr	l	lmnpr	lp
Don't know	19	5	6	7	13	6	4	1	4	1	4	3	4	6	5	4	10	9	19
	2%	2%	2%	2%	3%	1%	3%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 12**

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

**QP3E EQUIPMENT IN THE HOME - Tablet computer**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	43 4%	33 4%	5 5%	4 9%	2 9%	37 4%	6 5%	43 4%
				aeg	aeg			
Child has own one - elsewhere	5 *%	4 *%	* *%	* 1%	* 1%	3 *%	2 1%	5 *%
Household has & child makes use of	91 9%	79 9%	7 8%	3 8%	2 8%	76 9%	15 11%	91 9%
Household has but child does not use	66 7%	60 7%	3 4%	3 7%	* 2%	56 6%	10 7%	66 7%
		d	d	d	d	d	d	d
Do not have in the household	778 78%	658 77%	74 82%	29 74%	16 80%	684 79%	93 69%	778 78%
		f	f	f	f	f	f	f
Don't know	19 2%	17 2%	1 1%	1 1%	- -%	10 1%	8 6%	19 2%
						abcdeg		

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 13**

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

**QP3F EQUIPMENT IN THE HOME - Mobile phone (including Smartphone)**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
	49%	5%	43%	87%	48%	50%	4%	7%	42%	43%	86%	88%	45%	53%	53%	44%	50%	48%	49%
			a	ab					fg	fg	fghi	fghi		o	o				
Household has & child makes use of	96	46	34	16	49	47	23	22	18	16	8	9	16	26	19	35	42	54	96
	10%	17%	9%	4%	10%	9%	18%	16%	10%	9%	4%	5%	8%	10%	9%	11%	9%	10%	10%
		bc	c				hijk	hijk	jk	j									
Household has but child does not use	362	190	149	24	185	177	94	96	77	72	15	9	85	90	74	114	175	188	362
	36%	70%	41%	6%	37%	35%	70%	69%	41%	41%	8%	5%	41%	33%	35%	37%	36%	36%	36%
		bc	c				hijk	hijk	jk	jk			m						
Do not have in the household	53	23	23	7	27	26	11	12	13	10	3	4	12	11	8	23	23	30	53
	5%	8%	6%	2%	5%	5%	8%	9%	7%	6%	2%	2%	6%	4%	4%	7%	5%	6%	5%
		c	c				jk	jk	jk	j			n			n			
Don't know	2	-	2	-	-	2	-	-	-	2	-	-	1	-	-	*	1	*	2
	*%	-%	*%	-%	-%	*%	-%	-%	-%	1%	-%	-%	1%	-%	-%	*%	*%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 13**

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

**QP3F EQUIPMENT IN THE HOME - Mobile phone (including Smartphone)**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	488	411	42	23	12	423	65	488
	49%	48%	47%	57%	59%	49%	49%	49%
				ag	abefg			
Household has & child makes use of	96	84	7	3	1	82	13	96
	10%	10%	8%	8%	7%	9%	10%	10%
Household has but child does not use	362	310	35	12	5	318	45	362
	36%	36%	39%	30%	26%	37%	33%	36%
		d	d			d		d
Do not have in the household	53	44	6	2	1	43	10	53
	5%	5%	7%	4%	7%	5%	8%	5%
Don't know	2	2	-	-	-	1	*	2
	*%	*%	-%	-%	-%	*%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 14**

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

**QP3G EQUIPMENT IN THE HOME - Portable media player**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	225 22%	10 4%	73 20% a	142 39% ab	102 20%	123 25%	3 3%	7 5%	34 18% fg	40 22% fg	65 36% fghi	76 42% fghi	50 24% o	74 27% oq	56 26% oq	45 15%	124 26% oq	101 19% o	225 22% o
Child has own one - elsewhere	17 2%	1 *%	11 3% a	5 2% a	9 2%	8 2%	* *%	* *%	6 3% fg	5 3% fg	3 1%	3 2%	3 2%	4 1%	4 2%	6 2%	7 1%	10 2%	17 2%
Household has & child makes use of	82 8%	21 8%	27 7%	34 9%	43 9%	38 8%	12 9%	9 7%	15 8%	12 7%	17 9%	17 9%	28 13% mnoqr	20 7%	16 7%	18 6%	47 10% oq	34 7%	82 8%
Household has but child does not use	103 10%	59 22% bc	32 9% c	12 3%	51 10%	52 10%	27 21% hijk	32 23% hijk	15 8% k	17 10% jk	8 5%	3 2%	30 14% noq	33 12% oq	18 9%	23 7%	62 13% oq	41 8%	103 10%
Do not have in the household	560 56%	177 65% c	216 59% c	167 46%	286 57%	274 55%	87 65% jk	90 64% jk	113 61% jk	103 58% jk	86 47%	81 44%	95 46%	138 51%	116 55% l	211 68% lmnpr	233 49%	327 63% lmnpr	560 56% lp
Don't know	14 1%	5 2%	4 1%	5 1%	9 2%	6 1%	3 3%	2 1%	3 2%	2 1%	2 1%	3 1%	2 1%	3 1%	2 1%	7 2%	6 1%	9 2%	14 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 14**

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

**QP3G EQUIPMENT IN THE HOME - Portable media player**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	225 22%	183 21%	25 28% a	12 29% a	6 28%	194 22%	31 23%	225 22%
Child has own one - elsewhere	17 2%	13 2%	2 3%	1 2%	1 4% e	12 1%	5 4% e	17 2%
Household has & child makes use of	82 8%	72 8%	4 5%	4 10%	1 7%	67 8%	14 11% b	82 8%
Household has but child does not use	103 10%	87 10%	9 10%	5 14%	2 9%	88 10%	15 11%	103 10%
Do not have in the household	560 56%	483 57% cf	49 54%	18 45%	10 52%	495 57% cf	64 48%	560 56% cf
Don't know	14 1%	13 2%	1 1%	* 1%	- -%	10 1%	5 3% deg	14 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 15**

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

**QP3H EQUIPMENT IN THE HOME - Games console connected to a TV**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	326	41	116	169	216	110	25	16	74	42	117	52	56	84	75	111	140	186	326
	33%	15%	32%	46%	43%	22%	19%	11%	40%	24%	64%	28%	27%	31%	35%	36%	29%	36%	33%
		a	ab	e	g	fgik	g	fg	ghik	fg	l	lp	lp	lp	lp	lp	lp	lp	lp
Child has own one - elsewhere	32	12	11	9	19	12	6	6	9	3	5	4	5	12	7	8	17	15	32
	3%	4%	3%	2%	4%	2%	4%	4%	5%	1%	3%	2%	2%	4%	3%	2%	4%	3%	3%
Household has & child makes use of	421	136	164	121	202	219	72	64	81	83	49	72	107	111	86	118	218	204	421
	42%	50%	45%	33%	40%	44%	54%	46%	44%	47%	27%	39%	51%	41%	41%	38%	45%	39%	42%
		c	c	hjk	j	j	j	j	j	j	j	j	mnoqr	oq	oq	oq	oq	oq	oq
Household has but child does not use	55	23	15	17	13	42	9	15	4	11	1	17	8	18	13	16	26	29	55
	6%	8%	4%	5%	3%	8%	6%	10%	2%	6%	9%	9%	4%	7%	6%	5%	5%	6%	6%
		bc	bc	d	d	d	hj	hj	hj	hj	hj	hj	hj	hj	hj	hj	hj	hj	hj
Do not have in the household	165	61	57	47	49	116	21	39	18	39	10	37	33	46	31	55	78	87	165
	16%	22%	16%	13%	10%	23%	16%	28%	10%	22%	5%	20%	16%	17%	15%	18%	16%	17%	16%
		bc	bc	d	d	d	hj	fhj	hj	hj	hj	hj	hj	hj	hj	hj	hj	hj	hj
Don't know	3	*	*	2	1	2	*	-	-	*	1	1	*	-	*	2	*	2	3
	3%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 15**

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

**QP3H EQUIPMENT IN THE HOME - Games console connected to a TV**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	326 33%	256 30%	41 45% aefg	20 50% aefg	9 46% aefg	292 34% f	34 25%	326 33% f
Child has own one - elsewhere	32 3%	24 3%	5 5%	3 7% aeg	1 3%	27 3%	5 4%	32 3%
Household has & child makes use of	421 42%	372 44% bcd	31 34%	12 29%	7 35%	356 41% c	65 49% bcde	421 42% bc
Household has but child does not use	55 6%	50 6%	3 3%	2 4%	1 6%	47 5%	8 6%	55 6%
Do not have in the household	165 16%	148 17% cd	11 13%	4 9%	2 9%	144 17% cd	21 15%	165 16% cd
Don't know	3 *%	2 *%	- -%	* 1% e	- -%	1 *%	2 1% eg	3 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 16**

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

**QP31 EQUIPMENT IN THE HOME - Handheld/ portable games player**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	463 46%	96 35%	193 53% a	174 48% a	240 48%	223 45%	46 35%	49 35%	103 55% fgk	91 51% fg	91 50% fg	83 45% fg	94 45%	139 51% oq	95 45%	136 44%	233 49%	230 44%	463 46%
Child has own one - elsewhere	50 5%	24 9% bc	19 5% c	6 2%	31 6%	19 4%	13 10% ijk	12 8% ijk	13 7% jk	6 3%	4 2%	2 1%	9 4%	14 5%	14 7%	12 4%	23 5%	27 5%	50 5%
Household has & child makes use of	173 17%	64 23% bc	60 16%	50 14%	80 16%	93 19%	30 23% hjk	34 24% hjk	25 13%	35 20%	25 14%	25 14%	42 20%	40 15%	35 17%	56 18%	82 17%	91 17%	173 17%
Household has but child does not use	63 6%	16 6%	14 4%	33 9% b	24 5%	39 8% d	7 6%	9 6% h	4 2%	10 5%	13 7% h	21 11% fhi	15 7%	17 6%	14 7%	17 5%	32 7%	31 6%	63 6%
Do not have in the household	249 25%	72 26%	78 21%	99 27% b	125 25%	124 25%	36 27%	36 26%	41 22%	37 21%	48 27%	50 28%	49 23%	60 22%	53 25%	87 28% p	108 23%	140 27%	249 25%
Don't know	4 *% *% *%	1 *% *% *%	* *% *% *%	2 1% 1% 1%	1 *% *% *%	2 *% *% *%	1 1% 1% 1%	* *% *% *%	* *% *% *%	- -% -% -%	1 *% *% *%	2 1% 1% 1%	* *% *% *%	1 *% *% *%	* *% *% *%	2 1% 1% 1%	1 *% *% *%	2 *% *% *%	4 *% *% *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 16**

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

**QP31 EQUIPMENT IN THE HOME - Handheld/ portable games player**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	463	378	51	23	11	403	60	463
	46%	44%	57%	57%	54%	47%	44%	46%
			aefg	aefg	a			
Child has own one - elsewhere	50	42	4	2	2	43	7	50
	5%	5%	4%	6%	9%	5%	5%	5%
Household has & child makes use of	173	158	7	5	2	144	29	173
	17%	19%	8%	13%	11%	17%	22%	17%
			bd			b	bcd	b
Household has but child does not use	63	55	6	1	1	53	10	63
	6%	6%	7%	2%	5%	6%	8%	6%
							c	
Do not have in the household	249	215	22	8	4	222	27	249
	25%	25%	24%	21%	21%	26%	20%	25%
Don't know	4	3	*	-	*	2	1	4
	*%	*%	*%	-%	1%	*%	1%	*%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 17**

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

**QP3J EQUIPMENT IN THE HOME - Radio (FM/ AM or digital DAB)**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717	
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327	
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001	
Child has own one - in their bedroom	195 19%	19 7%	69 19% a	108 30% ab	89 18%	106 21%	9 7%	10 7%	29 16% fg	40 22% fg	52 28% fgh	56 31% fghi	44 21%	53 19%	42 20%	56 18%	97 20%	98 19%	195 19%	
Child has own one - elsewhere	4 *% %	1 *% %	* *% %	2 1% %	2 *% %	1 *% %	1 1% %	- -% %	- -% %	* *% %	1 1% %	1 1% %	2 1% %	* *% %	1 *% %	1 *% %	1 *% %	2 *% %	1 *% %	4 *% %
Household has & child makes use of	265 26%	70 26%	112 31% c	83 23%	127 25%	138 28%	30 23%	40 28%	55 29%	57 32% fjk	42 23%	41 22%	59 28%	78 29%	53 25%	75 24%	137 29%	128 25%	265 26%	
Household has but child does not use	369 37% bc	134 49% bc	127 35%	108 30%	199 40% e	171 34%	69 52% hijk	65 47% ijk	77 41% ijk	50 28%	53 29%	55 30%	83 40%	104 39%	78 37%	104 33%	188 39%	182 35%	369 37%	
Do not have in the household	159 16%	46 17%	54 15%	58 16%	78 16%	81 16%	22 17%	24 17%	24 13%	30 17%	31 17%	27 15%	19 9%	34 12%	37 17% lp	70 22% lmpr	53 11%	106 20% lmpr	159 16% lp	
Don't know	9 1%	3 1%	1 *% %	5 1%	5 1%	4 1%	2 1%	1 1%	1 1%	* *% %	3 1%	2 1%	* *% %	2 1%	1 1%	5 2%	3 1%	6 1%	9 1%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 17**

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

**QP3J EQUIPMENT IN THE HOME - Radio (FM/ AM or digital DAB)**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	195	162	18	10	5	167	28	195
	19%	19%	19%	26%	25%	19%	21%	19%
			a					
Child has own one - elsewhere	4	3	-	*	*	3	*	4
	*%	*%	-%	1%	1%	*%	*%	*%
Household has & child makes use of	265	232	17	11	5	222	43	265
	26%	27%	18%	28%	26%	26%	32%	26%
		b		b		b	b	b
Household has but child does not use	369	313	37	12	6	325	44	369
	37%	37%	42%	31%	32%	38%	33%	37%
Do not have in the household	159	133	18	5	3	141	19	159
	16%	16%	20%	13%	15%	16%	14%	16%
Don't know	9	8	*	*	*	8	1	9
	1%	1%	*%	1%	1%	1%	*%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 18**

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

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

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	325 32%	65 24%	111 31% a	148 41% ab	157 31%	168 34%	32 24%	33 24%	55 29%	57 32%	70 39% fgh	78 43% fghi	53 25%	87 32%	81 38% lp	105 34% l	140 29%	185 35% lp	325 32% l
Child has own one - elsewhere	10 1%	1 *% 2%	5 2%	3 1%	6 1%	3 1%	1 1%	* *% 1%	3 1%	3 2%	3 2%	* *% 2%	3 1%	2 1%	3 1%	2 1%	5 1%	5 1%	10 1%
Household has & child makes use of	482 48%	145 53% c	188 52% c	149 41%	243 49%	239 48%	72 54% jk	73 53% jk	96 52% jk	92 52% jk	76 42%	73 40%	123 59% mnoqr	128 47%	95 45%	136 44%	251 52% noq	231 44%	482 48%
Household has but child does not use	88 9%	37 14% bc	28 8%	22 6%	41 8%	46 9%	16 12% jk	21 15% hijk	15 8%	13 7%	10 6%	12 7%	20 10%	25 9%	14 7%	28 9%	46 10%	42 8%	88 9%
Do not have in the household	92 9%	23 9%	30 8%	40 11%	49 10%	43 9%	11 8%	12 9%	17 9%	13 7%	22 12%	18 10%	8 4%	28 10% l	18 9% l	39 12% lpr	36 7% l	57 11% lp	92 9% l
Don't know	4 *% 1%	1 *% *% 1%	1 *% *% 1%	2 1%	4 1%	1 *% 1%	1 1%	- -% 1%	1 1%	* *% 1%	2 1%	1 *% 1%	1 1%	1 *% *% 1%	1 *% *% 1%	1 *% *% 1%	2 1%	2 *% *% 1%	4 *% *% 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 18**

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

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

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	325 32%	259 30%	42 46% aefg	17 42% aefg	7 37%	286 33%	39 29%	325 32%
Child has own one - elsewhere	10 1%	8 1%	1 1%	1 3% g	* 1%	9 1%	1 1%	10 1%
Household has & child makes use of	482 48%	420 49% b	36 40%	18 44%	9 44%	415 48% b	67 50% b	482 48% b
Household has but child does not use	88 9%	78 9% c	6 7%	2 4%	2 9%	73 8%	14 11% c	88 9%
Do not have in the household	92 9%	82 10%	6 7%	3 7%	2 10%	80 9%	12 9%	92 9%
Don't know	4 *%	4 *%	* *%	- -%	- -%	3 *%	1 1%	4 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 19**

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

**QP3L EQUIPMENT IN THE HOME - Webcam**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	97 10%	1 *%	22 6%	74 20%	40 8%	57 11%	* *%	1 1%	12 6%	10 6%	28 15%	46 25%	18 8%	28 11%	23 11%	28 9%	46 10%	51 10%	97 10%
Child has own one - elsewhere	3 *%	* *%	1 *%	3 1%	3 1%	* *%	* *%	- -%	1 *%	* *%	3 2%	- -%	2 1%	1 *%	1 1%	- -%	2 1%	1 *%	3 *%
Household has & child makes use of	161 16%	31 11%	58 16%	72 20%	81 16%	80 16%	12 9%	19 13%	31 17%	27 15%	37 21%	35 19%	48 23%	55 20%	26 12%	31 10%	103 22%	57 11%	161 16%
Household has but child does not use	149 15%	58 21%	58 16%	33 9%	76 15%	73 15%	27 21%	31 22%	29 16%	29 16%	19 11%	13 7%	47 23%	44 16%	27 13%	31 10%	91 19%	57 11%	149 15%
Do not have in the household	578 58%	178 65%	223 61%	177 48%	294 59%	284 57%	91 68%	87 63%	111 60%	111 63%	92 50%	85 46%	91 44%	138 51%	134 63%	215 70%	229 48%	349 67%	578 58%
Don't know	14 1%	4 2%	3 1%	6 2%	7 1%	7 1%	3 2%	1 1%	2 1%	1 1%	2 1%	4 2%	3 1%	5 2%	1 1%	4 1%	8 2%	6 1%	14 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 19**

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

**QP3L EQUIPMENT IN THE HOME - Webcam**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	97 10%	78 9%	13 14% af	4 10%	2 9%	87 10%	10 7%	97 10%
Child has own one - elsewhere	3 *%	3 *%	- -%	* 1%	* 1% e	1 *%	2 2% aeg	3 *%
Household has & child makes use of	161 16%	138 16% d	14 15% d	7 19% d	2 8%	135 16% d	26 19% d	161 16% d
Household has but child does not use	149 15%	125 15%	13 15%	7 17%	3 15%	135 16% f	14 10%	149 15%
Do not have in the household	578 58%	494 58%	50 55%	21 53%	13 65% c	498 57%	80 60%	578 58%
Don't know	14 1%	13 1%	* *%	* 1%	* 2%	11 1%	3 2%	14 1%

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 20**

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

**QP3M EQUIPMENT IN THE HOME - E-Book reader**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	21 2%	2 1%	6 2%	13 4%	10 2%	11 2%	1 1%	1 1%	5 3%	1 1%	4 2%	9 5%	8 4%	9 3%	2 1%	2 1%	17 4%	4 1%	21 2%
				a								fgi	noq	noq			noq		oq
Child has own one - elsewhere	1 *%	* *%	* *%	- -%	* *%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%
Household has & child makes use of	30 3%	4 1%	10 3%	16 4%	13 3%	17 3%	1 1%	2 2%	3 2%	6 4%	9 5%	8 4%	10 5%	10 4%	3 2%	7 2%	20 4%	10 2%	30 3%
				a							f	f	nq				nq		
Household has but child does not use	101 10%	30 11%	41 11%	29 8%	52 10%	49 10%	15 11%	15 11%	22 12%	20 11%	15 8%	14 8%	32 16%	38 14%	18 8%	13 4%	70 15%	31 6%	101 10%
													noqr	noqr	o		noqr		oq
Do not have in the household	828 83%	231 85%	302 83%	295 81%	413 82%	415 83%	112 84%	119 85%	152 82%	150 84%	149 82%	146 80%	154 74%	208 77%	185 87%	281 91%	361 75%	467 89%	828 83%
														lmp	lmp		lmp		lmp
Don't know	21 2%	5 2%	5 1%	11 3%	12 2%	9 2%	3 2%	2 1%	4 2%	1 *%	5 3%	6 3%	5 2%	7 2%	3 1%	7 2%	11 2%	10 2%	21 2%
												i							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 20**

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

**QP3M EQUIPMENT IN THE HOME - E-Book reader**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	21 2%	18 2%	1 1%	1 3%	1 5%	16 2%	5 4%	21 2%
Child has own one - elsewhere	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1% e	1 *%
Household has & child makes use of	30 3%	24 3%	4 4%	1 2%	1 4%	24 3%	6 4%	30 3%
Household has but child does not use	101 10%	81 9%	13 14% adf	6 15% adf	1 7%	92 11% f	8 6%	101 10%
Do not have in the household	828 83%	708 83%	72 80%	32 79%	16 82%	718 83%	110 82%	828 83%
Don't know	21 2%	20 2%	* *%	* 1%	* 2%	16 2%	5 4%	21 2%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 21**

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

**QP3N EQUIPMENT IN THE HOME - Educational game system - such as VTech or Leapster**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Child has own one - in their bedroom	61 6%	38 14% bc	18 5% c	5 1%	29 6%	32 6%	20 15% hijk	18 13% hijk	7 4%	11 6% jk	2 1%	3 1%	15 7%	14 5%	15 7%	17 6%	28 6%	33 6%	61 6%
Child has own one - elsewhere	15 2%	12 4% bc	3 1%	1 *%	8 2%	7 1%	5 4% ijk	7 5% hijk	3 1%	* *%	1 *%	- -%	7 3% noqr	4 1%	1 1%	3 1%	11 2% q	5 1%	15 2%
Household has & child makes use of	47 5%	26 9% bc	11 3%	11 3%	27 5%	20 4%	14 11% hijk	11 8% hijk	7 4%	4 2%	6 3%	5 3%	15 7% m	7 2%	12 6%	14 4%	22 5%	25 5%	47 5%
Household has but child does not use	56 6%	10 4%	25 7% a	21 6%	26 5%	30 6%	4 3%	6 4%	11 6%	14 8% f	11 6%	10 5%	12 6%	17 6%	12 6%	16 5%	29 6%	27 5%	56 6%
Do not have in the household	797 80%	182 67%	301 83% a	314 86% a	396 79%	400 80%	86 65%	95 68%	154 83% fg	147 83% fg	156 86% fg	158 86% fg	153 73%	222 82% l	169 80%	252 81% l	375 78%	422 81% l	797 80% l
Don't know	25 2%	5 2%	6 2%	13 4%	14 3%	11 2%	3 2%	2 2%	5 3%	1 1%	6 3%	7 4% i	6 3%	8 3%	3 1%	7 2%	14 3%	10 2%	25 2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 21**

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

**QP3N EQUIPMENT IN THE HOME - Educational game system - such as VTech or Leapster**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Child has own one - in their bedroom	61 6%	49 6%	8 9%	3 7%	2 9%	55 6%	6 5%	61 6%
Child has own one - elsewhere	15 2%	12 1%	2 2%	* 1%	* 2%	14 2%	1 1%	15 2%
Household has & child makes use of	47 5%	44 5%	2 2%	1 1%	2 8%	40 5%	8 6%	47 5%
Household has but child does not use	56 6%	46 5%	6 7%	3 8%	1 3%	48 6%	8 6%	56 6%
Do not have in the household	797 80%	679 80%	70 78%	32 81%	15 76%	689 80%	108 80%	797 80%
Don't know	25 2%	21 2%	2 2%	1 2%	1 3%	20 2%	4 3%	25 2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 22**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
TV	592 59%	117 43%	210 58%	265 73%	311 62%	281 56%	58 44%	59 42%	111 59%	100 56%	142 78%	122 67%	96 46%	148 55%	149 70%	199 64%	244 51%	348 67%	592 59%
			a	ab	e				fg	fg	fghik	fgi		l	lmpr	lmp		lmpr	lp
Any type of mobile phone including smartphone	488 49%	15 5%	156 43%	317 87%	240 48%	248 50%	5 4%	10 7%	79 42%	77 43%	156 86%	161 88%	95 45%	144 53%	112 53%	138 44%	239 50%	250 48%	488 49%
			a	ab					fg	fg	fghi	fghi		o	o				
Handheld/ portable games player	463 46%	96 35%	193 53%	174 48%	240 48%	223 45%	46 35%	49 35%	103 55%	91 51%	91 50%	83 45%	94 45%	139 51%	95 45%	136 44%	233 49%	230 44%	463 46%
			a	a					fgk	fg	fg	fg		oq					
Games console connected to a TV	326 33%	41 15%	116 32%	169 46%	216 43%	110 22%	25 19%	16 11%	74 40%	42 24%	117 64%	52 28%	56 27%	84 31%	75 35%	111 36%	140 29%	186 36%	326 33%
			a	ab	e		g		fgik	g	fghik	fg		l	lp		lp		
DVD player/ recorder/ Blu-Ray recorder	325 32%	65 24%	111 31%	148 41%	157 31%	168 34%	32 24%	33 24%	55 29%	57 32%	70 39%	78 43%	53 25%	87 32%	81 38%	105 34%	140 29%	185 35%	325 32%
			a	ab							fgh	fghi		lp	l		lp	l	
Portable media player	225 22%	10 4%	73 20%	142 39%	102 20%	123 25%	3 3%	7 5%	34 18%	40 22%	65 36%	76 42%	50 24%	74 27%	56 26%	45 15%	124 26%	101 19%	225 22%
			a	ab					fg	fg	fghi	fghi	o	oq	oq		oq	o	o
PC/ laptop/ netbook with internet access	202 20%	7 3%	51 14%	143 39%	90 18%	112 22%	3 2%	5 3%	19 10%	32 18%	68 38%	75 41%	43 20%	55 20%	44 21%	60 20%	97 20%	104 20%	202 20%
			a	ab		d			fg	fgh	fghi	fghi							
Radio	195 19%	19 7%	69 19%	108 30%	89 18%	106 21%	9 7%	10 7%	29 16%	40 22%	52 28%	56 31%	44 21%	53 19%	42 20%	56 18%	97 20%	98 19%	195 19%
			a	ab					fg	fg	fgh	fghi							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 22**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Digital Video Recorder/ DVR	97	17	28	52	44	53	7	9	11	18	26	26	22	25	23	28	47	50	97
	10%	6%	8%	14%	9%	11%	5%	7%	6%	10%	14%	14%	11%	9%	11%	9%	10%	10%	10%
				ab						fgh	fgh								
Webcam	97	1	22	74	40	57	*	1	12	10	28	46	18	28	23	28	46	51	97
	10%	*%	6%	20%	8%	11%	*%	1%	6%	6%	15%	25%	8%	11%	11%	9%	10%	10%	10%
			a	ab		d			fg	fg	fghi	fghij							
Educational games system - such as VTech or Leapster	61	38	18	5	29	32	20	18	7	11	2	3	15	14	15	17	28	33	61
	6%	14%	5%	1%	6%	6%	15%	13%	4%	6%	1%	1%	7%	5%	7%	6%	6%	6%	6%
		bc	c				hijk	hijk		jk									
Tablet computer (like an iPad)	43	5	15	23	17	26	1	3	5	10	10	13	11	14	10	8	25	18	43
	4%	2%	4%	6%	3%	5%	1%	2%	3%	6%	6%	7%	5%	5%	5%	3%	5%	3%	4%
			a	a					f	f	fgh			o		o			
PC/ laptop/ netbook without internet access	28	5	14	9	14	14	3	2	8	7	3	5	4	6	8	10	9	18	28
	3%	2%	4%	2%	3%	3%	2%	1%	4%	4%	2%	3%	2%	2%	4%	3%	2%	3%	3%
			a																
E-book reader	21	2	6	13	10	11	1	1	5	1	4	9	8	9	2	2	17	4	21
	2%	1%	2%	4%	2%	2%	1%	1%	3%	1%	2%	5%	4%	3%	1%	1%	4%	1%	2%
			a	a					fgi			fgi	noq	noq			noq		oq
ANY GAMES CONSOLE/ PLAYER	557	104	219	234	310	247	51	52	120	99	139	96	109	155	119	174	264	293	557
	56%	38%	60%	64%	62%	49%	39%	37%	64%	56%	76%	52%	52%	57%	56%	56%	55%	56%	56%
			a	a	e				fgk	fg	fghik	fg							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 22**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
None of these	171	96	61	13	79	91	45	51	29	33	5	8	46	46	26	53	92	79	171
	17%	35%	17%	4%	16%	18%	34%	36%	15%	18%	3%	4%	22%	17%	12%	17%	19%	15%	17%
		bc	c				hijk	hijk	jk	jk			nqr				nq		n
Mean number of types of equipment (out of 14)	3.2	1.6	3.0	4.5	3.2	3.1	1.6	1.6	3.0	3.0	4.6	4.4	2.9	3.2	3.5	3.0	3.1	3.2	3.2
			a	ab					fg	fg	fghi	fghi			lopr				
Standard deviation	2.55	1.76	2.40	2.47	2.46	2.63	1.70	1.81	2.31	2.49	2.30	2.64	2.68	2.55	2.54	2.45	2.61	2.49	2.55
Standard error	.06	.07	.10	.10	.08	.09	.10	.11	.14	.15	.14	.16	.15	.12	.13	.10	.09	.08	.06

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
TV	592 59%	478 56%	69 77% adefg	31 79% adefg	13 67% af	522 60% f	70 52%	592 59%
Any type of mobile phone including smartphone	488 49%	411 48%	42 47%	23 57% ag	12 59% abefg	423 49%	65 49%	488 49%
Handheld/ portable games player	463 46%	378 44%	51 57% aefg	23 57% aefg	11 54% a	403 47%	60 44%	463 46%
Games console connected to a TV	326 33%	256 30%	41 45% aefg	20 50% aefg	9 46% aefg	292 34% f	34 25%	326 33% f
DVD player/ recorder/ Blu-Ray recorder	325 32%	259 30%	42 46% aefg	17 42% aefg	7 37%	286 33%	39 29%	325 32%
Portable media player	225 22%	183 21%	25 28% a	12 29% a	6 28%	194 22%	31 23%	225 22%
PC/ laptop/ netbook with internet access	202 20%	169 20%	20 22%	9 23%	4 20%	176 20%	26 20%	202 20%
Radio	195 19%	162 19%	18 19%	10 26% a	5 25%	167 19%	28 21%	195 19%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Digital Video Recorder/ DVR	97	78	12	3	4	81	16	97
	10%	9%	13%	8%	19%	9%	12%	10%
					acefg			
Webcam	97	78	13	4	2	87	10	97
	10%	9%	14%	10%	9%	10%	7%	10%
			af					
Educational games system - such as VTech or Leapster	61	49	8	3	2	55	6	61
	6%	6%	9%	7%	9%	6%	5%	6%
Tablet computer (like an iPad)	43	33	5	4	2	37	6	43
	4%	4%	5%	9%	9%	4%	5%	4%
				aeg	aeg			
PC/ laptop/ netbook without internet access	28	25	1	1	*	25	3	28
	3%	3%	2%	3%	1%	3%	2%	3%
E-book reader	21	18	1	1	1	16	5	21
	2%	2%	1%	3%	5%	2%	4%	2%
					beg			
ANY GAMES CONSOLE/ PLAYER	557	450	67	27	14	490	67	557
	56%	53%	74%	68%	68%	57%	50%	56%
			aefg	aefg	aefg			
None of these	171	158	8	3	1	141	30	171
	17%	19%	9%	7%	7%	16%	22%	17%
		bcd				bcd	bcde	bcd

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Mean number of types of equipment (out of 14)	3.2	3.0	3.9	4.0	3.9	3.2	3.0	3.2
			aefg	aefg	aefg			
Standard deviation	2.55	2.55	2.41	2.45	2.40	2.53	2.68	2.55
Standard error	.06	.08	.16	.19	.18	.07	.15	.06
Columns Tested: a,b,c,d,e,f,g								



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
TV	600	119	213	268	317	283	60	59	112	101	145	123	96	151	151	202	247	353	600
	60%	44%	58%	73%	63%	57%	45%	43%	60%	57%	80%	67%	46%	56%	71%	65%	52%	68%	60%
			a	ab	e			fg	fg	fghik	fgi		l	lmpr	lmpr		lmpr	lp	
Handheld/ portable games player	513	120	212	180	271	242	59	61	116	96	96	85	103	153	109	148	256	257	513
	51%	44%	58%	49%	54%	48%	44%	44%	62%	54%	53%	46%	49%	57%	51%	48%	53%	49%	51%
			ac	e					fgjk	fg				oq					
Any type of mobile phone including smartphone	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
	49%	5%	43%	87%	48%	50%	4%	7%	42%	43%	86%	88%	45%	53%	53%	44%	50%	48%	49%
			a	ab					fg	fg	fghi	fghi		o	o				
Games console connected to a TV	358	52	127	178	236	122	31	22	83	45	122	56	61	96	82	119	157	200	358
	36%	19%	35%	49%	47%	24%	23%	16%	44%	25%	67%	30%	29%	36%	39%	38%	33%	38%	36%
			a	ab	e		g		fgjk	g	fghik	g			l	l		lp	l
DVD player/ recorder/ Blu-Ray recorder	335	66	117	152	163	171	33	33	57	59	73	79	56	89	83	106	145	190	335
	33%	24%	32%	42%	33%	34%	25%	24%	31%	33%	40%	43%	27%	33%	39%	34%	30%	36%	33%
			a	ab					fg	fg	fgh	fghi			lp	l		lp	l
Portable media player	242	11	84	147	112	130	4	7	40	44	68	79	53	78	60	51	131	111	242
	24%	4%	23%	40%	22%	26%	3%	5%	21%	25%	38%	43%	26%	29%	28%	16%	27%	21%	24%
			a	ab					fg	fg	fghi	fghi	o	oq	oq		oq	o	o
PC/ laptop/ netbook with internet access	231	11	66	153	110	121	6	5	30	37	74	79	49	70	47	65	119	112	231
	23%	4%	18%	42%	22%	24%	5%	4%	16%	21%	41%	43%	24%	26%	22%	21%	25%	21%	23%
			a	ab					fg	fg	fghi	fghi							
Radio	198	20	69	110	92	107	10	10	29	40	53	57	46	53	43	57	99	99	198
	20%	7%	19%	30%	18%	21%	7%	7%	16%	22%	29%	31%	22%	20%	20%	18%	21%	19%	20%
			a	ab					fg	fg	fgh	fghi							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 23**

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**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Webcam	101	1	22	77	44	57	*	1	12	10	31	46	19	29	24	28	48	52	101
	10%	*%	6%	21%	9%	11%	*%	1%	7%	6%	17%	25%	9%	11%	11%	9%	10%	10%	10%
			a	ab					fg	fg	fghi	fghij							
Digital Video Recorder/ DVR	100	17	30	54	45	55	7	9	11	18	27	27	23	25	23	29	48	52	100
	10%	6%	8%	15%	9%	11%	5%	7%	6%	10%	15%	15%	11%	9%	11%	9%	10%	10%	10%
				ab						fgh	fgh								
Educational games system - such as VTech or Leapster	76	50	21	5	37	39	25	25	10	11	3	3	22	17	16	21	39	37	76
	8%	18%	6%	1%	7%	8%	19%	18%	5%	6%	1%	1%	11%	6%	8%	7%	8%	7%	8%
		bc	c				hijk	hijk	jk	jk									
Tablet computer (like an iPad)	48	6	16	26	21	27	3	3	6	10	12	14	11	16	12	8	27	21	48
	5%	2%	4%	7%	4%	5%	2%	2%	3%	6%	7%	7%	5%	6%	6%	3%	6%	4%	5%
				a						f	fg	fgh		o	o		o		
PC/ laptop/ netbook without internet access	32	5	18	10	15	18	3	2	8	10	4	6	6	7	9	11	12	20	32
	3%	2%	5%	3%	3%	4%	2%	1%	4%	5%	2%	3%	3%	2%	4%	4%	3%	4%	3%
			a							g									
E-book reader	22	3	6	13	11	11	1	1	5	1	4	9	8	9	3	2	17	5	22
	2%	1%	2%	4%	2%	2%	1%	1%	3%	1%	2%	5%	4%	3%	1%	1%	4%	1%	2%
				a								fgi	oq	oq		oq		oq	oq
ANY GAMES CONSOLE/ PLAYER	608	129	236	244	341	267	66	63	131	105	144	100	120	171	133	185	291	318	608
	61%	47%	65%	67%	68%	53%	49%	45%	70%	59%	79%	54%	58%	63%	63%	60%	61%	61%	61%
			a	a	e				fgik	fg	fghik	g							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
None of these	148	82	54	12	67	81	38	43	24	31	5	7	39	39	20	49	79	69	148
	15%	30%	15%	3%	13%	16%	29%	31%	13%	17%	3%	4%	19%	14%	9%	16%	16%	13%	15%
		bc	c				hijk	hijk	jk	jk			nq			n	n		n
Mean number of types of equipment (out of 14)	3.3	1.8	3.2	4.6	3.4	3.3	1.9	1.8	3.2	3.1	4.8	4.5	3.1	3.5	3.6	3.2	3.3	3.4	3.3
			a	ab					fg	fg	fghi	fghi			lopr				
Standard deviation	2.55	1.83	2.44	2.44	2.47	2.62	1.79	1.86	2.37	2.52	2.26	2.61	2.67	2.54	2.51	2.47	2.60	2.50	2.55
Standard error	.06	.08	.10	.10	.08	.09	.11	.11	.14	.15	.13	.16	.15	.12	.13	.10	.09	.08	.06

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
TV	600 60%	483 57%	72 80% adefg	32 80% adefg	14 68% afg	525 61%	75 56%	600 60%
Handheld/ portable games player	513 51%	420 49%	55 61% aefg	25 63% aefg	12 62% aefg	446 51%	67 50%	513 51%
Any type of mobile phone including smartphone	488 49%	411 48%	42 47%	23 57% ag	12 59% abefg	423 49%	65 49%	488 49%
Games console connected to a TV	358 36%	280 33%	45 50% aefg	23 57% aefg	10 49% aefg	319 37% f	39 29%	358 36%
DVD player/ recorder/ Blu-Ray recorder	335 33%	267 31%	42 47% aefg	18 45% aefg	8 38%	295 34%	40 30%	335 33%
Portable media player	242 24%	196 23%	28 31% ae	12 31% ae	6 31% aeg	206 24%	35 26%	242 24%
PC/ laptop/ netbook with internet access	231 23%	194 23%	22 24%	10 26%	5 23%	199 23%	32 24%	231 23%
Radio	198 20%	165 19%	18 19%	11 27% aeg	5 26%	170 20%	28 21%	198 20%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Webcam	101	82	13	4	2	89	12	101
	10%	10%	14%	10%	10%	10%	9%	10%
Digital Video Recorder/ DVR	100	81	12	3	4	83	17	100
	10%	10%	13%	8%	20%	10%	13%	10%
				aceg				
Educational games system - such as VTech or Leapster	76	61	10	3	2	69	7	76
	8%	7%	11%	8%	11%	8%	5%	8%
			f		f			
Tablet computer (like an iPad)	48	37	5	4	2	40	8	48
	5%	4%	6%	10%	10%	5%	6%	5%
				aeg	aeg			
PC/ laptop/ netbook without internet access	32	28	2	1	*	29	3	32
	3%	3%	3%	4%	2%	3%	2%	3%
E-book reader	22	19	1	1	1	16	6	22
	2%	2%	1%	3%	5%	2%	4%	2%
					be		e	
ANY GAMES CONSOLE/ PLAYER	608	491	73	30	15	531	78	608
	61%	58%	80%	74%	76%	61%	58%	61%
			aefg	aefg	aefg			
None of these	148	137	7	2	1	125	22	148
	15%	16%	8%	6%	5%	14%	17%	15%
		bcd				bcd	bcd	bcd

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 23**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)**

Base : All parents

	NATION							
Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL	
Significance Level: 95%	a	b	c	d	e	f	g	
Mean number of types of equipment (out of 14)	3.3	3.2	4.1	4.3	4.2	3.4	3.2	3.3
		aefg	aefg	aefg				
Standard deviation	2.55	2.56	2.35	2.32	2.37	2.53	2.68	2.55
Standard error	.06	.08	.16	.18	.18	.07	.15	.06

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 24**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD'S)**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
TV	993	269	362	362	497	496	131	139	185	177	181	181	207	269	212	306	476	517	993
	99%	99%	99%	99%	99%	99%	98%	99%	99%	99%	100%	99%	99%	99%	100%	99%	99%	99%	99%
PC/ laptop/ netbook with internet access	820	157	316	347	418	401	81	76	162	154	175	171	182	234	178	226	416	404	820
	82%	58%	87%	95%	84%	80%	61%	54%	87%	86%	97%	94%	87%	86%	84%	73%	87%	77%	82%
			a	ab					fg	fg	fghi	fghi	oqr	oq	oq		oqr	oq	
DVD player/ recorder/ Blu-Ray recorder	817	211	305	300	407	410	105	107	153	151	149	152	178	217	179	242	396	421	817
	82%	78%	84%	82%	81%	82%	79%	77%	82%	85%	82%	83%	86%	80%	84%	78%	83%	81%	82%
			a						g				o		o				
Games console connected to a TV	779	188	292	299	438	341	103	86	164	127	171	128	168	207	168	236	375	404	779
	78%	69%	80%	82%	87%	68%	77%	61%	88%	72%	94%	70%	80%	76%	79%	76%	78%	77%	78%
			a	a	e		g		fgik	g	fghik								
Digital Video Recorder/ DVR	715	181	251	283	359	356	84	97	135	116	140	143	173	214	151	177	387	329	715
	71%	66%	69%	78%	72%	71%	63%	69%	72%	65%	77%	78%	83%	79%	71%	57%	81%	63%	71%
				ab	f				f		fi	fgi	noqr	noqr	oq		noqr	oq	
Handheld/ portable games player	686	184	272	230	351	335	89	95	141	131	120	110	144	193	144	204	338	348	686
	69%	67%	75%	63%	70%	67%	67%	68%	76%	74%	66%	60%	69%	71%	68%	66%	70%	67%	69%
			ac						fjk	k									
Any type of mobile phone including smartphone	584	60	190	334	289	295	29	32	97	93	164	170	110	170	131	173	281	303	584
	58%	22%	52%	91%	58%	59%	21%	23%	52%	52%	90%	93%	53%	63%	62%	56%	59%	58%	58%
			a	ab					fg	fg	fghi	fghi		lo	l				
Radio	464	90	181	193	219	245	40	50	84	97	95	98	105	131	96	132	236	227	464
	46%	33%	50%	53%	44%	49%	30%	35%	45%	55%	52%	54%	51%	48%	45%	42%	49%	44%	46%
			a	a					fg	fgh	fg	fg	oq				oq		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 24**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD'S)**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Portable media player	324	32	111	181	155	169	16	16	54	56	85	96	81	97	76	69	179	145	324
	32%	12%	30%	50%	31%	34%	12%	12%	29%	32%	47%	53%	39%	36%	36%	22%	37%	28%	32%
			a	ab					fg	fg	fghi	fghi	oqr	oq	oq		oqr	o	oq
Webcam	261	32	80	149	124	137	12	20	44	37	68	81	67	85	50	59	152	109	261
	26%	12%	22%	41%	25%	27%	9%	14%	23%	21%	38%	44%	32%	31%	24%	19%	32%	21%	26%
			a	ab					fg	f	fghi	fghi	noqr	noq			noqr		oq
Tablet computer (like an iPad)	139	30	47	62	66	73	14	16	22	25	31	31	51	42	25	21	93	46	139
	14%	11%	13%	17%	13%	15%	10%	12%	12%	14%	17%	17%	24%	16%	12%	7%	19%	9%	14%
				a							f	f	mnoqr	oq	o		noqr		oq
Educational games system - such as VTech or Leapster	124	76	31	17	65	59	40	36	16	15	9	8	37	24	28	34	61	63	124
	12%	28%	9%	5%	13%	12%	30%	26%	9%	9%	5%	4%	18%	9%	13%	11%	13%	12%	12%
		bc	c				hijk	hijk					mopqr						
PC/ laptop/ netbook without internet access	91	21	44	25	43	47	10	12	23	21	11	14	23	20	20	28	43	48	91
	9%	8%	12%	7%	9%	9%	7%	8%	12%	12%	6%	8%	11%	7%	9%	9%	9%	9%	9%
			ac						j	j									
E-book reader	52	6	16	29	24	28	3	4	9	8	13	17	18	19	6	8	37	15	52
	5%	2%	4%	8%	5%	6%	2%	3%	5%	4%	7%	9%	9%	7%	3%	3%	8%	3%	5%
				ab							fg	fgi	noqr	noq			noqr		oq
ANY GAMES CONSOLE/ PLAYER	863	217	331	316	462	401	113	104	174	157	176	140	181	231	185	267	411	452	863
	86%	79%	91%	87%	92%	80%	85%	75%	94%	88%	97%	77%	87%	85%	87%	86%	86%	87%	86%
			ac	a	e		gk		fgik	gk	fgik								
None of these	3	1	2	-	*	2	-	1	*	1	-	-	-	-	-	3	-	3	3
	*%	*%	*%	-%	*%	*%	-%	1%	*%	1%	-%	-%	-%	-%	-%	1%	-%	*%	*%
																p			

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 24**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD'S)**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																			
Mean number of types of equipment (out of 14)	6.8	5.6	6.9	7.7	6.9	6.8	5.7	5.6	6.9	6.8	7.8	7.7	7.4	7.1	6.9	6.2	7.2	6.5	6.8
			a	ab					fg	fg	fghi	fghi	noqr	oqr	oq		noqr	o	oq
Standard deviation	2.30	2.28	2.15	2.06	2.16	2.44	2.16	2.40	1.99	2.32	1.89	2.23	2.33	2.28	2.10	2.30	2.31	2.24	2.30
Standard error	.06	.10	.09	.09	.07	.08	.13	.14	.12	.14	.11	.13	.13	.11	.11	.09	.08	.07	.06
Columns Tested:	a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r																		

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 24**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD'S)**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
TV	993 99%	843 99%	90 100%	40 100%	20 100%	859 99%	134 100%	993 99%
PC/ laptop/ netbook with internet access	820 82%	693 81%	76 84%	33 83%	17 87%	709 82%	111 83%	820 82%
DVD player/ recorder/ Blu-Ray recorder	817 82%	687 81%	78 87%	35 89%	16 82%	710 82%	107 80%	817 82%
Games console connected to a TV	779 78%	651 77%	76 85%	34 86%	17 84%	674 78%	104 78%	779 78%
Digital Video Recorder/ DVR	715 71%	611 72%	59 65%	30 75%	15 75%	616 71%	99 74%	715 71%
Handheld/ portable games player	686 69%	578 68%	62 69%	31 77%	15 74%	590 68%	96 71%	686 69%
Any type of mobile phone including smartphone	584 58%	495 58%	49 55%	26 65%	13 67%	505 58%	79 59%	584 58%
Radio	464 46%	397 47%	34 38%	22 55%	10 52%	393 45%	71 53%	464 46%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 24**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD'S)**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Portable media player	324 32%	268 31%	32 35%	16 41%	8 39%	274 32%	50 37%	324 32%
Webcam	261 26%	220 26%	26 29%	12 29%	4 18%	224 26%	38 28%	261 26%
Tablet computer (like an iPad)	139 14%	116 14%	13 14%	7 18%	4 18%	116 13%	23 17%	139 14%
Educational games system - such as VTech or Leapster	124 12%	105 12%	11 13%	4 10%	4 18%	109 13%	15 11%	124 12%
PC/ laptop/ netbook without internet access	91 9%	80 9%	6 6%	3 8%	2 9%	80 9%	11 8%	91 9%
E-book reader	52 5%	43 5%	5 5%	2 5%	2 9%	40 5%	12 9%	52 5%
ANY GAMES CONSOLE/ PLAYER	863 86%	723 85%	84 94%	37 94%	19 93%	746 86%	117 87%	863 86%
None of these	3 *%	3 *%	- -%	- -%	- -%	3 *%	- -%	3 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 24**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD'S)**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Mean number of types of equipment (out of 14)	6.8	6.8	6.9	7.4	7.3	6.8	7.1	6.8
				abeg	abeg			
Standard deviation	2.30	2.33	2.13	2.20	2.16	2.26	2.55	2.30
Standard error	.06	.07	.14	.17	.16	.06	.15	.06
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 25**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT IN THE HOUSEHOLD**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
TV	993	269	362	362	497	496	131	139	185	177	181	181	207	269	212	306	476	517	993
	99%	99%	99%	99%	99%	99%	98%	99%	99%	99%	100%	99%	99%	99%	100%	99%	99%	99%	99%
Any type of mobile phone including smartphone	946	250	339	357	474	472	122	128	173	166	179	179	196	260	204	286	455	491	946
	95%	92%	93%	98% ab	95%	94%	92%	91%	93%	93%	98% fghi	98% fghi	94%	96%	96% o	93%	95%	94%	95%
PC/ laptop/ netbook with internet access	914	237	326	351	459	455	115	122	168	158	176	175	204	262	199	250	465	449	914
	91%	87%	90%	96% ab	92%	91%	86%	88%	90%	89%	97% fghi	95% fghi	98%	97%	94%	81%	97%	86%	91%
DVD player/ recorder/ Blu-Ray recorder	904	248	333	323	448	456	121	127	168	165	159	164	199	242	193	270	441	463	904
	90%	91%	92%	89%	89%	91%	91%	91%	91%	93%	87%	90%	95% mnoqr	89%	91%	87%	92% oq	89%	90%
Games console connected to a TV	834	212	307	316	451	383	111	100	168	138	171	144	175	226	180	252	401	433	834
	83%	78%	84% a	87% a	90% e	77%	84% g	72%	90% fgik	78%	94% fgik	79%	84%	83%	85%	81%	84%	83%	83%
Radio	833	224	308	301	418	415	109	115	161	147	148	153	189	235	174	235	424	409	833
	83%	82%	85%	83%	83%	83%	82%	82%	86%	83%	81%	84%	91% noqr	87% oq	82%	76%	88% noqr	78%	83%
Digital Video Recorder/ DVR	770	209	268	293	386	384	100	109	141	127	145	148	181	229	165	195	410	360	770
	77%	77%	74%	80% b	77%	77%	75%	78%	76%	71%	80% i	81% i	87% noqr	85% noqr	78% oq	63%	86% noqr	69% o	77% oq
Handheld/ portable games player	749	200	286	263	375	374	97	103	145	141	133	131	159	211	158	221	370	379	749
	75%	73%	79% c	72%	75%	75%	73%	74%	78%	79%	73%	71%	76% o	78% o	75%	71%	77% o	73%	75%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 25**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT IN THE HOUSEHOLD**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Portable media player	427	91	143	193	206	221	43	48	70	73	93	100	111	130	94	92	241	186	427
	43%	33%	39%	53%	41%	44%	32%	35%	38%	41%	51%	54%	53%	48%	44%	30%	50%	36%	43%
			ab							fg	ghi	ghi	noqr	oq	oq		oqr	o	oq
Webcam	410	90	138	182	200	210	40	51	73	65	88	94	115	128	77	90	243	167	410
	41%	33%	38%	50%	40%	42%	30%	36%	39%	37%	48%	51%	55%	47%	36%	29%	51%	32%	41%
			ab					f		fg	ghi	ghi	noqr	noqr	o		noqr		oq
Tablet computer (like an iPad)	205	59	68	79	98	107	26	33	31	36	42	37	80	64	35	26	144	61	205
	20%	22%	19%	22%	20%	21%	19%	24%	17%	20%	23%	20%	38%	24%	17%	8%	30%	12%	20%
													mno	pqr	noq	oq		mno	qqr
Educational games system - such as VTech or Leapster	180	86	57	37	91	89	44	42	27	29	20	18	49	41	40	50	90	90	180
	18%	31%	16%	10%	18%	18%	33%	30%	15%	17%	11%	10%	24%	15%	19%	16%	19%	17%	18%
		bc	c				hijk	hijk		k			moqr						
E-book reader	152	36	57	59	76	76	18	19	30	27	28	31	50	57	24	21	107	45	152
	15%	13%	16%	16%	15%	15%	13%	13%	16%	15%	15%	17%	24%	21%	11%	7%	22%	9%	15%
													noqr	noqr	o		noqr		oq
PC/ laptop/ netbook without internet access	134	40	57	38	63	71	19	21	29	28	15	22	38	31	26	40	69	65	134
	13%	14%	16%	10%	13%	14%	14%	15%	15%	16%	8%	12%	18%	11%	12%	13%	14%	13%	13%
			c					j	j	j			mnqr						
ANY GAMES CONSOLE/ PLAYER	903	234	338	331	474	429	121	113	177	161	176	155	186	243	195	278	429	474	903
	90%	86%	93%	91%	95%	86%	91%	81%	95%	91%	97%	85%	89%	90%	92%	90%	89%	91%	90%
			a	a	e		gk	gk	gk	gk	fgik								
None of these	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	1	1
	*%	-%	*%	-%	-%	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 25**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT IN THE HOUSEHOLD**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																			
Mean number of types of equipment (out of 14)	8.4	8.3	8.4	8.6	8.5	8.4	8.2	8.3	8.4	8.3	8.7	8.6	9.4	8.8	8.4	7.5	9.0	7.9	8.4
Standard deviation	2.21	2.32	2.24	2.09	2.12	2.30	2.26	2.39	2.16	2.33	1.96	2.21	2.04	2.14	2.01	2.19	2.12	2.16	2.21
Standard error	.05	.10	.09	.09	.07	.08	.13	.14	.13	.14	.12	.13	.11	.10	.11	.09	.08	.07	.05
Columns Tested:	a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r																		

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 25**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT IN THE HOUSEHOLD**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
TV	993 99%	843 99%	90 100%	40 100%	20 100%	859 99%	134 100%	993 99%
Any type of mobile phone including smartphone	946 95%	806 95%	84 93%	38 96%	18 93%	823 95%	123 92%	946 95%
PC/ laptop/ netbook with internet access	914 91%	775 91%	83 92%	37 93%	19 95%	794 92%	121 90%	914 91%
DVD player/ recorder/ Blu-Ray recorder	904 90%	765 90%	84 93%	37 93%	18 90%	783 90%	121 90%	904 90%
Games console connected to a TV	834 83%	701 82%	79 87%	36 90%	18 91%	722 83%	112 83%	834 83%
Radio	833 83%	710 83%	72 80%	34 86%	17 84%	718 83%	115 86%	833 83%
Digital Video Recorder/ DVR	770 77%	653 77%	67 74%	32 81%	18 88%	660 76%	110 82%	770 77%
Handheld/ portable games player	749 75%	633 74%	68 76%	32 79%	16 79%	643 74%	106 79%	749 75%
Portable media player	427 43%	355 42%	41 45%	22 54%	10 48%	362 42%	65 49%	427 43%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 25**

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

**QP3A-N - SUMMARY TO SHOW EQUIPMENT IN THE HOUSEHOLD**

Base : All parents

	NATION							ALL g
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f	
Significance Level: 95%								
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Webcam	410 41%	345 41%	40 44% d	18 46% d	7 34%	359 41%	51 38%	410 41%
Tablet computer (like an iPad)	205 20%	175 21%	16 17%	10 25%	4 20%	172 20%	33 25%	205 20%
Educational games system - such as VTech or Leapster	180 18%	151 18%	18 19%	7 17%	4 21%	157 18%	23 17%	180 18%
E-book reader	152 15%	124 15%	18 20%	8 20%	3 16%	132 15%	20 15%	152 15%
PC/ laptop/ netbook without internet access	134 13%	118 14%	9 10%	4 9%	3 13%	116 13%	18 14%	134 13%
ANY GAMES CONSOLE/ PLAYER	903 90%	760 89%	85 94% ae	38 96% aeg	19 97% aeg	779 90%	124 92%	903 90%
None of these	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Mean number of types of equipment (out of 14)	8.4	8.4	8.5	8.9 aeg	8.7	8.4	8.6	8.4
Standard deviation	2.21	2.26	1.99	1.92	1.78	2.23	2.10	2.21
Standard error	.05	.07	.13	.15	.13	.06	.12	.05

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 26**

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

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

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	b	c	d	e	5-7 ~f	5-7 ~g	8-11 h	8-11 i	12-15 j	12-15 k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Yes	282	**	54	225	128	154	**	**	26	28	100	124	52	91	65	73	143	138	282
	58%	**	34%	71%	53%	62%	**	**	33%	36%	64%	77%	55%	63%	58%	53%	60%	55%	58%
			b		d				hi		hij								
No	205	**	103	91	112	93	**	**	53	49	56	35	42	53	47	64	95	110	205
	42%	**	66%	29%	47%	38%	**	**	67%	64%	36%	22%	45%	37%	42%	46%	40%	44%	42%
			c		e			jk	jk	k									
Don't know	1	**	-	1	*	1	**	**	-	-	*	1	-	*	*	1	*	1	1
	*%	**	-%	*%	*%	*%	**	**	-%	-%	*%	1%	-%	*%	*%	1%	*%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 26**

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

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

Base : Parents of children with a mobile phone

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Yes	282	238	**	**	7	250	31	282
	58%	58%	**	**	57%	59%	48%	58%
						f		
No	205	173	**	**	5	171	34	205
	42%	42%	**	**	43%	41%	52%	42%
						e		
Don't know	1	1	**	**	-	1	*	1
	*%	*%	**	**	-%	*%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 27**

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

**SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
SMARTPHONE	282	3	54	225	128	154	1	1	26	28	100	124	52	91	65	73	143	138	282
	28%	1%	15%	62%	26%	31%	1%	1%	14%	16%	55%	68%	25%	34%	31%	24%	30%	26%	28%
			a	ab		d			fg	fg	ghi	ghij		loqr	o		o		
NOT SMARTPHONE	205	12	103	91	112	93	4	8	53	49	56	35	42	53	47	64	95	110	205
	21%	4%	28%	25%	22%	19%	3%	6%	29%	28%	31%	19%	20%	19%	22%	21%	20%	21%	21%
			a	a					fgk	fgk	fgk	fg							
UNSURE IF SMARTPHONE	1	-	-	1	*	1	-	-	-	-	*	1	-	*	*	1	*	1	1
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	1%	-%	*%	*%	*%	*%	*%	*%
NO MOBILE PHONE	513	258	208	47	261	252	128	130	107	101	26	22	114	127	100	172	241	272	513
	51%	95%	57%	13%	52%	50%	96%	93%	58%	57%	14%	12%	55%	47%	47%	56%	50%	52%	51%
		bc	c				hijk	hijk	jk	jk						mn			

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 27**

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

**SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP**

Base : All parents

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
SMARTPHONE	282	238	24	14	7	250	31	282
	28%	28%	26%	34%	34%	29%	23%	28%
			f	f				
NOT SMARTPHONE	205	173	19	9	5	171	34	205
	21%	20%	21%	22%	25%	20%	25%	21%
UNSURE IF SMARTPHONE	1	1	-	*	-	1	*	1
	*%	*%	-%	1%	-%	*%	*%	*%
			aeg					
NO MOBILE PHONE	513	440	48	17	8	444	69	513
	51%	52%	53%	43%	41%	51%	51%	51%
		cd	d			d	d	cd

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 28**

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

**SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP**

Base : All parents

	CHILD'S AGE												
	Total	5	6	7	8	9	10	11	12	13	14	15	AGED 8-12
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1717	233	144	193	215	108	132	120	195	108	117	152	770
Effective Weighted Sample	1327	185	119	165	183	90	105	102	164	89	95	132	596
Total	1001	91	91	91	91	91	91	91	91	91	91	91	455
SMARTPHONE	282 28%	* 1%	1 1%	2 2%	2 2%	11 12%	12 13%	28 31%	48 53%	54 59%	56 61%	67 73%	102 22%
						abcd	abcd	abcdef	abcdefgl	abcdefgl	abcdefgl	abcdefghil	abcdef
NOT SMARTPHONE	205 21%	1 1%	5 6%	6 6%	12 14%	22 24%	32 35%	37 40%	23 25%	27 29%	25 27%	17 18%	125 28%
			a	a	abc	abcd	abcdk	abcdehijkl	abcd	abcd	abcd	abc	abcdk
UNSURE IF SMARTPHONE	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 2%	- -%	- -%
NO MOBILE PHONE	513 51%	90 98%	85 94%	83 92%	76 84%	58 64%	47 52%	26 29%	20 22%	11 12%	9 10%	8 8%	227 50%
		bcdefghijk	defghijkl	defghijkl	efghijkl	ghijkl	ghijk	ijk	ijk				ghijk

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 29**

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

**QP5 Does your child EVER use any of these devices to watch television programmes at home?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
A television set	987 99%	268 98%	360 99%	359 99%	493 98%	494 99%	130 97%	138 99%	183 98%	177 99%	180 99%	180 98%	206 99%	267 98%	210 99%	304 98%	473 99%	514 99%	987 99%
A desktop computer/ laptop/ netbook	261 26%	38 14%	82 23%	141 39%	135 27%	126 25%	20 15%	18 13%	46 25%	36 20%	68 38%	73 40%	68 32%	66 24%	58 27%	69 22%	134 28%	127 24%	261 26%
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	116 12%	17 6%	45 12%	54 15%	75 15%	41 8%	9 7%	9 6%	29 16%	16 9%	37 21%	16 9%	23 11%	30 11%	30 14%	33 11%	53 11%	63 12%	116 12%
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	54 5%	4 1%	13 3%	38 10%	23 5%	31 6%	1 1%	3 2%	8 4%	5 3%	14 8%	24 13%	11 5%	13 5%	14 7%	16 5%	24 5%	30 6%	54 5%
A tablet computer (like an iPad)	45 5%	7 3%	16 4%	22 6%	23 5%	22 4%	4 3%	3 2%	8 4%	8 5%	11 6%	11 6%	12 6%	13 5%	15 7%	6 2%	25 5%	20 4%	45 5%
A portable media player (like an iPod Touch or Archos)	37 4%	2 1%	12 3%	23 6%	17 3%	20 4%	1 1%	2 1%	6 3%	6 3%	10 5%	13 7%	10 5%	11 4%	7 3%	9 3%	21 4%	16 3%	37 4%
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	36 4%	10 4%	14 4%	12 3%	19 4%	17 3%	6 4%	5 3%	8 4%	5 3%	5 3%	7 4%	5 3%	10 4%	10 5%	11 4%	15 3%	21 4%	36 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 29**

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

**QP5 Does your child EVER use any of these devices to watch television programmes at home?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
ANY GAMES CONSOLE	120	19	46	54	77	43	10	9	30	16	37	17	24	30	30	36	54	66	120
	12%	7%	13%	15%	15%	9%	7%	7%	16%	9%	21%	9%	11%	11%	14%	12%	11%	13%	12%
			a	a	e			fgik	fgik										
ANY DEVICE OTHER THAN A TV SET	338	50	120	169	176	162	26	23	68	53	82	86	78	89	78	93	167	171	338
	34%	18%	33%	46%	35%	32%	20%	17%	36%	30%	45%	47%	38%	33%	37%	30%	35%	33%	34%
			a	ab					fg	fg	fghi	fghi	o						
ONLY THROUGH A TV SET	654	221	241	192	321	333	106	115	117	124	99	93	128	179	134	213	307	347	654
	65%	81%	66%	53%	64%	67%	79%	83%	63%	70%	54%	51%	62%	66%	63%	69%	64%	66%	65%
		bc	c				hijk	hijk	k	jk						l			
ONLY THROUGH A DEVICE OTHER THAN A TV SET	5	3	1	1	5	*	2	*	1	-	1	*	*	2	1	2	2	3	5
	1%	1%	*%	*%	1%	*%	2%	*%	1%	-%	1%	*%	*%	1%	1%	1%	*%	1%	1%
					e		i												
NONE OF THESE/ Does not watch TV programmes at home	7	1	2	4	3	4	1	-	1	1	1	3	2	3	1	2	4	3	7
	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%	1%
												g							
Don't know	1	1	*	*	*	1	-	1	-	*	*	-	*	*	-	1	*	1	1
	*%	*%	*%	*%	*%	*%	-%	1%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 29**

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

**QP5 Does your child EVER use any of these devices to watch television programmes at home?**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
A television set	987 99%	838 98%	90 100%	39 98%	20 100%	854 99%	133 99%	987 99%
A desktop computer/ laptop/ netbook	261 26%	217 26%	27 30%	11 27%	6 31% f	232 27%	29 22%	261 26%
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	116 12%	95 11%	10 11%	9 22% abdefg	3 13%	98 11%	18 13%	116 12%
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	54 5%	43 5%	5 6%	4 10% aeg	2 10% aeg	46 5%	8 6%	54 5%
A tablet computer (like an iPad)	45 5%	38 4%	5 5%	1 3% aeg	2 8% aeg	37 4%	8 6%	45 5%
A portable media player (like an iPod Touch or Archos)	37 4%	31 4%	1 1%	3 9% abefg	1 7% abfg	34 4%	3 2%	37 4%
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	36 4%	24 3%	5 6% a	6 15% abdefg	1 4%	30 3%	6 4%	36 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 29**

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

**QP5 Does your child EVER use any of these devices to watch television programmes at home?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
ANY GAMES CONSOLE	120	98	10	9	3	100	19	120
	12%	11%	11%	22%	16%	12%	14%	12%
				abeg				
ANY DEVICE OTHER THAN A TV SET	338	280	31	18	9	299	40	338
	34%	33%	35%	45%	44%	34%	30%	34%
				aefg	aefg			
ONLY THROUGH A TV SET	654	562	59	22	11	560	94	654
	65%	66%	65%	54%	56%	65%	70%	65%
		cd	c			cd	cd	cd
ONLY THROUGH A DEVICE OTHER THAN A TV SET	5	5	*	*	-	5	*	5
	1%	1%	*%	1%	-%	1%	*%	1%
NONE OF THESE/ Does not watch TV programmes at home	7	7	-	-	-	7	*	7
	1%	1%	-%	-%	-%	1%	*%	1%
Don't know	1	1	-	*	-	1	*	1
	*%	*%	-%	1%	-%	*%	*%	*%
				aeg				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 30**

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

**QP6 And when your child watches television programmes at home, which device do they mostly use...**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
A television set	950	265	352	334	472	479	126	138	177	174	168	166	199	254	202	295	453	497	950
	95%	97%	97%	92%	94%	96%	95%	99%	95%	98%	92%	91%	96%	94%	95%	95%	95%	95%	95%
		c	c					fhjk	k	jk									
A desktop computer/ laptop/ netbook	21	1	4	16	12	9	1	*	3	1	8	8	3	8	2	9	10	10	21
	2%	1%	1%	4%	2%	2%	1%	*%	2%	*%	4%	4%	1%	3%	1%	3%	2%	2%	2%
				ab						fgi	fgi								
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	10	3	3	4	9	1	2	1	3	1	4	-	2	2	4	2	4	6	10
	1%	1%	1%	1%	2%	*%	2%	1%	2%	*%	2%	-%	1%	1%	2%	1%	1%	1%	1%
					e					k									
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	5	-	1	4	2	3	-	-	1	*	1	3	1	2	2	1	3	2	5
	1%	-%	*%	1%	*%	1%	-%	-%	1%	*%	1%	2%	1%	1%	1%	*%	1%	*%	1%
				a															
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	3	2	1	*	2	1	2	-	*	1	*	*	1	1	1	1	2	2	3
	*%	1%	*%	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
A tablet computer (like an iPad)	2	-	*	2	*	2	-	-	*	-	-	2	1	-	1	-	1	1	2
	*%	-%	*%	1%	*%	*%	-%	-%	*%	-%	-%	1%	*%	-%	1%	-%	*%	*%	*%
A portable media player (like an iPod Touch or Archos)	*	-	-	*	*	-	-	-	-	-	*	-	-	-	-	*	-	*	*
	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 30**

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

**QP6 And when your child watches television programmes at home, which device do they mostly use...**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Other type of device	1	1	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	1
	*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
ANY GAMES CONSOLE	13	5	4	4	11	2	4	1	3	1	4	*	3	3	4	3	6	7	13
	1%	2%	1%	1%	2%	*%	3%	1%	2%	1%	2%	*%	1%	1%	2%	1%	1%	1%	1%
					e		k			k									
ANY DEVICE OTHER THAN A TV SET	42	7	9	26	26	16	6	1	7	2	13	13	7	13	9	12	20	21	42
	4%	2%	3%	7%	5%	3%	4%	1%	4%	1%	7%	7%	3%	5%	4%	4%	4%	4%	4%
				ab			gi		g		gi	gi							
NONE OF THESE/ Does not watch TV programmes at home	7	1	2	4	3	4	1	-	1	1	1	3	2	3	1	2	4	3	7
	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%	1%
											g								
Don't know	2	-	*	1	*	1	-	-	-	*	*	1	*	1	*	-	1	*	2
	*%	-%	*%	*%	*%	*%	-%	-%	-%	*%	*%	1%	*%	*%	*%	-%	*%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 30**

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

**QP6 And when your child watches television programmes at home, which device do they mostly use...**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
A television set	950 95%	813 96% cd	84 93%	35 88%	18 90%	824 95% cd	127 94% c	950 95% cd
A desktop computer/ laptop/ netbook	21 2%	18 2%	2 2%	* 1% *	1 3%	19 2%	2 1%	21 2%
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	10 1%	6 1%	2 2% ae	1 3% aeg	* 2%	7 1%	3 2% a	10 1%
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	5 1%	3 *%	1 1%	1 3% aefg	* 1%	5 1%	1 *%	5 1%
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	3 *%	1 *%	1 1%	1 3% adefg	- -%	3 *%	1 *%	3 *%
A tablet computer (like an iPad)	2 *%	1 *%	1 1%	- -%	* 1% aeg	2 *%	* *%	2 *%
A portable media player (like an iPod Touch or Archos)	* *%	- -%	* *%	- -%	- -%	- -%	* *%	* *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 30**

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

**QP6 And when your child watches television programmes at home, which device do they mostly use...**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Other type of device	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
ANY GAMES CONSOLE	13 1%	7 1%	3 3% aeg	3 6% aeg	* 2%	10 1%	4 3% a	13 1%
ANY DEVICE OTHER THAN A TV SET	42 4%	30 3%	6 7% a	4 11% aefg	2 8% aeg	35 4%	6 5%	42 4%
NONE OF THESE/ Does not watch TV programmes at home	7 1%	7 1%	- -%	- -%	- -%	7 1%	* *%	7 1%
Don't know	2 *%	1 *%	- -%	* 1% aeg	* 2% aeg	1 *%	1 *%	2 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 31**

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

**QP7 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Terrestrial TV only	23 2%	6 2%	12 3%	5 1%	11 2%	13 3%	3 2%	3 2%	5 3%	7 4%	3 1%	2 1%	3 1%	3 1%	5 2%	12 4%	6 1%	17 3%	23 2%
			c													mp		mp	
Satellite TV with a monthly subscription (such as through Sky)	514 51%	136 50%	188 52%	190 52%	260 52%	254 51%	64 48%	73 52%	99 53%	89 50%	97 53%	93 51%	118 57%	159 59%	102 48%	134 43%	277 58%	236 45%	514 51%
													noq	noqr			noqr		oq
Freeview (through a set-top box or digital TV set)	318 32%	79 29%	128 35%	111 31%	155 31%	163 32%	43 32%	36 26%	61 33%	66 37%	51 28%	60 33%	49 24%	81 30%	65 31%	123 40%	130 27%	187 36%	318 32%
			a						gj							lmnpr		lp	lp
Cable TV (through Virgin Media/ formerly known as NTL/ Telewest)	145 14%	42 15%	45 12%	59 16%	79 16%	66 13%	21 16%	21 15%	24 13%	20 11%	34 19%	24 13%	37 18%	31 12%	38 18%	39 12%	68 14%	77 15%	145 14%
										i			m		mo				
Satellite TV with no monthly subscription (such as through Freesat)	35 3%	13 5%	7 2%	16 4%	19 4%	16 3%	6 5%	6 5%	3 2%	4 2%	10 5%	6 3%	7 3%	9 3%	9 4%	10 3%	16 3%	19 4%	35 3%
		b		b						h									
Digital TV via broadband DSL line (through BT Vision or Tiscali TV)	16 2%	4 1%	7 2%	5 1%	8 2%	8 2%	1 1%	3 2%	4 2%	3 1%	2 1%	3 1%	4 2%	4 1%	4 2%	4 1%	8 2%	8 1%	16 2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 31**

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

**QP7 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
ANY MULTICHANNEL TV	970	263	349	357	486	484	128	136	180	169	179	179	204	266	206	294	470	500	970
	97%	96%	96%	98%	97%	97%	96%	97%	97%	95%	98%	98%	98%	98%	97%	95%	98%	96%	97%
														oq			oq		
NO TV IN HOUSEHOLD	8	4	2	3	4	4	3	1	1	1	1	2	2	2	1	4	3	5	8
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 31**

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

**QP7 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Terrestrial TV only	23 2%	20 2%	2 2%	* *%	1 4% c	19 2%	4 3%	23 2%
Satellite TV with a monthly subscription (such as through Sky)	514 51%	419 49%	57 63% aefg	26 64% aefg	12 63% aefg	444 51%	70 52%	514 51%
Freeview (through a set-top box or digital TV set)	318 32%	274 32% d	26 28%	14 34% d	5 23%	266 31%	52 38% bde	318 32% d
Cable TV (through Virgin Media/ formerly known as NTL/ Telewest)	145 14%	132 16% cdf	9 10% f	2 5%	1 7% f	142 16% bcd	4 3%	145 14% cdf
Satellite TV with no monthly subscription (such as through Freesat)	35 3%	30 3%	3 3%	2 4%	1 4%	23 3%	12 9% abeg	35 3%
Digital TV via broadband DSL line (through BT Vision or Tiscali TV)	16 2%	14 2%	* *%	1 2%	1 4% be	11 1%	5 4% beg	16 2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 31**

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

**QP7 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?**

Base : All parents

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
ANY MULTICHANNEL TV	970	823	88	40	19	840	130	970
	97%	97%	98%	100%	96%	97%	97%	97%
			d					
NO TV IN HOUSEHOLD	8	8	-	-	-	8	*	8
	1%	1%	-%	-%	-%	1%	*%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 32**

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

**QP8 I would like to ask you about 'on demand' television services - which allow you to watch certain recently broadcast programmes or films on your TV at a time that suits you rather than when they are broadcast. (PROMPTED WITH FULL DESCRIPTION OF 'ON DEMAND' TELEVISION SERVICES) Does your child use the television to watch any of these 'on demand' services at all?**

Base : Parents of children with multichannel TV in the household

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1663	553	554	556	835	828	275	278	280	274	280	276	320	425	354	564	745	918	1663
Effective Weighted Sample	1285	439	429	440	649	636	224	217	220	209	221	219	258	333	272	429	590	699	1285
Total	970	263	349	357	486	484	128	136	180	169	179	179	204	266	206	294	470	500	970
Yes, my child watches on demand services	278	39	94	145	133	145	16	23	48	46	70	75	86	79	54	59	166	112	278
	29%	15%	27%	40%	27%	30%	13%	17%	26%	27%	39%	42%	42%	30%	26%	20%	35%	22%	29%
			a	ab					fg	fg	fghi	fghi	mnopqr	oq			noqr		oq
No, my child does not watch on demand services	679	221	254	204	348	332	111	111	132	122	105	99	115	184	152	229	299	381	679
	70%	84%	73%	57%	71%	69%	87%	82%	73%	72%	59%	55%	57%	69%	74%	78%	64%	76%	70%
		bc	c				hijk	hijk	jk	jk			l	lp	lmp		lmpr	lmpr	lp
Don't know	13	2	2	9	5	7	1	1	1	1	4	5	2	3	1	7	6	7	13
	1%	1%	*%	2%	1%	2%	1%	1%	*%	1%	2%	3%	1%	1%	*%	2%	1%	1%	1%
				b								h			n				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 32

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

**QP8 I would like to ask you about 'on demand' television services - which allow you to watch certain recently broadcast programmes or films on your TV at a time that suits you rather than when they are broadcast. (PROMPTED WITH FULL DESCRIPTION OF 'ON DEMAND' TELEVISION SERVICES) Does your child use the television to watch any of these 'on demand' services at all?**

Base : Parents of children with multichannel TV in the household

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1663	1098	217	173	175	1372	291	1663
Effective Weighted Sample	1285	1000	183	152	157	1083	209	1285
Total	970	823	88	40	19	840	130	970
Yes, my child watches on demand services	278 29%	245 30%	22 25%	6 16%	5 24%	247 29%	31 24%	278 29%
		c	c			c		c
No, my child does not watch on demand services	679 70%	568 69%	65 73%	32 82%	14 74%	586 70%	94 72%	679 70%
				aefg				
Don't know	13 1%	10 1%	1 2%	1 3%	* 2%	7 1%	5 4%	13 1%
				e		aeg		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 33**

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

**QP8 I would like to ask you about 'on demand' television services - which allow you to watch certain recently broadcast programmes or films on your TV at a time that suits you rather than when they are broadcast. (PROMPTED WITH FULL DESCRIPTION OF 'ON DEMAND' TELEVISION SERVICES) Does your child use the television to watch any of these 'on demand' services at all?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Yes, my child watches on demand services	278 28%	39 14%	94 26% a	145 40% ab	133 27%	145 29%	16 12%	23 17%	48 26% fg	46 26% fg	70 38% fghi	75 41% fghi	86 41% mnoqr	79 29% oq	54 25% o	59 19%	166 35% noqr	112 22%	278 28% oq
No, my child does not watch on demand services	679 68%	221 81% bc	254 70% c	204 56%	348 69%	332 66%	111 83% hijk	111 79% hijk	132 71% jk	122 69% jk	105 58%	99 54%	115 55%	184 68% l	152 72% lp	229 74% lpr	299 62%	381 73% lpr	679 68% lp
Don't know	13 1%	2 1%	2 *% b	9 2% b	5 1%	7 1%	1 1%	1 1%	1 *% h	1 1%	4 2% h	5 3% h	2 1%	3 1%	1 *% n	7 2% n	6 1%	7 1%	13 1%
NO MULTICHANNEL TV	23 2%	6 2%	12 3% c	5 1%	11 2%	13 3%	3 2%	3 2%	5 3%	7 4%	3 1%	2 1%	3 1%	3 1%	5 2%	12 4% mp	6 1%	17 3% mp	23 2%
NO TV IN HOUSEHOLD	8 1%	4 1%	2 1%	3 1%	4 1%	4 1%	3 2%	1 1%	1 1%	1 1%	1 *% r	2 1%	2 1%	2 1%	1 *% r	4 1%	3 1%	5 1%	8 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 33**

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

**QP8 I would like to ask you about 'on demand' television services - which allow you to watch certain recently broadcast programmes or films on your TV at a time that suits you rather than when they are broadcast. (PROMPTED WITH FULL DESCRIPTION OF 'ON DEMAND' TELEVISION SERVICES) Does your child use the television to watch any of these 'on demand' services at all?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Yes, my child watches on demand services	278 28%	245 29% c	22 25% c	6 16%	5 23%	247 28% c	31 23%	278 28% c
No, my child does not watch on demand services	679 68%	568 67%	65 72%	32 81% abdefg	14 71%	586 68%	94 70%	679 68%
Don't know	13 1%	10 1%	1 2%	1 3% e	* 2%	7 1%	5 4% aeg	13 1%
NO MULTICHANNEL TV	23 2%	20 2%	2 2%	* *% c	1 4%	19 2%	4 3%	23 2%
NO TV IN HOUSEHOLD	8 1%	8 1%	- -%	- -%	- -%	8 1%	* *%	8 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 34**

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

**QP9 Does your child's TV set receive a service with extra channels?**

Base : Parents of children with multichannel TV in the household whose child has their own TV

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1040	272	352	416	550	490	139	133	185	167	226	190	151	247	255	387	398	642	1040
Effective Weighted Sample	784	210	262	328	415	368	111	99	137	124	178	151	120	188	196	283	308	478	784
Total	591	118	208	265	314	277	60	58	111	98	143	121	96	150	149	196	246	345	591
Yes	252	37	78	137	120	132	20	18	34	44	67	70	48	63	62	80	111	141	252
	43%	32%	37%	52%	38%	48%	33%	31%	30%	45%	46%	58%	50%	42%	41%	41%	45%	41%	43%
				ab		d				gh	fgh	fghij							
No	334	79	130	125	192	142	39	40	77	53	76	49	47	83	88	115	130	203	334
	56%	67%	62%	47%	61%	51%	65%	68%	70%	54%	53%	41%	49%	56%	59%	59%	53%	59%	56%
		c	c		e		jk	ijk	ijk	k	k								
Don't know	5	2	1	3	2	3	1	1	-	1	1	2	1	4	-	1	4	1	5
	1%	2%	*%	1%	1%	1%	2%	1%	-%	1%	1%	1%	1%	3%	-%	*%	2%	*%	1%
														noq			q		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 34**

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

**QP9 Does your child's TV set receive a service with extra channels?**

Base : Parents of children with multichannel TV in the household whose child has their own TV

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1040	617	168	137	118	867	173	1040
Effective Weighted Sample	784	566	141	122	106	667	122	784
Total	591	476	70	32	13	518	73	591
Yes	252 43%	198 42%	36 51% d	14 43%	5 35%	219 42%	33 46%	252 43%
No	334 56%	273 57%	34 49%	18 57%	8 65% b	295 57%	39 53%	334 56%
Don't know	5 1%	5 1%	- -%	- -%	- -%	4 1%	1 1%	5 1%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 35**

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

**SUMMARY OF TV IN CHILD'S BEDROOM**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
CHILD HAS MULTICHANNEL TV IN BEDROOM	249	37	77	135	117	132	19	18	33	44	65	70	48	61	61	79	109	140	249
	25%	14%	21%	37%	23%	26%	14%	13%	18%	25%	36%	38%	23%	23%	29%	26%	23%	27%	25%
			a	ab					fg	fg	ghi	ghi							
CHILD HAS TERRESTRIAL TV IN BEDROOM	343	80	133	130	194	149	39	41	78	56	77	52	48	87	88	120	135	208	343
	34%	29%	37%	36%	39%	30%	29%	29%	42%	31%	43%	29%	23%	32%	42%	39%	28%	40%	34%
			a		e				fgik		fgik			l	lmpr	lp		lmp	lp
CHILD DOES NOT HAVE TV IN BEDROOM	401	152	152	97	186	215	72	80	75	77	39	59	111	121	62	107	232	169	401
	40%	56%	42%	27%	37%	43%	54%	57%	40%	43%	21%	32%	53%	45%	29%	34%	48%	32%	40%
		bc	c		d		hijk	hijk	j	jk		j	mnoqr	noq			noqr		noq
NO TV IN HOUSEHOLD	8	4	2	3	4	4	3	1	1	1	1	2	2	2	1	4	3	5	8
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 35**

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

**SUMMARY OF TV IN CHILD'S BEDROOM**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
CHILD HAS MULTICHANNEL TV IN BEDROOM	249	196	35	13	5	218	31	249
	25%	23%	39%	34%	23%	25%	23%	25%
			adefg	adefg				
CHILD HAS TERRESTRIAL TV IN BEDROOM	343	282	35	18	9	304	39	343
	34%	33%	38%	45%	44%	35%	29%	34%
			aefg	aefg				
CHILD DOES NOT HAVE TV IN BEDROOM	401	365	21	8	7	337	64	401
	40%	43%	23%	21%	33%	39%	47%	40%
		bcd			bc	bc	bcdeg	bc
NO TV IN HOUSEHOLD	8	8	-	-	-	8	*	8
	1%	1%	-%	-%	-%	1%	*%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 36**

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

**SUMMARY OF TV IN CHILD'S BEDROOM**

Base : All parents

	CHILD WATCHES TV ON ALTERNATIVE DEVICE								
	Total	YES 5-15	NO 5-15	YES 5-7	NO 5-7	YES 8-11	NO 8-11	YES 12-15	NO 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1717	581	1124	125	443	190	380	266	301
Effective Weighted Sample	1327	437	881	100	355	146	297	206	241
Total	1001	338	654	50	221	120	241	169	192
CHILD HAS MULTICHANNEL TV IN BEDROOM	249 25%	102 30%	147 23%	7 14%	30 14%	27 23%	49 20%	67 40%	68 35%
		bcd	d			d	d	abcdef	bcdef
CHILD HAS TERRESTRIAL TV IN BEDROOM	343 34%	109 32%	232 35%	15 30%	65 29%	41 34%	92 38%	54 32%	75 39%
		d				d		d	d
CHILD DOES NOT HAVE TV IN BEDROOM	401 40%	126 37%	275 42%	26 52%	126 57%	52 43%	100 41%	48 28%	49 26%
		gh	gh	abgh	abefgh	gh	gh		
NO TV IN HOUSEHOLD	8 1%	2 *%	- -%	2 3%	- -%	- -%	- -%	- -%	- -%
		b		abdefgh					

Columns Tested: a,b,c,d,e,f,g,h

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 37**

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

**QP10 Are any of your TV sets 'Smart TVs'? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.**

Base : Parents of children with a TV in the household

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	1706	565	572	569	857	849	281	284	288	284	288	281	325	431	362	588	756	950	1706
Effective Weighted Sample	1317	449	444	448	665	653	229	221	227	217	225	223	262	337	278	445	599	722	1317
Total	993	269	362	362	497	496	131	139	185	177	181	181	207	269	212	306	476	517	993
Yes	97	24	40	34	45	52	11	13	18	21	16	18	31	25	22	19	56	41	97
	10%	9%	11%	9%	9%	10%	8%	9%	10%	12%	9%	10%	15% moqr	9%	10% o	6%	12% oq	8%	10% o
No	886	241	321	324	445	441	117	125	165	155	163	161	172	243	187	284	415	471	886
	89%	90%	89%	90%	90%	89%	89%	90%	89%	88%	90%	89%	83% l	90% l	89% l	93% lnpr	87% lp	91% lp	89% l
Don't know	10	4	2	4	7	3	3	1	1	1	2	2	3	2	2	3	5	5	10
	1%	2%	1%	1%	1%	1%	3% i	1%	1%	*% i	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 37**

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**QP10 Are any of your TV sets 'Smart TVs'? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.**

Base : Parents of children with a TV in the household

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1706	224	174	182	1407	299	1706	
Effective Weighted Sample	1317	188	153	163	1109	216	1317	
Total	993	90	40	20	859	134	993	
Yes	97	7	3	1	84	13	97	
	10%	8%	8%	3%	10%	10%	10%	
	d	d	d		d	d	d	
No	886	82	34	19	768	118	886	
	89%	91%	86%	96%	89%	88%	89%	
				acefg				
Don't know	10	1	3	*	7	2	10	
	1%	1%	7%	1%	1%	2%	1%	
			abdefg					

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 38**

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

**QP11A Please think about the time your child spends watching television on a typical school day. How many hours would you say he/ she spends watching TV programmes on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709	
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320	
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995	
None	19 2%	4 2%	10 3%	5 1%	11 2%	8 2%	1 1%	3 2%	6 3% k	4 2%	4 2%	1 1%	5 3%	6 2%	2 1%	6 2%	11 2%	8 2%	19 2%	
Up to 1 hour	323 32%	106 39% bc	112 31%	104 29%	162 33%	160 32%	53 40% hjk	54 39% hk	54 29%	58 33%	55 31%	49 27%	73 35%	76 28%	80 38% mo	94 31%	149 31%	173 33%	323 32%	
Up to 2 hours	409 41%	115 43%	158 44%	135 37%	196 39%	212 43%	54 41%	61 44%	80 43%	78 44%	62 34%	73 40%	89 43%	120 45%	79 37%	121 39%	209 44%	200 39%	409 41%	
Up to 3 hours	157 16%	26 10%	57 16% a	74 21% a	85 17%	72 15%	13 10%	13 9%	36 20% fgi	21 12%	36 20% fgi	39 21% fgi	26 13%	38 14%	37 17%	57 18% lp	64 13%	93 18% lp	157 16%	
Up to 4 hours	53 5%	12 4%	16 5%	25 7%	25 5%	28 6%	7 5%	5 3%	5 3%	11 6%	13 7% h	12 7% h	10 5%	21 8% nq	7 3%	15 5%	31 7% n	22 4%	53 5%	
Up to 5 hours	26 3%	5 2%	7 2%	15 4% b	14 3%	12 2%	3 2%	2 2%	2 1%	4 2%	9 5% h	6 3%	3 2%	4 2%	7 3%	12 4% p	8 2%	19 4% p	26 3%	
Up to 6 hours	5 *% *	1 *% *	* *% *	3 1%	2 *% *	3 1% *	1 *% *	1 1% *	- -% *	* *% *	2 1% *	1 1% *	1 *% *	2 1% *	- -% *	2 1% *	2 1% *	2 *% *	5 *% *	
Up to 7 hours	1 *% *	* *% *	1 *% *	1 *% *	1 *% *	* *% *	- -% *	* *% *	1 *% *	- -% *	1 *% *	- -% *	- -% *	1 *% *	- -% *	* *% *	1 *% *	* *% *	1 *% *	
Up to 8 hours	* *% *	- -% *	- -% *	* *% *	* *% *	- -% *	- -% *	- -% *	- -% *	- -% *	* *% *	- -% *	- -% *	- -% *	- -% *	* *% *	- -% *	* *% *	* *% *	
Over 8 hours	* *% *	- -% *	- -% *	* *% *	- -% *	* *% *	- -% *	- -% *	- -% *	- -% *	- -% *	* *% *	- -% *	- -% *	* *% *	- -% *	- -% *	* *% *	* *% *	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 38**

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

**QP11A Please think about the time your child spends watching television on a typical school day. How many hours would you say he/ she spends watching TV programmes on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
Don't know	1	1	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1	1	1
	*%	*%	-%	-%	*%	-%	1%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%
Mean number of hours	1.9	1.7	1.9	2.1	1.9	1.9	1.8	1.7	1.9	1.9	2.1	2.2	1.8	2.0	1.9	2.0	1.9	2.0	1.9
			a	ab					g	g	fg	ghi		l		lnp		l	l
Standard deviation	1.10	1.00	1.00	1.22	1.10	1.09	1.03	.98	.95	1.04	1.27	1.17	1.00	1.12	1.09	1.13	1.07	1.12	1.10
Standard error	.03	.04	.04	.05	.04	.04	.06	.06	.06	.06	.07	.07	.06	.05	.06	.05	.04	.04	.03

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 38

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

**QP11A Please think about the time your child spends watching television on a typical school day. How many hours would you say he/ she spends watching TV programmes on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	NATION							ALL g
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f	
Significance Level: 95%								
Unweighted total	1709	1129	224	174	182	1410	299	1709
Effective Weighted Sample	1320	1029	188	153	163	1112	216	1320
Total	995	845	90	40	20	861	134	995
None	19 2%	17 2%	1 1%	1 2%	* 2%	17 2%	2 2%	19 2%
Up to 1 hour	323 32%	271 32%	28 31%	16 40% a	7 36%	279 32%	44 32%	323 32%
Up to 2 hours	409 41%	346 41%	40 45%	15 36%	8 41%	354 41%	54 40%	409 41%
Up to 3 hours	157 16%	137 16%	12 14%	5 13%	3 13%	137 16%	20 15%	157 16%
Up to 4 hours	53 5%	45 5%	5 6%	2 5%	1 7%	46 5%	7 5%	53 5%
Up to 5 hours	26 3%	23 3%	2 3%	1 2%	- -%	20 2%	6 5%	26 3%
			d				de	d
Up to 6 hours	5 *%	4 *%	* *%	* 1%	* 1%	5 1%	- -%	5 *%
Up to 7 hours	1 *%	1 *%	- -%	- -%	* 1%	1 *%	1 *%	1 *%
Up to 8 hours	* *%	- -%	- -%	- -%	* 1%	* *%	- -%	* *%
					aeg			
Over 8 hours	* *%	- -%	- -%	* *%	- -%	- -%	* *%	* *%
				aeg				

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 38**

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

**QP11A Please think about the time your child spends watching television on a typical school day. How many hours would you say he/ she spends watching TV programmes on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	NATION							ALL g
	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f		
Significance Level: 95%								
Unweighted total	1709	1129	224	174	182	1410	299	1709
Effective Weighted Sample	1320	1029	188	153	163	1112	216	1320
Total	995	845	90	40	20	861	134	995
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Mean number of hours	1.9	1.9	1.9	1.9	1.9	1.9	2.0	1.9
Standard deviation	1.10	1.08	1.04	1.44	1.22	1.07	1.25	1.10
Standard error	.03	.03	.07	.11	.09	.03	.07	.03

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 39**

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

**QP11B And how many hours would you say he/ she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
None	22 2%	5 2%	4 1%	12 3%	13 3%	9 2%	3 2%	3 2%	2 1%	2 1%	8 4%	5 3%	1 *%	6 2%	4 2%	11 4%	6 1%	16 3%	22 2%
Up to 1 hour	132 13%	45 16%	43 12%	44 12%	69 14%	63 13%	21 16%	24 17%	23 13%	19 11%	25 14%	19 11%	27 13%	33 12%	33 16%	39 13%	60 13%	72 14%	132 13%
Up to 2 hours	240 24%	73 27%	87 24%	80 22%	110 22%	130 26%	35 27%	37 27%	40 22%	47 27%	34 19%	46 25%	53 26%	61 23%	57 27%	70 23%	114 24%	127 24%	240 24%
Up to 3 hours	196 20%	47 17%	80 22%	69 19%	100 20%	96 19%	25 19%	22 16%	41 22%	39 22%	34 19%	35 19%	45 22%	51 19%	39 18%	61 20%	96 20%	99 19%	196 20%
Up to 4 hours	204 21%	58 21%	78 21%	69 19%	100 20%	104 21%	24 18%	33 24%	43 23%	34 19%	33 18%	36 20%	47 23%	60 22%	37 17%	61 20%	107 22%	97 19%	204 21%
Up to 5 hours	116 12%	22 8%	48 13%	46 13%	60 12%	56 11%	11 8%	11 8%	25 14%	22 13%	23 13%	23 13%	20 10%	38 14%	25 12%	33 11%	58 12%	58 11%	116 12%
Up to 6 hours	56 6%	13 5%	16 4%	26 7%	32 6%	24 5%	8 6%	5 4%	8 4%	9 5%	16 9%	10 6%	9 4%	15 5%	11 5%	22 7%	23 5%	32 6%	56 6%
Up to 7 hours	8 1%	1 *%	1 *%	5 1%	3 1%	4 1%	1 *%	1 *%	1 *%	1 *%	2 1%	3 2%	3 1%	2 1%	1 1%	1 *%	5 1%	3 1%	8 1%
Up to 8 hours	8 1%	3 1%	1 *%	4 1%	4 1%	4 1%	2 1%	1 1%	* *%	1 1%	2 1%	2 1%	1 *%	3 1%	2 1%	3 1%	3 1%	5 1%	8 1%
Over 8 hours	11 1%	2 1%	4 1%	5 1%	7 1%	4 1%	2 2%	- -%	1 *%	3 2%	4 2%	2 1%	3 1%	1 *%	3 1%	5 2%	3 1%	8 2%	11 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 39**

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

**QP11B And how many hours would you say he/ she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
Don't know	2	2	-	-	1	1	1	1	-	-	-	-	-	1	-	1	1	1	2
	0.2%	0.7%	0%	0%	0.2%	0.2%	0.1%	0.1%	0%	0%	0%	0%	0%	0.4%	0%	0.2%	0.2%	0.2%	0.2%
Mean number of hours	3.2	3.0	3.2	3.3	3.2	3.1	3.1	2.9	3.2	3.2	3.3	3.2	3.1	3.2	3.1	3.2	3.2	3.1	3.2
			a	a					g	g	g	g							
Standard deviation	1.80	1.74	1.66	1.95	1.88	1.71	1.93	1.55	1.56	1.77	2.13	1.76	1.70	1.66	1.80	1.97	1.68	1.90	1.80
Standard error	.04	.07	.07	.08	.06	.06	.11	.09	.09	.10	.13	.11	.09	.08	.09	.08	.06	.06	.04

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 39**

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

**QP11B And how many hours would you say he/ she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1709	1129	224	174	182	1410	299	1709
Effective Weighted Sample	1320	1029	188	153	163	1112	216	1320
Total	995	845	90	40	20	861	134	995
None	22 2%	21 2%	- -%	* 1%	* 2%	20 2%	2 2%	22 2%
		b			b	b		b
Up to 1 hour	132 13%	113 13%	10 11%	6 15%	3 13%	116 14%	15 12%	132 13%
Up to 2 hours	240 24%	206 24%	20 23%	9 22%	5 23%	210 24%	30 23%	240 24%
Up to 3 hours	196 20%	157 19%	24 27%	9 23%	5 24%	166 19%	29 22%	196 20%
			aeg					
Up to 4 hours	204 21%	170 20%	22 24%	9 24%	3 16%	175 20%	29 22%	204 21%
Up to 5 hours	116 12%	105 12%	7 8%	2 5%	2 10%	101 12%	15 11%	116 12%
		c				c	c	c
Up to 6 hours	56 6%	47 6%	4 5%	3 7%	1 5%	47 5%	9 7%	56 6%
Up to 7 hours	8 1%	7 1%	1 1%	* *%	* 1%	7 1%	1 1%	8 1%
Up to 8 hours	8 1%	6 1%	1 1%	1 2%	1 3%	7 1%	1 1%	8 1%
				aeg				
Over 8 hours	11 1%	10 1%	1 1%	* 1%	* 2%	10 1%	1 1%	11 1%
Don't know	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 39**

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

**QP11B And how many hours would you say he/ she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	NATION							
Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL	
Significance Level: 95%	a	b	c	d	e	f	g	
Mean number of hours	3.2	3.1	3.2	3.1	3.2	3.1	3.2	
Standard deviation	1.80	1.80	1.73	1.81	2.00	1.82	1.80	
Standard error	.04	.05	.12	.14	.15	.10	.04	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 40**

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

**QP11A-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
None	4	2	1	1	2	2	*	2	1	-	1	-	-	2	*	2	2	2	4
	%	1%	%	%	%	%	%	1%	%	-%	1%	-%	-%	1%	%	1%	%	%	%
Up to 5 hours	49	17	14	18	25	24	7	10	6	8	11	6	13	14	11	11	27	22	49
	5%	6%	4%	5%	5%	5%	5%	7%	3%	4%	6%	4%	6%	5%	5%	4%	6%	4%	5%
Up to 10 hours	211	68	81	63	101	110	32	35	40	41	29	34	48	49	52	61	97	114	211
	21%	25%	22%	17%	20%	22%	25%	25%	21%	23%	16%	19%	23%	18%	25%	20%	20%	22%	21%
		c					j	j											
Up to 15 hours	236	68	83	84	121	114	37	31	40	43	45	40	52	57	52	74	109	126	236
	24%	25%	23%	23%	24%	23%	28%	23%	22%	24%	25%	22%	25%	21%	25%	24%	23%	24%	24%
Up to 20 hours	262	70	105	87	124	138	28	41	57	48	38	49	58	83	45	76	141	121	262
	26%	26%	29%	24%	25%	28%	22%	30%	31%	27%	21%	27%	28%	31%	21%	25%	30%	23%	26%
								fj	fj					nq			nq		
Up to 25 hours	120	23	44	53	65	55	13	10	29	16	24	29	19	31	30	40	49	70	120
	12%	8%	12%	15%	13%	11%	10%	7%	16%	9%	13%	16%	9%	11%	14%	13%	10%	14%	12%
				a					gi		g	fgi							
Up to 30 hours	56	10	19	27	32	24	7	3	8	12	18	9	9	20	8	19	29	27	56
	6%	4%	5%	8%	6%	5%	5%	2%	4%	7%	10%	5%	5%	7%	4%	6%	6%	5%	6%
				a						g	fgh								
Up to 35 hours	33	6	10	18	15	19	3	3	3	7	9	8	4	8	9	12	12	21	33
	3%	2%	3%	5%	3%	4%	2%	2%	2%	4%	5%	5%	2%	3%	4%	4%	3%	4%	3%
				a						h									
Up to 40 hours	11	4	1	6	4	7	2	2	*	1	3	4	3	3	3	3	5	6	11
	1%	1%	%	2%	1%	1%	1%	1%	%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
				b															
Over 40 hours	11	2	3	6	7	3	2	*	1	1	4	2	2	3	1	6	4	7	11
	1%	1%	1%	2%	1%	1%	1%	%	1%	1%	2%	1%	1%	1%	%	2%	1%	1%	1%
											g								

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 40**

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

**QP11A-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
Don't know	2	2	-	-	1	1	1	1	-	-	-	-	-	1	-	1	1	1	2
	0.2%	0.7%	0%	0%	0.2%	0.2%	0.1%	0.1%	0%	0%	0%	0%	0%	0.4%	0%	0.2%	0.2%	0.1%	0.2%
Mean number of hours	16.0	14.6	15.7	17.3	16.1	15.9	15.1	14.1	15.7	15.8	17.3	17.2	15.2	16.4	15.5	16.5	15.9	16.1	16.0
			a	ab					g	g	fghi	fghi		l		l			
Standard deviation	8.16	7.78	7.45	8.90	8.33	7.99	8.26	7.30	7.01	7.91	9.45	8.35	7.63	7.99	8.14	8.62	7.85	8.43	8.16
Standard error	.20	.33	.31	.37	.28	.27	.49	.43	.41	.47	.56	.50	.42	.38	.43	.36	.29	.27	.20

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 40**

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

**QP11A-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child watches TV at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1709	1129	224	174	182	1410	299	1709
Effective Weighted Sample	1320	1029	188	153	163	1112	216	1320
Total	995	845	90	40	20	861	134	995
None	4 *%	4 *%	- -%	- -%	* 1%	3 *%	1 1%	4 *%
Up to 5 hours	49 5%	43 5%	3 3%	3 7%	1 5%	44 5%	5 4%	49 5%
Up to 10 hours	211 21%	180 21%	17 18%	10 24%	4 23%	183 21%	28 21%	211 21%
Up to 15 hours	236 24%	199 24%	24 27%	8 21%	5 24%	207 24%	28 21%	236 24%
Up to 20 hours	262 26%	221 26%	25 28%	11 26%	5 24%	224 26%	38 28%	262 26%
Up to 25 hours	120 12%	99 12%	14 15%	4 10%	3 14%	104 12%	15 11%	120 12%
Up to 30 hours	56 6%	49 6%	4 5%	2 6%	1 3%	49 6%	7 5%	56 6%
Up to 35 hours	33 3%	31 4%	1 1%	1 3%	1 3%	25 3%	8 6%	33 3%
Up to 40 hours	11 1%	10 1%	1 1%	* *%	* 2%	9 1%	2 1%	11 1%
Over 40 hours	11 1%	8 1%	2 2%	1 2%	* 2%	10 1%	1 1%	11 1%
Don't know	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%
Mean number of hours	16.0	16.0	16.2	15.5	15.9	15.9	16.4	16.0
Standard deviation	8.16	8.13	7.71	9.38	9.22	8.09	8.60	8.16
Standard error	.20	.24	.52	.71	.68	.22	.50	.20
Columns Tested: a,b,c,d,e,f,g							beg	



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 41**

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

**QP12 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?**

Base : Parents whose child watches TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
No TV after a certain time	513	167	213	133	260	253	83	84	109	104	67	65	116	145	108	144	261	252	513
	52%	62%	59%	37%	52%	51%	63%	60%	59%	59%	37%	36%	56%	54%	51%	47%	55%	49%	52%
		c	c				jk	jk	jk	jk			oq				oq		
No programmes with nudity/ sexual content	423	131	187	106	207	216	62	68	88	99	57	49	95	111	87	131	206	217	423
	43%	48%	52%	29%	42%	44%	47%	49%	47%	56%	31%	27%	46%	41%	41%	43%	43%	42%	43%
		c	c				jk	jk	jk	jk									
Regularly check on what they're watching	415	128	180	107	208	207	61	67	87	93	60	47	102	104	83	124	207	208	415
	42%	47%	50%	30%	42%	42%	46%	48%	47%	53%	33%	26%	50%	39%	39%	41%	43%	40%	42%
		c	c				jk	jk	jk	jk			mnoqr						
No programmes with swearing/ bad language	370	129	162	80	176	194	62	67	75	86	38	41	88	104	76	103	191	179	370
	37%	48%	45%	22%	35%	39%	47%	48%	41%	49%	21%	23%	42%	38%	36%	34%	40%	35%	37%
		c	c				jk	jk	jk	jk			oq				oq		
No programmes with violence	346	120	151	75	162	184	57	64	68	83	38	37	79	91	72	103	171	175	346
	35%	44%	42%	21%	33%	37%	43%	46%	37%	47%	21%	20%	38%	34%	34%	34%	36%	34%	35%
		c	c				jk	hjk	jk	hjk									
Only DVDs/ videos with appropriate age rating	339	116	142	81	163	176	55	61	67	75	41	39	78	92	73	96	170	169	339
	34%	43%	39%	22%	33%	35%	42%	44%	36%	43%	23%	22%	38%	34%	35%	31%	36%	33%	34%
		c	c				jk	jk	jk	jk									
Only children's TV programmes/ children's channels	254	126	108	20	122	132	62	63	47	61	12	8	58	65	52	78	123	131	254
	26%	46%	30%	6%	24%	27%	47%	46%	26%	34%	7%	5%	28%	24%	25%	26%	26%	25%	26%
		bc	c				hijk	hijk	jk	hjk									

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 41**

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

**QP12 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?**

Base : Parents whose child watches TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
Need a PIN or password to watch certain channels/ certain movie ratings	216 22%	63 23%	81 22%	71 20%	104 21%	112 23%	29 22%	34 24%	35 19%	46 26%	39 21%	32 18%	61 29%	48 18%	40 19%	67 22%	108 23%	108 21%	216 22%
Only a DVD/ video that an adult or parent has watched first	118 12%	43 16%	50 14%	25 7%	52 10%	66 13%	17 13%	26 19%	20 11%	30 17%	15 8%	10 6%	23 11%	24 9%	32 15%	39 13%	47 10%	71 14%	118 12%
Can only watch when supervised/ not on their own	92 9%	47 17%	31 9%	14 4%	41 8%	51 10%	19 15%	28 20%	13 7%	18 10%	8 5%	5 3%	23 11%	23 9%	18 9%	28 9%	46 10%	46 9%	92 9%
Other	19 2%	4 2%	9 2%	6 2%	8 2%	11 2%	* *%	4 3%	4 2%	5 3%	4 2%	2 1%	5 2%	7 3%	4 2%	3 1%	12 2%	7 1%	19 2%
ANY RULES OR RESTRICTIONS	822 83%	254 94%	326 90%	242 67%	414 83%	408 82%	125 94%	129 93%	164 89%	162 91%	125 69%	117 65%	179 87%	224 83%	168 79%	251 82%	404 85%	418 81%	822 83%
No, do not have ANY rules or restrictions	173 17%	17 6%	36 10%	120 33%	85 17%	88 18%	7 6%	9 7%	21 11%	15 9%	56 31%	64 35%	27 13%	46 17%	44 21%	56 18%	73 15%	100 19%	173 17%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 41**

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

**QP12 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?**

Base : Parents whose child watches TV at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1709	1129	224	174	182	1410	299	1709
Effective Weighted Sample	1320	1029	188	153	163	1112	216	1320
Total	995	845	90	40	20	861	134	995
No TV after a certain time	513	420	57	25	11	440	73	513
	52%	50%	63%	62%	57%	51%	55%	52%
			aeg	aeg				
No programmes with nudity/ sexual content	423	360	35	16	13	359	65	423
	43%	43%	38%	39%	65%	42%	48%	43%
					abcefg		b	
Regularly check on what they're watching	415	356	34	15	10	357	58	415
	42%	42%	37%	37%	52%	41%	43%	42%
					abceg			
No programmes with swearing/ bad language	370	315	30	14	11	308	62	370
	37%	37%	33%	35%	57%	36%	46%	37%
					abcefg		abceg	
No programmes with violence	346	297	27	12	10	289	57	346
	35%	35%	30%	30%	49%	34%	42%	35%
					abceg		abceg	
Only DVDs/ videos with appropriate age rating	339	288	29	13	9	287	51	339
	34%	34%	33%	32%	46%	33%	38%	34%
					abceg			
Only children's TV programmes/ children's channels	254	217	24	8	5	220	34	254
	26%	26%	26%	21%	25%	26%	25%	26%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 41**

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

**QP12 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?**

Base : Parents whose child watches TV at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1709	1129	224	174	182	1410	299	1709
Effective Weighted Sample	1320	1029	188	153	163	1112	216	1320
Total	995	845	90	40	20	861	134	995
Need a PIN or password to watch certain channels/ certain movie ratings	216 22%	188 22% b	14 15%	7 18%	7 34% abcefg	189 22% b	27 20%	216 22% b
Only a DVD/ video that an adult or parent has watched first	118 12%	101 12%	7 7%	6 14%	4 21% abeg	97 11%	21 15% b	118 12%
Can only watch when supervised/ not on their own	92 9%	79 9%	6 7%	4 9%	3 16% abeg	78 9%	14 10%	92 9%
Other	19 2%	17 2%	2 2%	* 1%	* 2%	16 2%	3 2%	19 2%
ANY RULES OR RESTRICTIONS	822 83%	698 83%	72 80%	34 84%	18 91% abefg	714 83%	108 81%	822 83%
No, do not have ANY rules or restrictions	173 17%	147 17% d	18 20% d	6 16%	2 9%	147 17% d	26 19% d	173 17% d

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 42**

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

**QP13 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?**

Base : Parents of children with multichannel TV in the household

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1663	553	554	556	835	828	275	278	280	274	280	276	320	425	354	564	745	918	1663
Effective Weighted Sample	1285	439	429	440	649	636	224	217	220	209	221	219	258	333	272	429	590	699	1285
Total	970	263	349	357	486	484	128	136	180	169	179	179	204	266	206	294	470	500	970
Yes	486	121	193	171	245	241	58	63	102	91	84	87	123	134	102	127	257	229	486
	50%	46%	55%	48%	50%	50%	46%	47%	57%	54%	47%	49%	60%	50%	49%	43%	55%	46%	50%
			ac						fgj				mnoqr				oq		o
No	460	133	147	180	229	231	64	69	74	73	91	88	77	126	97	160	203	257	460
	47%	51%	42%	50%	47%	48%	50%	51%	41%	43%	51%	49%	38%	47%	47%	54%	43%	51%	47%
		b		b				h			h		l	l	lpr		lp	l	l
Don't know	24	8	9	7	12	12	5	3	4	5	3	4	4	6	7	7	10	14	24
	2%	3%	3%	2%	2%	3%	4%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 42**

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

**QP13 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?**

Base : Parents of children with multichannel TV in the household

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1663	1098	217	173	175	1372	291	1663
Effective Weighted Sample	1285	1000	183	152	157	1083	209	1285
Total	970	823	88	40	19	840	130	970
Yes	486	425	35	15	11	424	61	486
	50%	52%	40%	37%	56%	51%	47%	50%
		bc			bc	bc		bc
No	460	376	52	24	7	397	63	460
	47%	46%	59%	62%	39%	47%	48%	47%
			adefg	adefg				d
Don't know	24	21	2	1	1	19	6	24
	2%	3%	2%	2%	5%	2%	4%	2%
					e			

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 43**

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

**QP13 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?**

Base : Parents of children with multichannel TV in the household that the child watches

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1663	553	554	556	835	828	275	278	280	274	280	276	320	425	354	564	745	918	1663
Effective Weighted Sample	1285	439	429	440	649	636	224	217	220	209	221	219	258	333	272	429	590	699	1285
Total	970	263	349	357	486	484	128	136	180	169	179	179	204	266	206	294	470	500	970
Yes	486	121	193	171	245	241	58	63	102	91	84	87	123	134	102	127	257	229	486
	50%	46%	55%	48%	50%	50%	46%	47%	57%	54%	47%	49%	60%	50%	49%	43%	55%	46%	50%
			ac						fgj				mnoqr				oq		o
No	460	133	147	180	229	231	64	69	74	73	91	88	77	126	97	160	203	257	460
	47%	51%	42%	50%	47%	48%	50%	51%	41%	43%	51%	49%	38%	47%	47%	54%	43%	51%	47%
		b		b				h			h		l	l	lpr		lp		l
Don't know	24	8	9	7	12	12	5	3	4	5	3	4	4	6	7	7	10	14	24
	2%	3%	3%	2%	2%	3%	4%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 43**

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

**QP13 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?**

Base : Parents of children with multichannel TV in the household that the child watches

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1663	1098	217	173	175	1372	291	1663
Effective Weighted Sample	1285	1000	183	152	157	1083	209	1285
Total	970	823	88	40	19	840	130	970
Yes	486	425	35	15	11	424	61	486
	50%	52%	40%	37%	56%	51%	47%	50%
		bc			bc	bc		bc
No	460	376	52	24	7	397	63	460
	47%	46%	59%	62%	39%	47%	48%	47%
			adefg	adefg				d
Don't know	24	21	2	1	1	19	6	24
	2%	3%	2%	2%	5%	2%	4%	2%
					e			

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 44**

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

**QP13 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?**

Base : Parents of children with multichannel TV in the household that the child watches

	Total	TV SERVICE		
		SATE-LLITE a	FREE-VIEW b	CABLE c
Significance Level: 95%				
Unweighted total	1663	977	532	219
Effective Weighted Sample	1285	732	420	184
Total	970	547	318	145
Yes	486 50%	327 60% b	94 30%	92 63% b
No	460 47%	210 38%	211 67% ac	50 35%
Don't know	24 2%	9 2%	12 4% a	3 2%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 45**

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

**QP14 And can you tell me why that is?**

Base : Parents of children with multichannel TV in the household with no parental controls set

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	802	276	246	280	404	398	140	136	119	127	145	135	129	211	165	297	340	462	802
Effective Weighted Sample	631	221	191	227	316	315	113	109	94	97	115	112	104	163	132	234	267	365	631
Total	460	133	147	180	229	231	64	69	74	73	91	88	77	126	97	160	203	257	460
Trust my child to be sensible/ responsible	170 37%	14 11%	45 31% a	110 61% ab	86 37%	85 37%	7 11%	7 10%	23 32% fg	22 30% fg	55 60% fghi	55 63% fghi	32 41%	48 38%	41 42% o	50 31%	80 39%	90 35%	170 37%
Child is always supervised/ always an adult present	147 32%	61 46% c	60 41% c	27 15%	75 33%	73 31%	26 40% jk	35 51% ijk	34 46% jk	26 35% jk	15 16%	12 13%	27 35%	39 31%	31 32%	50 31%	66 33%	81 31%	147 32%
Child is too young for this to be a problem	75 16%	58 43% bc	16 11% c	1 *% c	36 16%	38 17%	26 41% hijk	32 46% hijk	10 13% jk	7 9% jk	1 1%	- -%	17 23% oq	21 16%	15 16%	22 14%	38 19%	37 14%	75 16%
Didn't know this was possible	42 9%	11 9%	19 13% c	12 6%	21 9%	21 9%	5 8%	6 9%	10 13%	10 13%	6 7%	5 6%	2 3%	10 8%	5 5%	25 15% lmnpr	12 6%	30 12% lnp	42 9% l
Child too old for setting these controls	32 7%	3 2% b	* *% b	29 16% ab	15 7%	17 7%	2 3%	2 2%	- -%	* *%	14 15% fghi	15 17% fghi	7 9%	8 6%	8 8%	10 6%	15 7%	18 7%	32 7%
Don't know how to do this	27 6%	4 3%	11 7%	12 7%	14 6%	14 6%	3 5%	1 1%	3 5%	7 10% g	7 7% g	5 6%	3 3%	9 7%	4 4%	12 8%	11 6%	16 6%	27 6%
It's not possible to set controls on my TV service	19 4%	9 6%	6 4%	5 3%	9 4%	11 5%	5 7%	4 6%	3 4%	3 5%	2 2%	3 4%	5 6%	3 2%	3 3%	9 6%	8 4%	12 4%	19 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 45**

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

**QP14 And can you tell me why that is?**

Base : Parents of children with multichannel TV in the household with no parental controls set

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	802	276	246	280	404	398	140	136	119	127	145	135	129	211	165	297	340	462	802	
Effective Weighted Sample	631	221	191	227	316	315	113	109	94	97	115	112	104	163	132	234	267	365	631	
Total	460	133	147	180	229	231	64	69	74	73	91	88	77	126	97	160	203	257	460	
Wouldn't work/ they'd find a way around any controls	8 2%	1 1%	3 2%	4 2%	5 2%	4 2%	1 1%	- -%	1 1%	2 3%	3 3%	1 1%	- -%	2 2%	1 1%	4 3%	2 1%	6 2%	8 2%	
Other	27 6%	7 5%	9 6%	11 6%	13 6%	14 6%	4 6%	3 4%	5 6%	4 6%	4 5%	7 8%	4 5%	9 7%	7 7%	7 4%	13 6%	14 5%	27 6%	
TOTAL DIDN'T KNOW POSSIBLE/ DONT KNOW HOW	66 14%	16 12%	28 19%	23 13%	32 14%	34 15%	9 14%	7 10%	11 15%	16 22%	12 13%	11 12%	5 6%	17 14%	9 10%	35 22%	22 11%	44 17%	66 14%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 45**

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

**QP14 And can you tell me why that is?**

Base : Parents of children with multichannel TV in the household with no parental controls set

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	~d	e	f	g
Unweighted total	802	511	125	102	64	658	144	802
Effective Weighted Sample	631	468	106	90	58	530	104	631
Total	460	376	52	24	7	397	63	460
Trust my child to be sensible/ responsible	170 37%	136 36%	21 41%	10 43%	** **	150 38%	20 33%	170 37%
Child is always supervised/ always an adult present	147 32%	123 33%	12 23%	10 40% bf	** **	130 33%	17 27%	147 32%
Child is too young for this to be a problem	75 16%	61 16%	9 18%	3 14%	** **	69 17% f	6 9%	75 16%
Didn't know this was possible	42 9%	31 8%	10 19% aceg	2 6%	** **	32 8%	10 17% aceg	42 9%
Child too old for setting these controls	32 7%	26 7%	4 8%	2 7%	** **	27 7%	5 8%	32 7%
Don't know how to do this	27 6%	22 6%	4 8%	1 5%	** **	21 5%	7 11% e	27 6%
It's not possible to set controls on my TV service	19 4%	17 4%	2 3%	* 1%	** **	18 5%	1 2%	19 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 45**

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

**QP14 And can you tell me why that is?**

Base : Parents of children with multichannel TV in the household with no parental controls set

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	~d	e	f	g
Unweighted total	802	511	125	102	64	658	144	802
Effective Weighted Sample	631	468	106	90	58	530	104	631
Total	460	376	52	24	7	397	63	460
Wouldn't work/ they'd find a way around any controls	8 2%	6 2%	1 3%	1 5% e	** **	6 2%	2 3%	8 2%
Other	27 6%	23 6%	1 2%	1 5%	** **	23 6%	3 5%	27 6%
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	66 14%	50 13%	13 25% aceg	2 10%	** **	50 12%	17 27% aceg	66 14%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 46**

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

**QP15 Do you use these parental controls in any of these ways?**

Base : Parents of children with multichannel TV in the household with any parental controls set

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	818	260	294	264	408	410	124	136	154	140	130	134	184	204	177	253	388	430	818
Effective Weighted Sample	624	207	228	205	318	306	105	103	121	107	102	103	149	163	130	186	312	315	624
Total	486	121	193	171	245	241	58	63	102	91	84	87	123	134	102	127	257	229	486
Require a PIN to view a programme or film originally broadcast after 9pm	326 67%	87 71%	125 65%	114 67%	163 67%	162 67%	44 75% h	43 68%	62 61%	63 69%	57 68%	57 66%	87 71%	85 64%	66 64%	88 69%	172 67%	154 67%	326 67%
'Adult' channels removed from the on-screen menu of channels	145 30%	33 27%	61 31%	51 30%	74 30%	71 29%	15 26%	18 29%	34 33%	27 29%	25 30%	26 29%	28 23%	44 33%	29 28%	44 35% l	72 28%	73 32% l	145 30%
Blocked specific channels from being viewed at any time of the day	128 26%	33 27%	56 29%	39 23%	62 25%	66 27%	13 23%	20 31% k	25 25%	31 34% k	24 28%	15 17%	20 16%	38 29% l	31 30% l	39 31% lp	58 23%	70 31% lp	128 26% l
Block films depending on their age rating	110 23%	28 23%	48 25%	34 20%	56 23%	54 22%	11 19%	16 26%	24 24%	23 26%	20 24%	14 17%	25 21%	32 24%	21 21%	31 25%	57 22%	52 23%	110 23%
Blocked specific channels from being viewed after a specific time/ after 8pm	74 15%	22 18% c	34 18% c	18 11%	40 17%	34 14%	10 16%	12 20% k	20 20% k	14 15%	11 13%	7 9%	13 11%	21 16%	18 17%	22 17%	34 13%	40 17%	74 15%
Other	17 4%	2 2%	6 3%	9 5%	8 3%	10 4%	1 2%	1 2%	3 3%	2 2%	3 4%	6 7%	6 5%	8 6% oq	2 2%	2 2%	13 5% oq	4 2%	17 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 46**

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

**QP15 Do you use these parental controls in any of these ways?**

Base : Parents of children with multichannel TV in the household with any parental controls set

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	818	260	294	264	408	410	124	136	154	140	130	134	184	204	177	253	388	430	818
Effective Weighted Sample	624	207	228	205	318	306	105	103	121	107	102	103	149	163	130	186	312	315	624
Total	486	121	193	171	245	241	58	63	102	91	84	87	123	134	102	127	257	229	486
Don't know	21	5	11	5	12	8	3	2	6	4	3	2	2	6	6	7	8	13	21
	4%	4%	5%	3%	5%	3%	5%	4%	6%	5%	4%	2%	2%	4%	6%	5%	3%	6%	4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 46**

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

**QP15 Do you use these parental controls in any of these ways?**

Base : Parents of children with multichannel TV in the household with any parental controls set

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	818	559	88	68	103	684	134	818
Effective Weighted Sample	624	508	73	59	93	531	96	624
Total	486	425	35	15	11	424	61	486
Require a PIN to view a programme or film originally broadcast after 9pm	326 67%	292 69% d	** **	** **	5 49%	285 67% d	41 66% d	326 67% d
'Adult' channels removed from the on-screen menu of channels	145 30%	119 28%	** **	** **	4 40% aeg	124 29%	21 34%	145 30%
Blocked specific channels from being viewed at any time of the day	128 26%	103 24%	** **	** **	3 30%	112 26%	16 26%	128 26%
Block films depending on their age rating	110 23%	88 21%	** **	** **	4 37% aeg	92 22%	18 29%	110 23%
Blocked specific channels from being viewed after a specific time/ after 8pm	74 15%	62 15%	** **	** **	2 17%	63 15%	11 17%	74 15%
Other	17 4%	16 4%	** **	** **	* 1%	16 4%	2 3%	17 4%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 46**

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

**QP15 Do you use these parental controls in any of these ways?**

Base : Parents of children with multichannel TV in the household with any parental controls set

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	818	559	88	68	103	684	134	818
Effective Weighted Sample	624	508	73	59	93	531	96	624
Total	486	425	35	15	11	424	61	486
Don't know	21	18	**	**	1	18	3	21
	4%	4%	**	**	11%	4%	5%	4%
					aeg			

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 47**

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

**QP15 Do you use these parental controls in any of these ways?**

Base : Parents of children with multichannel TV in the household with any parental controls set and who have a DVR in the household

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	716	233	252	231	363	353	113	120	135	117	115	116	170	181	154	211	351	365	716
Effective Weighted Sample	543	185	193	179	280	264	94	92	104	89	90	89	138	146	111	153	283	263	543
Total	425	109	164	152	214	211	52	57	88	76	74	77	115	121	86	103	236	189	425
Require a PIN to view a programme or film originally broadcast after 9pm	288	80	106	102	147	141	40	39	55	51	52	50	82	76	59	71	158	130	288
	68%	73%	65%	67%	69%	67%	77%	69%	62%	67%	70%	65%	71%	63%	68%	69%	67%	69%	68%
'Adult' channels removed from the on-screen menu of channels	120	29	46	45	63	57	13	15	27	20	23	22	27	37	21	35	64	56	120
	28%	26%	28%	29%	29%	27%	26%	27%	30%	26%	31%	28%	23%	31%	24%	34%	27%	30%	28%
Blocked specific channels from being viewed at any time of the day	109	29	47	33	54	55	11	18	22	25	21	13	18	34	28	30	52	58	109
	26%	27%	28%	22%	25%	26%	22%	31%	25%	32%	28%	17%	15%	28%	32%	29%	22%	31%	26%
Block films depending on their age rating	96	23	41	31	49	47	9	14	23	19	18	14	24	30	18	24	54	42	96
	23%	21%	25%	21%	23%	22%	18%	25%	26%	25%	24%	18%	21%	25%	21%	23%	23%	22%	23%
Blocked specific channels from being viewed after a specific time/ after 8pm	59	18	25	16	32	27	8	10	15	10	9	7	12	16	14	16	29	31	59
	14%	16%	15%	11%	15%	13%	15%	18%	18%	13%	12%	9%	11%	14%	17%	16%	12%	16%	14%
Other	15	2	5	9	7	8	1	1	2	2	3	5	6	7	*	2	13	2	15
	4%	2%	3%	6%	3%	4%	2%	1%	3%	3%	5%	7%	5%	6%	*%	2%	5%	1%	4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 47**

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

**QP15 Do you use these parental controls in any of these ways?**

Base : Parents of children with multichannel TV in the household with any parental controls set and who have a DVR in the household

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	716	233	252	231	363	353	113	120	135	117	115	116	170	181	154	211	351	365	716
Effective Weighted Sample	543	185	193	179	280	264	94	92	104	89	90	89	138	146	111	153	283	263	543
Total	425	109	164	152	214	211	52	57	88	76	74	77	115	121	86	103	236	189	425
Don't know	15	2	9	4	8	7	1	1	5	4	2	2	2	5	4	4	7	8	15
	3%	2%	5%	2%	4%	3%	1%	2%	6%	5%	3%	2%	1%	4%	4%	4%	3%	4%	3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 47**

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

**QP15 Do you use these parental controls in any of these ways?**

Base : Parents of children with multichannel TV in the household with any parental controls set and who have a DVR in the household

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	716	483	82	57	94	592	124	716
Effective Weighted Sample	543	438	68	50	85	458	89	543
Total	425	370	33	12	10	368	57	425
Require a PIN to view a programme or film originally broadcast after 9pm	288 68%	257 70%	** **	** **	** **	250 68%	37 65%	288 68%
'Adult' channels removed from the on-screen menu of channels	120 28%	96 26%	** **	** **	** **	101 27%	19 33%	120 28%
Blocked specific channels from being viewed at any time of the day	109 26%	86 23%	** **	** **	** **	95 26%	14 25%	109 26%
Block films depending on their age rating	96 23%	76 21%	** **	** **	** **	81 22%	15 27%	96 23%
Blocked specific channels from being viewed after a specific time/ after 8pm	59 14%	48 13%	** **	** **	** **	51 14%	9 16%	59 14%
Other	15 4%	14 4%	** **	** **	** **	13 4%	2 3%	15 4%
Don't know	15 3%	12 3%	** **	** **	** **	12 3%	3 4%	15 3%

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 48**

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

**QP16 Does your child know the PIN or password to override these controls?**

Base : Parents of children with multichannel TV in the household with any parental controls set

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	818	260	294	264	408	410	124	136	154	140	130	134	184	204	177	253	388	430	818
Effective Weighted Sample	624	207	228	205	318	306	105	103	121	107	102	103	149	163	130	186	312	315	624
Total	486	121	193	171	245	241	58	63	102	91	84	87	123	134	102	127	257	229	486
Yes	64	3	20	41	30	34	2	1	13	7	15	26	20	19	12	13	39	26	64
	13%	3%	11%	24%	12%	14%	4%	2%	13%	8%	17%	30%	16%	14%	12%	11%	15%	11%	13%
			a	ab					fg	g	fgi	fghij							
No	406	116	168	123	205	201	56	59	84	84	65	58	101	109	85	112	210	197	406
	84%	95%	87%	72%	84%	84%	96%	94%	82%	92%	77%	67%	82%	81%	84%	88%	82%	86%	84%
		bc	c				hjk	hjk	k	hjk									
Don't know	15	2	5	7	10	5	-	2	5	*	4	3	3	6	4	2	9	6	15
	3%	2%	3%	4%	4%	2%	-%	4%	5%	*%	5%	3%	2%	4%	4%	1%	3%	3%	3%
								f	fi		fi								

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 48**

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

**QP16 Does your child know the PIN or password to override these controls?**

Base : Parents of children with multichannel TV in the household with any parental controls set

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	818	559	88	68	103	684	134	818
Effective Weighted Sample	624	508	73	59	93	531	96	624
Total	486	425	35	15	11	424	61	486
Yes	64 13%	58 14%	**	**	1 12%	56 13%	9 14%	64 13%
No	406 84%	354 83%	**	**	9 84%	355 84%	52 84%	406 84%
Don't know	15 3%	14 3%	**	**	* 4%	14 3%	1 2%	15 3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 49**

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

**QP17A EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch**

Base : Parents whose child watches TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
Very concerned	66 7%	18 6%	30 8%	18 5%	31 6%	35 7%	9 7%	8 6%	12 7%	18 10%	9 5%	9 5%	15 7%	15 6%	12 6%	24 8%	30 6%	36 7%	66 7%
Fairly concerned	163 16%	36 13%	68 19%	60 16%	78 16%	85 17%	16 12%	20 14%	35 19%	32 18%	27 15%	33 18%	41 20%	46 17%	31 14%	46 15%	87 18%	76 15%	163 16%
TOTAL CONCERNED	229 23%	53 20%	98 27%	78 22%	109 22%	121 24%	25 19%	28 20%	48 26%	50 29%	36 20%	42 23%	56 27%	61 23%	42 20%	70 23%	117 25%	112 22%	229 23%
Neither/ nor	76 8%	13 5%	27 7%	37 10%	39 8%	37 8%	7 5%	5 4%	12 7%	15 8%	19 11%	17 10%	14 7%	26 10%	15 7%	21 7%	40 8%	36 7%	76 8%
Not very concerned	296 30%	76 28%	101 28%	119 33%	163 33%	134 27%	39 29%	37 27%	57 31%	44 25%	67 37%	52 29%	59 29%	76 28%	74 35%	87 28%	136 28%	161 31%	296 30%
Not at all concerned	387 39%	125 46%	135 37%	127 35%	184 37%	203 41%	58 44%	67 48%	68 37%	67 38%	58 32%	69 38%	76 37%	104 39%	80 38%	126 41%	181 38%	206 40%	387 39%
TOTAL NOT CONCERNED	683 69%	201 74%	236 65%	246 68%	346 70%	337 68%	97 74%	104 75%	124 67%	111 63%	125 69%	122 67%	135 66%	181 67%	154 73%	213 69%	316 66%	367 71%	683 69%
Don't know	6 1%	4 1%	1 *%	1 *%	5 1%	2 *%	3 2%	1 1%	1 *%	* *%	1 1%	- -%	2 1%	2 1%	- -%	3 1%	3 1%	3 1%	6 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	82 8%	16 6%	28 8%	38 10%	43 9%	39 8%	10 7%	6 5%	13 7%	15 9%	20 11%	17 10%	15 7%	28 10%	15 7%	24 8%	43 9%	39 8%	82 8%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 49**

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

**QP17A EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch**

Base : Parents whose child watches TV at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1709	1129	224	174	182	1410	299	1709
Effective Weighted Sample	1320	1029	188	153	163	1112	216	1320
Total	995	845	90	40	20	861	134	995
Very concerned	66 7%	58 7%	4 4%	2 6%	2 12%	57 7%	9 7%	66 7%
					abeg			
Fairly concerned	163 16%	135 16%	15 16%	9 22%	5 24%	138 16%	25 19%	163 16%
				ae	aeg			
TOTAL CONCERNED	229 23%	193 23%	18 20%	11 28%	7 36%	195 23%	34 26%	229 23%
					abefg			
Neither/ nor	76 8%	61 7%	9 10%	4 10%	2 8%	59 7%	17 13%	76 8%
							aeg	
Not very concerned	296 30%	245 29%	31 34%	15 37%	6 31%	255 30%	41 31%	296 30%
				a				
Not at all concerned	387 39%	340 40%	32 35%	10 25%	5 26%	347 40%	40 30%	387 39%
		cdf	cd			cdf		cdf
TOTAL NOT CONCERNED	683 69%	585 69%	62 69%	25 62%	11 56%	601 70%	82 61%	683 69%
		df	d			cdf		df
Don't know	6 1%	6 1%	- -%	* 1%	- -%	6 1%	1 1%	6 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	82 8%	67 8%	9 10%	4 10%	2 8%	64 7%	18 13%	82 8%
							aeg	

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 50**

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

**QP17B EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - How much time they spend watching television**

Base : Parents whose child watches TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
Very concerned	48 5%	14 5%	18 5%	16 4%	24 5%	23 5%	6 5%	7 5%	9 5%	9 5%	9 5%	7 4%	15 7%	8 3%	10 5%	15 5%	23 5%	25 5%	48 5%
Fairly concerned	125 13%	27 10%	58 16% ac	40 11%	62 13%	63 13%	15 11%	12 9%	28 15% g	30 17% g	20 11%	20 11%	31 15% noq	44 16% noq	19 9%	31 10%	75 16% noq	50 10%	125 13%
TOTAL CONCERNED	173 17%	40 15%	76 21% ac	56 16%	87 17%	86 17%	21 16%	19 14%	37 20%	39 22% g	29 16%	28 15%	46 22% noq	51 19%	29 14%	46 15%	98 21% noq	75 14%	173 17%
Neither/ nor	82 8%	21 8%	31 8%	30 8%	40 8%	43 9%	11 8%	11 8%	14 8%	16 9%	15 8%	16 9%	20 10%	26 10%	17 8%	19 6%	46 10% o	36 7%	82 8%
Not very concerned	302 30%	77 29%	106 29%	118 33%	156 31%	146 29%	40 30%	37 27%	57 31%	49 28%	59 32%	60 33%	57 28%	78 29%	72 34%	95 31%	135 28%	167 32%	302 30%
Not at all concerned	431 43%	128 47%	148 41%	156 43%	211 42%	220 44%	58 44%	70 51% hi	76 41%	72 41%	78 43%	78 43%	81 39%	113 42%	93 44%	144 47% lp	194 41%	237 46%	431 43%
TOTAL NOT CONCERNED	733 74%	205 76%	254 70%	274 76%	367 74%	366 74%	98 74%	107 78% i	133 72%	121 69%	136 75%	138 76%	139 67%	190 71%	165 78% lmp	239 78% lmp	329 69%	404 78% lmp	733 74% lp
Don't know	6 1%	4 1%	1 *% *	1 *% *	5 1%	2 *% *	3 2% k	1 1%	1 *% *	* *% *	1 1%	- -% -	2 1%	2 1%	- -% -	3 1%	3 1%	3 1%	6 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	89 9%	25 9%	32 9%	32 9%	44 9%	44 9%	13 10%	12 8%	15 8%	17 10%	16 9%	16 9%	22 11%	28 10%	17 8%	22 7%	50 10%	39 7%	89 9%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 50**

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

**QP17B EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - How much time they spend watching television**

Base : Parents whose child watches TV at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1709	1129	224	174	182	1410	299	1709
Effective Weighted Sample	1320	1029	188	153	163	1112	216	1320
Total	995	845	90	40	20	861	134	995
Very concerned	48 5%	43 5%	3 4%	* 1%	1 7%	40 5%	8 6%	48 5%
		c			c	c	c	c
Fairly concerned	125 13%	104 12%	10 11%	8 19%	4 18%	105 12%	20 15%	125 13%
				abeg	e			
TOTAL CONCERNED	173 17%	147 17%	13 14%	8 20%	5 24%	145 17%	28 21%	173 17%
					abeg			
Neither/ nor	82 8%	69 8%	7 8%	4 10%	2 10%	64 7%	18 14%	82 8%
							aeg	
Not very concerned	302 30%	252 30%	28 31%	15 37%	7 34%	260 30%	42 31%	302 30%
Not at all concerned	431 43%	371 44%	42 46%	13 33%	6 31%	386 45%	45 34%	431 43%
		cdf	cdf			cdf		cdf
TOTAL NOT CONCERNED	733 74%	623 74%	70 77%	28 69%	13 65%	646 75%	87 65%	733 74%
		df	df			df		df
Don't know	6 1%	6 1%	- -%	* 1%	- -%	6 1%	1 1%	6 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	89 9%	75 9%	7 8%	4 11%	2 10%	70 8%	19 14%	89 9%
							aeg	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 51**

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

**QP18 You mentioned that you have concerns about the content of TV programmes that your child watches, does this relate to TV programmes that are on before 9pm?**

Base : Those parents who are concerned about the content of the TV programmes their child watches

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	~j	~k	~l	m	~n	o	p	q	r
Unweighted total	409	125	153	131	197	212	62	63	75	78	60	71	89	105	75	140	194	215	409
Effective Weighted Sample	303	95	119	97	146	157	46	49	60	59	44	52	68	77	55	105	145	159	303
Total	229	53	98	78	109	121	25	28	48	50	36	42	56	61	42	70	117	112	229
Yes	144	39	67	38	68	76	**	**	**	**	**	**	**	37	**	46	72	72	144
	63%	73%	68%	49%	63%	63%	**	**	**	**	**	**	**	61%	**	67%	61%	65%	63%
		c	c																
No	82	14	31	37	38	43	**	**	**	**	**	**	**	24	**	21	44	37	82
	36%	25%	32%	47%	35%	36%	**	**	**	**	**	**	**	39%	**	30%	38%	33%	36%
				ab															
Don't know	4	1	*	3	2	2	**	**	**	**	**	**	**	*	**	3	1	3	4
	2%	2%	*/	3%	2%	1%	**	**	**	**	**	**	**	1%	**	4%	1%	2%	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 51**

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

**QP18 You mentioned that you have concerns about the content of TV programmes that your child watches, does this relate to TV programmes that are on before 9pm?**

Base : Those parents who are concerned about the content of the TV programmes their child watches

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	409	255	43	46	65	322	87	409
Effective Weighted Sample	303	232	36	40	58	247	61	303
Total	229	193	18	11	7	195	34	229
Yes	144	122	**	**	**	120	**	144
	63%	64%	**	**	**	62%	**	63%
No	82	67	**	**	**	73	**	82
	36%	35%	**	**	**	37%	**	36%
Don't know	4	3	**	**	**	2	**	4
	2%	2%	**	**	**	1%	**	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 52**

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

**SUMMARY OF PARENTAL CONCERN ABOUT TV PROGRAMME CONTENT**

Base : Parents whose child watches TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	568	572	569	860	849	284	284	288	284	288	281	325	432	362	590	757	952	1709
Effective Weighted Sample	1320	452	444	448	667	653	232	221	227	217	225	223	262	338	278	447	600	723	1320
Total	995	271	362	362	498	496	132	139	185	177	181	181	207	270	212	307	476	518	995
CONCERNED ABOUT PRE-9PM TV PROGRAMME CONTENT	144	39	67	38	68	76	16	23	33	33	19	19	35	37	26	46	72	72	144
	14%	14%	18%	11%	14%	15%	12%	17%	18%	19%	10%	11%	17%	14%	12%	15%	15%	14%	14%
			c					jk	fjk										
CONCERNED ABOUT TV PROGRAMME CONTENT, NOT PRE-9PM	85	14	32	39	41	45	9	5	14	17	17	23	22	24	16	23	46	40	85
	9%	5%	9%	11%	8%	9%	7%	4%	8%	10%	9%	12%	10%	9%	8%	8%	10%	8%	9%
			a	a					g	g	fg								
NOT CONCERNED ABOUT TV PROGRAMME CONTENT	765	217	264	284	390	376	107	110	137	126	145	139	150	209	169	237	359	406	765
	77%	80%	73%	78%	78%	76%	81%	80%	74%	71%	80%	77%	73%	77%	80%	77%	75%	78%	77%
		b					i	i			i				l				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 52**

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

**SUMMARY OF PARENTAL CONCERN ABOUT TV PROGRAMME CONTENT**

Base : Parents whose child watches TV at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1709	1129	224	174	182	1410	299	1709
Effective Weighted Sample	1320	1029	188	153	163	1112	216	1320
Total	995	845	90	40	20	861	134	995
CONCERNED ABOUT PRE-9PM TV PROGRAMME CONTENT	144 14%	122 14%	12 14%	5 12%	4 20% eg	120 14%	24 18%	144 14%
CONCERNED ABOUT TV PROGRAMME CONTENT, NOT PRE-9PM	85 9%	70 8%	6 7%	6 16% abefg	3 15% abefg	75 9%	10 8%	85 9%
NOT CONCERNED ABOUT TV PROGRAMME CONTENT	765 77%	652 77% d	72 80% d	29 72%	13 64%	666 77% d	100 74% d	765 77% d

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 53**

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

**QP19 Please think about TV programmes that are on during the day and evening up until 9pm. What kinds of things concern you about child's television viewing?**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL	
		5 TO 7 ~a	8 TO 11 b	12 TO 15 ~c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 ~j	FEMALE 12-15 ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE q		r
Significance Level: 95%																				
Unweighted total	256	91	101	64	124	132	40	51	51	50	33	31	58	57	49	92	115	141	256	
Effective Weighted Sample	191	71	79	47	92	98	30	41	41	38	24	23	43	43	36	72	86	107	191	
Total	144	39	67	38	68	76	16	23	33	33	19	19	35	37	26	46	72	72	144	
Bad language	77 53%	** **	37 56%	** **	43 63%	34 44%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	39 55%	37 52%	77 53%	
Violence (in general)	70 48%	** **	33 50%	** **	35 52%	34 45%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	38 52%	32 44%	70 48%	
Sex/ sexually explicit content	62 43%	** **	28 42%	** **	30 45%	32 42%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	32 44%	31 42%	62 43%	
Unsuitable content for younger people/ children	55 38%	** **	21 32%	** **	26 37%	29 39%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	29 40%	26 36%	55 38%	
Generally unsuitable content of a sexual nature (i.e. not sex, but sexually provocative)	39 27%	** **	14 21%	** **	20 30%	19 25%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	23 32%	17 23%	39 27%	
Portrayal of anti-social behaviour	36 25%	** **	15 23%	** **	16 23%	20 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	24 33%	12 17%	36 25%	
Unsuitable content aired too early/ pre-watershed/ before 9pm	33 23%	** **	13 19%	** **	19 28%	13 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 25%	15 21%	33 23%	
Overtly sexual performances	31 22%	** **	9 14%	** **	17 26%	14 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 25%	13 18%	31 22%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 53**

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

**QP19 Please think about TV programmes that are on during the day and evening up until 9pm. What kinds of things concern you about child's television viewing?**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	b	~c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	r
Unweighted total	256	91	101	64	124	132	40	51	51	50	33	31	58	57	49	92	115	141	256
Effective Weighted Sample	191	71	79	47	92	98	30	41	41	38	24	23	43	43	36	72	86	107	191
Total	144	39	67	38	68	76	16	23	33	33	19	19	35	37	26	46	72	72	144
Glamorisation of certain lifestyles	28 19%	** **	13 19%	** **	12 17%	16 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	16 23%	11 15%	28 19%
Nakedness/ naked bodies/ naked body parts	20 14%	** **	5 7%	** **	10 15%	10 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 20%	6 8%	20 14%
Discriminatory treatment or portrayal of people (age/disability/sexuality/race/religion etc.)	9 6%	** **	2 4%	** **	5 7%	4 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 8%	3 4%	9 6%
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	8 6%	** **	3 4%	** **	3 5%	5 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 6%	4 5%	8 6%
Invasion of privacy/ not respecting people's privacy	7 5%	** **	3 4%	** **	4 6%	3 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 8%	1 2%	7 5%
Negative portrayal of women/ objectification of women	7 5%	** **	2 3%	** **	2 4%	5 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 7%	2 3%	7 5%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 53**

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

**QP19 Please think about TV programmes that are on during the day and evening up until 9pm. What kinds of things concern you about child's television viewing?**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL	
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE		
Significance Level: 95%		~a	b	~c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	r	
Unweighted total	256	91	101	64	124	132	40	51	51	50	33	31	58	57	49	92	115	141	256	
Effective Weighted Sample	191	71	79	47	92	98	30	41	41	38	24	23	43	43	36	72	86	107	191	
Total	144	39	67	38	68	76	16	23	33	33	19	19	35	37	26	46	72	72	144	
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	6 4%	** **	3 5%	** **	2 4%	4 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 4%	4 5%	6 4%
Bad attitude/ bad behaviour/ lack of respect	2 2%	** **	- -%	** **	1 1%	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 2%	1 1%	2 2%
Drugs	2 1%	** **	1 1%	** **	1 1%	1 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* *%	2 2%	2 1%
Other	9 7%	** **	6 8%	** **	6 9%	3 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 6%	5 7%	9 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 53**

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

**QP19 Please think about TV programmes that are on during the day and evening up until 9pm. What kinds of things concern you about child's television viewing?**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	256	165	30	22	39	199	57	256
Effective Weighted Sample	191	149	24	20	34	152	41	191
Total	144	122	12	5	4	120	24	144
Bad language	77 53%	64 52%	**	**	**	61 51%	**	77 53%
Violence (in general)	70 48%	60 49%	**	**	**	57 48%	**	70 48%
Sex/ sexually explicit content	62 43%	53 44%	**	**	**	48 40%	**	62 43%
Unsuitable content for younger people/ children	55 38%	48 39%	**	**	**	44 37%	**	55 38%
Generally unsuitable content of a sexual nature (i.e. not sex, but sexually provocative)	39 27%	33 27%	**	**	**	29 24%	**	39 27%
Portrayal of anti-social behaviour	36 25%	32 26%	**	**	**	29 24%	**	36 25%
Unsuitable content aired too early/ pre-watershed/ before 9pm	33 23%	28 23%	**	**	**	26 22%	**	33 23%
Overtly sexual performances	31 22%	26 21%	**	**	**	22 18%	**	31 22%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 53**

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

**QP19 Please think about TV programmes that are on during the day and evening up until 9pm. What kinds of things concern you about child's television viewing?**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	256	165	30	22	39	199	57	256
Effective Weighted Sample	191	149	24	20	34	152	41	191
Total	144	122	12	5	4	120	24	144
Glamorisation of certain lifestyles	28 19%	25 20%	**	**	**	23 20%	**	28 19%
Nakedness/ naked bodies/ naked body parts	20 14%	15 12%	**	**	**	14 12%	**	20 14%
Discriminatory treatment or portrayal of people (age/disability/sexuality/race/religion etc.)	9 6%	7 6%	**	**	**	6 5%	**	9 6%
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	8 6%	6 5%	**	**	**	6 5%	**	8 6%
Invasion of privacy/ not respecting people's privacy	7 5%	7 6%	**	**	**	6 5%	**	7 5%
Negative portrayal of women/ objectification of women	7 5%	6 5%	**	**	**	5 4%	**	7 5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 53**

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

**QP19 Please think about TV programmes that are on during the day and evening up until 9pm. What kinds of things concern you about child's television viewing?**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	256	165	30	22	39	199	57	256
Effective Weighted Sample	191	149	24	20	34	152	41	191
Total	144	122	12	5	4	120	24	144
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	6 4%	5 4%	**	**	**	5 4%	**	6 4%
Bad attitude/ bad behaviour/ lack of respect	2 2%	2 2%	**	**	**	2 2%	**	2 2%
Drugs	2 1%	1 1%	**	**	**	2 2%	**	2 1%
Other	9 7%	9 7%	**	**	**	8 7%	**	9 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 54**

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

**QP20 Still thinking about TV programmes that your child watches during the day and in the evening up to 9pm. Which of these types of TV programme, if any, concern you about your child's television viewing? Please say as many as apply.**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	b	~c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	r
Unweighted total	256	91	101	64	124	132	40	51	51	50	33	31	58	57	49	92	115	141	256
Effective Weighted Sample	191	71	79	47	92	98	30	41	41	38	24	23	43	43	36	72	86	107	191
Total	144	39	67	38	68	76	16	23	33	33	19	19	35	37	26	46	72	72	144
Soaps	79	**	36	**	35	44	**	**	**	**	**	**	**	**	**	**	40	39	79
	55%	**	53%	**	52%	58%	**	**	**	**	**	**	**	**	**	**	57%	54%	55%
Reality programmes	52	**	21	**	28	24	**	**	**	**	**	**	**	**	**	**	28	24	52
	36%	**	31%	**	40%	32%	**	**	**	**	**	**	**	**	**	**	39%	33%	36%
Dramas	35	**	12	**	16	19	**	**	**	**	**	**	**	**	**	**	16	20	35
	25%	**	18%	**	24%	26%	**	**	**	**	**	**	**	**	**	**	22%	27%	25%
Films	35	**	13	**	16	18	**	**	**	**	**	**	**	**	**	**	15	19	35
	24%	**	20%	**	24%	24%	**	**	**	**	**	**	**	**	**	**	22%	27%	24%
Children's programmes	27	**	12	**	12	14	**	**	**	**	**	**	**	**	**	**	14	13	27
	18%	**	18%	**	18%	19%	**	**	**	**	**	**	**	**	**	**	19%	18%	18%
News programmes	25	**	10	**	13	12	**	**	**	**	**	**	**	**	**	**	16	9	25
	17%	**	15%	**	19%	16%	**	**	**	**	**	**	**	**	**	**	22%	13%	17%
Music videos shown on music channels or general channels	23	**	10	**	13	11	**	**	**	**	**	**	**	**	**	**	12	11	23
	16%	**	15%	**	18%	14%	**	**	**	**	**	**	**	**	**	**	17%	16%	16%
Talent shows	19	**	8	**	8	10	**	**	**	**	**	**	**	**	**	**	14	4	19
	13%	**	11%	**	12%	14%	**	**	**	**	**	**	**	**	**	**	20%	6%	13%
General entertainment including quiz shows	12	**	5	**	6	6	**	**	**	**	**	**	**	**	**	**	5	7	12
	8%	**	7%	**	9%	8%	**	**	**	**	**	**	**	**	**	**	7%	9%	8%
Magazine style shows	11	**	7	**	5	6	**	**	**	**	**	**	**	**	**	**	7	4	11
	8%	**	11%	**	8%	8%	**	**	**	**	**	**	**	**	**	**	10%	6%	8%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 54**

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

**QP20 Still thinking about TV programmes that your child watches during the day and in the evening up to 9pm. Which of these types of TV programme, if any, concern you about your child's television viewing? Please say as many as apply.**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	b	~c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	r
Unweighted total	256	91	101	64	124	132	40	51	51	50	33	31	58	57	49	92	115	141	256
Effective Weighted Sample	191	71	79	47	92	98	30	41	41	38	24	23	43	43	36	72	86	107	191
Total	144	39	67	38	68	76	16	23	33	33	19	19	35	37	26	46	72	72	144
Documentaries	10	**	3	**	4	7	**	**	**	**	**	**	**	**	**	**	6	4	10
	7%	**	4%	**	5%	9%	**	**	**	**	**	**	**	**	**	**	9%	5%	7%
Current affairs programmes	9	**	5	**	5	4	**	**	**	**	**	**	**	**	**	**	6	3	9
	6%	**	8%	**	7%	5%	**	**	**	**	**	**	**	**	**	**	8%	4%	6%
Sports programmes	5	**	1	**	4	1	**	**	**	**	**	**	**	**	**	**	3	2	5
	4%	**	2%	**	6%	2%	**	**	**	**	**	**	**	**	**	**	4%	3%	4%
Other types of programmes	4	**	1	**	2	2	**	**	**	**	**	**	**	**	**	**	2	2	4
	3%	**	2%	**	3%	3%	**	**	**	**	**	**	**	**	**	**	3%	3%	3%
Don't know	9	**	5	**	3	6	**	**	**	**	**	**	**	**	**	**	2	7	9
	6%	**	7%	**	5%	7%	**	**	**	**	**	**	**	**	**	**	3%	9%	6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 54

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

**QP20 Still thinking about TV programmes that your child watches during the day and in the evening up to 9pm. Which of these types of TV programme, if any, concern you about your child's television viewing? Please say as many as apply.**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	256	165	30	22	39	199	57	256
Effective Weighted Sample	191	149	24	20	34	152	41	191
Total	144	122	12	5	4	120	24	144
Soaps	79	65	**	**	**	66	**	79
	55%	53%	**	**	**	55%	**	55%
Reality programmes	52	45	**	**	**	39	**	52
	36%	37%	**	**	**	33%	**	36%
Dramas	35	31	**	**	**	29	**	35
	25%	25%	**	**	**	24%	**	25%
Films	35	29	**	**	**	27	**	35
	24%	23%	**	**	**	23%	**	24%
Children's programmes	27	24	**	**	**	21	**	27
	18%	20%	**	**	**	18%	**	18%
News programmes	25	22	**	**	**	22	**	25
	17%	18%	**	**	**	18%	**	17%
Music videos shown on music channels or general channels	23	18	**	**	**	18	**	23
	16%	15%	**	**	**	15%	**	16%
Talent shows	19	16	**	**	**	16	**	19
	13%	13%	**	**	**	13%	**	13%
General entertainment including quiz shows	12	11	**	**	**	10	**	12
	8%	9%	**	**	**	8%	**	8%
Magazine style shows	11	8	**	**	**	9	**	11
	8%	7%	**	**	**	7%	**	8%
Documentaries	10	9	**	**	**	7	**	10
	7%	7%	**	**	**	6%	**	7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 54**

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

**QP20 Still thinking about TV programmes that your child watches during the day and in the evening up to 9pm. Which of these types of TV programme, if any, concern you about your child's television viewing? Please say as many as apply.**

Base : Those parents who are concerned about the content of the TV programmes their child watches before 9pm

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	256	165	30	22	39	199	57	256
Effective Weighted Sample	191	149	24	20	34	152	41	191
Total	144	122	12	5	4	120	24	144
Current affairs programmes	9 6%	9 7%	**	**	**	6 5%	**	9 6%
Sports programmes	5 4%	4 4%	**	**	**	5 4%	**	5 4%
Other types of programmes	4 3%	4 3%	**	**	**	4 4%	**	4 3%
Don't know	9 6%	8 6%	**	**	**	6 5%	**	9 6%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 55**

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

**QP21 Does your child ever listen to the radio in these ways in your home?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Through a traditional radio set (including portable sets, radio alarms, etc.)	270 27%	65 24%	108 30%	97 27%	117 23%	153 31%	26 19%	39 28%	46 25%	62 35%	45 25%	52 29%	60 29%	78 29%	55 26%	76 25%	138 29%	132 25%	270 27%
Through your satellite or cable TV service or Freeview	105 10%	23 8%	33 9%	49 13%	48 10%	57 11%	11 8%	12 9%	13 7%	20 11%	25 13%	24 13%	24 11%	27 10%	20 9%	34 11%	51 11%	54 10%	105 10%
Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio, with digital sound quality)	80 8%	11 4%	27 7%	42 12%	36 7%	44 9%	3 2%	8 6%	12 7%	15 8%	21 12%	21 12%	26 12%	27 10%	16 8%	11 4%	53 11%	27 5%	80 8%
Through a mobile phone - while at home	55 5%	3 1%	17 5%	34 9%	27 5%	28 6%	1 *	2 2%	9 5%	8 5%	17 10%	17 9%	15 7%	15 5%	9 4%	16 5%	30 6%	25 5%	55 5%
Over the internet (when broadcast or later or via a podcast)	44 4%	4 1%	11 3%	30 8%	26 5%	18 4%	2 2%	2 1%	5 3%	6 3%	19 10%	11 6%	13 6%	9 3%	7 3%	15 5%	22 5%	22 4%	44 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 55**

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

**QP21 Does your child ever listen to the radio in these ways in your home?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Other way of listening to radio AT HOME	7	2	3	3	4	3	1	1	2	1	1	2	3	1	1	2	4	3	7
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
ANY RADIO LISTENING AT HOME	418	87	152	180	190	228	38	49	67	85	86	94	100	117	83	117	218	201	418
	42%	32%	42%	49%	38%	46%	28%	35%	36%	48%	47%	51%	48%	43%	39%	38%	45%	38%	42%
			a	ab		d			fgh	fgh	fgh	noq				oq			
ANY DIGITAL RADIO LISTENING	195	34	61	100	91	104	14	20	24	37	52	48	52	55	37	52	106	89	195
	19%	12%	17%	27%	18%	21%	11%	14%	13%	21%	29%	26%	25%	20%	17%	17%	22%	17%	19%
				ab					fh	fgh	fgh	noq				oq			
ONLY TRADITIONAL RADIO LISTENING	200	51	85	65	87	113	22	29	37	47	29	36	42	57	43	58	99	101	200
	20%	19%	23%	18%	17%	23%	16%	21%	20%	27%	16%	20%	20%	21%	20%	19%	21%	19%	20%
			c			d			fj										
Does not listen to radio at home	583	186	212	185	311	272	96	90	119	92	96	89	108	154	129	192	262	321	583
	58%	68%	58%	51%	62%	54%	72%	65%	64%	52%	53%	49%	52%	57%	61%	62%	55%	62%	58%
		bc	c		e		ijk	ijk	ijk					l	lp		lp		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 55**

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

**QP21 Does your child ever listen to the radio in these ways in your home?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Through a traditional radio set (including portable sets, radio alarms, etc.)	270 27%	233 27% b	18 20%	13 33% b	5 26%	229 26%	41 30% b	270 27% b
Through your satellite or cable TV service or Freeview	105 10%	91 11%	8 9%	4 10%	2 10%	87 10%	18 13%	105 10%
Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio, with digital sound quality)	80 8%	77 9% bcd	2 2%	1 3%	1 4%	66 8% bc	14 11% bcd	80 8% bc
Through a mobile phone - while at home	55 5%	49 6%	2 3%	2 4%	2 8% b	49 6%	6 4%	55 5%
Over the internet (when broadcast or later or via a podcast)	44 4%	39 5%	2 3%	1 3%	2 8% abceg	38 4%	7 5%	44 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 55**

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

**QP21 Does your child ever listen to the radio in these ways in your home?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Other way of listening to radio AT HOME	7 1%	6 1%	* *%	2 4%	- -%	4 1%	3 2%	7 1%
				abdeg			aeg	
ANY RADIO LISTENING AT HOME	418 42%	365 43%	27 30%	18 46%	8 40%	357 41%	62 46%	418 42%
		b		b		b	b	b
ANY DIGITAL RADIO LISTENING	195 19%	174 20%	11 12%	6 15%	4 20%	164 19%	31 23%	195 19%
		b				b	bc	b
ONLY TRADITIONAL RADIO LISTENING	200 20%	170 20%	16 18%	11 27%	3 17%	173 20%	27 20%	200 20%
				abdeg				
Does not listen to radio at home	583 58%	487 57%	63 70%	21 54%	12 60%	510 59%	73 54%	583 58%
			acefg					

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 56**

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

**QP22A Please think about the time your child spends listening to radio at home on a typical school day. How many hours would you say he/ she spends listening to radio at home on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child listens to radio at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 g	MALE 8-11 ~h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	691	185	226	280	321	370	83	102	99	127	139	141	148	172	147	224	320	371	691	
Effective Weighted Sample	536	149	179	219	246	289	66	82	81	99	105	114	122	136	111	171	257	282	536	
Total	418	87	152	180	190	228	38	49	67	85	86	94	100	117	83	117	218	201	418	
None	66 16%	12 14%	23 15%	31 17%	33 17%	33 15%	** **	7 14%	** **	12 14%	16 19%	15 16%	13 13%	20 17%	12 14%	21 18%	34 15%	33 16%	66 16%	
Up to 1 hour	298 71%	67 78%	111 73%	120 67%	135 71%	163 71%	** **	37 75%	** **	68 80%	61 71%	58 62%	73 73%	85 72%	61 74%	78 67%	158 73%	140 70%	298 71%	
Up to 2 hours	34 8%	3 4%	11 7%	20 11%	14 8%	20 9%	** **	3 6%	** **	3 3%	6 6%	15 15%	11 11%	8 6%	5 6%	11 10%	18 8%	16 8%	34 8%	
Up to 3 hours	8 2%	* *o	3 2%	4 2%	3 1%	5 2%	** **	- -%	** **	2 2%	1 2%	3 3%	1 1%	1 1%	1 2%	4 3%	2 1%	5 3%	8 2%	
Up to 4 hours	6 1%	1 1%	1 1%	3 2%	2 1%	4 2%	** **	- -%	** **	1 1%	* *o	3 3%	1 1%	2 2%	1 2%	2 1%	3 1%	3 1%	6 1%	
Up to 5 hours	5 1%	2 2%	2 1%	1 1%	2 1%	3 1%	** **	2 4%	** **	1 1%	1 2%	- -%	1 1%	1 1%	2 3%	- -%	2 1%	2 1%	5 1%	
Up to 6 hours	* *o	- -%	- -%	* *o	- -%	* *o	** **	- -%	** **	- -%	- -%	* *o	- -%	- -%	- -%	* *o	- -%	* *o	* *o	
Don't know	1 *o	1 1%	- -%	- -%	1 *o	1 *o	** **	1 1%	** **	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	1 1%	1 *o	
Mean number of hours	.8	.7	.8	.9	.8	.9	**	.8	**	.7	.7	1.0	.8	.8	.9	.8	.8	.8	.8	
Standard deviation	.83	.82	.80	.87	.80	.86	**	.94	**	.71	.79	.92	.78	.81	.99	.78	.80	.88	.83	
Standard error	.03	.06	.05	.05	.04	.04	**	.09	**	.06	.07	.08	.06	.06	.08	.05	.04	.05	.03	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 56

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

**QP22A Please think about the time your child spends listening to radio at home on a typical school day. How many hours would you say he/ she spends listening to radio at home on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child listens to radio at home

	NATION							
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	URBAN e	RURAL f	ALL g
Significance Level: 95%								
Unweighted total	691	474	67	78	72	563	128	691
Effective Weighted Sample	536	432	57	67	65	443	97	536
Total	418	365	27	18	8	357	62	418
None	66 16%	59 16%	** **	** **	** **	53 15%	13 21%	66 16%
Up to 1 hour	298 71%	259 71%	** **	** **	** **	257 72%	41 67%	298 71%
Up to 2 hours	34 8%	30 8%	** **	** **	** **	30 8%	4 7%	34 8%
Up to 3 hours	8 2%	6 2%	** **	** **	** **	7 2%	* *%	8 2%
Up to 4 hours	6 1%	5 1%	** **	** **	** **	4 1%	2 3%	6 1%
Up to 5 hours	5 1%	5 1%	** **	** **	** **	4 1%	1 1%	5 1%
Up to 6 hours	* *%	- -%	** **	** **	** **	* *%	- -%	* *%
Don't know	1 *%	1 *%	** **	** **	** **	1 *%	1 1%	1 *%
Mean number of hours	.8	.8	**	**	**	.8	.8	.8
Standard deviation	.83	.85	**	**	**	.82	.89	.83
Standard error	.03	.04	**	**	**	.03	.08	.03
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 57**

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

**QP22B And how many hours would you say he/ she listens to radio at home on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child listens to radio at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	691	185	226	280	321	370	83	102	99	127	139	141	148	172	147	224	320	371	691
Effective Weighted Sample	536	149	179	219	246	289	66	82	81	99	105	114	122	136	111	171	257	282	536
Total	418	87	152	180	190	228	38	49	67	85	86	94	100	117	83	117	218	201	418
None	73	9	26	38	34	39	**	4	**	14	17	21	14	19	13	28	32	41	73
	18%	11%	17%	21%	18%	17%	**	9%	**	16%	20%	22%	14%	16%	16%	24%	15%	20%	18%
Up to 1 hour	241	58	90	93	110	131	**	31	**	52	45	48	61	69	49	61	131	110	241
	58%	67%	59%	52%	58%	57%	**	63%	**	61%	53%	51%	61%	59%	59%	52%	60%	55%	58%
		c														lp			
Up to 2 hours	67	10	27	30	34	33	**	6	**	14	18	12	17	23	13	14	40	27	67
	16%	11%	18%	17%	18%	14%	**	13%	**	17%	20%	13%	17%	20%	16%	12%	18%	13%	16%
														o					
Up to 3 hours	15	3	1	10	5	10	**	2	**	*	3	7	2	4	4	5	6	9	15
	3%	3%	1%	6%	3%	4%	**	4%	**	*%	4%	8%	2%	3%	5%	4%	3%	4%	3%
				b								i							
Up to 4 hours	10	2	3	5	3	7	**	1	**	2	1	4	3	1	2	4	4	6	10
	2%	3%	2%	3%	2%	3%	**	3%	**	2%	1%	4%	3%	1%	2%	3%	2%	3%	2%
Up to 5 hours	8	3	3	3	2	6	**	3	**	1	1	2	2	1	1	3	3	5	8
	2%	3%	2%	1%	1%	3%	**	5%	**	2%	1%	2%	2%	1%	1%	3%	2%	2%	2%
Up to 6 hours	1	-	1	*	-	1	**	-	**	1	-	*	1	-	-	*	1	*	1
	*%	-%	1%	*%	-%	*%	**	-%	**	1%	-%	*%	1%	-%	-%	*%	*%	*%	*%
Up to 7 hours	*	*	-	-	-	*	**	*	**	-	-	-	-	-	-	*	-	*	*
	*%	*%	-%	-%	-%	*%	**	1%	**	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%
Up to 8 hours	1	-	1	-	-	1	**	-	**	1	-	-	-	-	-	1	-	1	1
	*%	-%	*%	-%	-%	*%	**	-%	**	1%	-%	-%	-%	-%	-%	1%	-%	*%	*%
Over 8 hours	1	-	-	1	1	-	**	-	**	-	1	-	-	*	1	-	*	1	1
	*%	-%	-%	*%	*%	-%	**	-%	**	-%	1%	-%	-%	*%	1%	-%	*%	*%	*%
Don't know	2	2	-	-	1	1	**	1	**	-	-	-	-	-	-	2	-	2	2
	*%	2%	-%	-%	*%	*%	**	2%	**	-%	-%	-%	-%	-%	-%	1%	-%	1%	*%
		c																	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 57**

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

**QP22B And how many hours would you say he/ she listens to radio at home on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child listens to radio at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	p	q	r
Mean number of hours	1.1	1.1	1.1	1.1	1.0	1.1	**	1.3	**	1.1	1.1	1.2	1.1	1.0	1.1	1.1	1.1	1.1	1.1
Standard deviation	1.20	1.15	1.16	1.27	1.16	1.24	**	1.35	**	1.26	1.38	1.16	1.15	.94	1.41	1.33	1.04	1.36	1.20
Standard error	.05	.09	.08	.08	.06	.06	**	.13	**	.11	.12	.10	.09	.07	.12	.09	.06	.07	.05

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 57**

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

**QP22B And how many hours would you say he/ she listens to radio at home on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child listens to radio at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	691	474	67	78	72	563	128	691
Effective Weighted Sample	536	432	57	67	65	443	97	536
Total	418	365	27	18	8	357	62	418
None	73 18%	65 18%	**	**	**	60 17%	14 22%	73 18%
Up to 1 hour	241 58%	210 58%	**	**	**	208 58%	33 54%	241 58%
Up to 2 hours	67 16%	58 16%	**	**	**	57 16%	10 17%	67 16%
Up to 3 hours	15 3%	12 3%	**	**	**	13 4%	1 2%	15 3%
Up to 4 hours	10 2%	9 2%	**	**	**	9 3%	1 2%	10 2%
Up to 5 hours	8 2%	6 2%	**	**	**	7 2%	1 1%	8 2%
Up to 6 hours	1 *%	1 *%	**	**	**	1 *%	- -%	1 *%
Up to 7 hours	* *%	* *%	**	**	**	- -%	* 1%	* *%
Up to 8 hours	1 *%	1 *%	**	**	**	- -%	1 1%	1 *%
Over 8 hours	1 *%	1 *%	**	**	**	1 *%	- -%	1 *%
Don't know	2 *%	2 *%	**	**	**	1 *%	1 1%	2 *%
Mean number of hours	1.1	1.1	**	**	**	1.1	1.1	1.1
Standard deviation	1.20	1.20	**	**	**	1.19	1.29	1.20
Standard error	.05	.06	**	**	**	.05	.11	.05
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 58**

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

**QP22A-B HOURS LISTEN TO RADIO AT HOME IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child listens to radio at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	691	185	226	280	321	370	83	102	99	127	139	141	148	172	147	224	320	371	691
Effective Weighted Sample	536	149	179	219	246	289	66	82	81	99	105	114	122	136	111	171	257	282	536
Total	418	87	152	180	190	228	38	49	67	85	86	94	100	117	83	117	218	201	418
None	26	2	7	17	14	12	**	1	**	3	9	7	6	6	3	10	12	14	26
	6%	2%	4%	9%	7%	5%	**	3%	**	4%	11%	8%	6%	6%	4%	9%	6%	7%	6%
				a							gi								
Up to 5 hours	219	53	87	78	103	116	**	26	**	51	40	39	53	60	45	61	113	106	219
	52%	61%	57%	44%	54%	51%	**	52%	**	60%	46%	41%	53%	51%	54%	52%	52%	53%	52%
		c	c							jk									
Up to 10 hours	114	22	38	54	50	64	**	14	**	24	29	25	25	38	23	28	63	51	114
	27%	25%	25%	30%	26%	28%	**	29%	**	28%	33%	27%	25%	32%	28%	24%	29%	25%	27%
Up to 15 hours	30	5	11	14	12	18	**	4	**	3	4	10	11	6	5	8	17	12	30
	7%	5%	7%	8%	6%	8%	**	9%	**	3%	4%	11%	11%	5%	6%	7%	8%	6%	7%
												i							
Up to 20 hours	16	1	5	9	6	10	**	1	**	2	2	8	4	4	3	5	8	8	16
	4%	1%	4%	5%	3%	4%	**	1%	**	2%	2%	8%	4%	4%	3%	4%	4%	4%	4%
				a								gij							
Up to 25 hours	7	1	2	4	3	5	**	-	**	2	1	3	1	2	2	3	2	5	7
	2%	1%	1%	2%	1%	2%	**	-%	**	2%	2%	3%	1%	1%	2%	3%	1%	2%	2%
Up to 30 hours	2	1	*	1	-	2	**	1	**	*	-	1	-	*	1	1	*	2	2
	*%	1%	*%	1%	-%	1%	**	1%	**	*%	-%	1%	-%	*%	1%	*%	*%	1%	*%
Up to 35 hours	2	1	1	1	1	1	**	1	**	-	1	-	1	1	1	-	2	1	2
	1%	1%	*%	*%	1%	1%	**	3%	**	-%	1%	-%	1%	1%	1%	-%	1%	*%	1%
Up to 40 hours	1	-	1	*	*	1	**	-	**	1	*	-	-	*	-	1	*	1	1
	*%	-%	*%	*%	*%	*%	**	-%	**	1%	*%	-%	-%	*%	-%	1%	*%	*%	*%
Over 40 hours	1	-	-	1	1	*	**	-	**	-	1	*	-	-	1	*	-	1	1
	*%	-%	-%	*%	*%	*%	**	-%	**	-%	1%	*%	-%	-%	1%	*%	-%	*%	*%
Don't know	2	2	-	-	1	1	**	1	**	-	-	-	-	-	-	2	-	2	2
	*%	2%	-%	-%	*%	*%	**	2%	**	-%	-%	-%	-%	-%	-%	1%	-%	1%	*%
				c															

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 58**

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

**QP22A-B HOURS LISTEN TO RADIO AT HOME IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child listens to radio at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE										
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL			
		a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																						
Mean number of hours	6.2	5.8	6.0	6.6	5.8	6.6	**	6.7	**	5.7	5.9	7.2	6.3	6.0	6.6	6.1	6.1	6.3	6.2			
Standard deviation	5.77	5.41	5.31	6.30	5.68	5.84	**	6.23	**	5.05	6.31	6.26	5.52	5.01	6.96	5.83	5.24	6.32	5.77			
Standard error	.22	.40	.35	.38	.32	.30	**	.62	**	.45	.53	.53	.45	.38	.57	.39	.29	.33	.22			
Columns Tested:	a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r																					

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 58**

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

**QP22A-B HOURS LISTEN TO RADIO AT HOME IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child listens to radio at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	691	474	67	78	72	563	128	691
Effective Weighted Sample	536	432	57	67	65	443	97	536
Total	418	365	27	18	8	357	62	418
None	26 6%	22 6%	** **	** **	** **	18 5%	7 12% ae	26 6%
Up to 5 hours	219 52%	190 52%	** **	** **	** **	189 53%	30 49%	219 52%
Up to 10 hours	114 27%	100 27%	** **	** **	** **	99 28%	15 25%	114 27%
Up to 15 hours	30 7%	26 7%	** **	** **	** **	24 7%	5 9%	30 7%
Up to 20 hours	16 4%	15 4%	** **	** **	** **	14 4%	1 2%	16 4%
Up to 25 hours	7 2%	5 1%	** **	** **	** **	6 2%	1 1%	7 2%
Up to 30 hours	2 *%	2 *%	** **	** **	** **	1 *%	1 1%	2 *%
Up to 35 hours	2 1%	2 1%	** **	** **	** **	2 1%	- -%	2 1%
Up to 40 hours	1 *%	1 *%	** **	** **	** **	* *%	1 1% e	1 *%
Over 40 hours	1 *%	1 *%	** **	** **	** **	1 *%	- -%	1 *%
Don't know	2 *%	2 *%	** **	** **	** **	1 *%	1 1%	2 *%
Mean number of hours	6.2	6.2	**	**	**	6.2	6.0	6.2
Standard deviation	5.77	5.80	**	**	**	5.74	6.02	5.77
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 58**

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

**QP22A-B HOURS LISTEN TO RADIO AT HOME IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child listens to radio at home

	NATION						
Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%	a	~b	~c	~d	e	f	g
Standard error	.27	**	**	**	.24	.53	.22

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 59**

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

**QP23 Do you have any of these rules or restrictions about radio that your child listens to?**

Base : Parents whose child listens to radio at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	691	185	226	280	321	370	83	102	99	127	139	141	148	172	147	224	320	371	691
Effective Weighted Sample	536	149	179	219	246	289	66	82	81	99	105	114	122	136	111	171	257	282	536
Total	418	87	152	180	190	228	38	49	67	85	86	94	100	117	83	117	218	201	418
No radio after a certain time	45	12	19	14	18	27	**	7	**	11	5	9	12	14	7	12	26	19	45
	11%	13%	12%	8%	9%	12%	**	14%	**	13%	6%	10%	12%	12%	8%	10%	12%	9%	11%
Regularly check on what they're listening to	23	8	8	6	10	13	**	4	**	5	2	4	8	5	2	7	13	9	23
	5%	10%	5%	3%	5%	6%	**	8%	**	5%	2%	4%	8%	4%	3%	6%	6%	5%	5%
		c																	
No music with swearing/ bad language	22	9	8	5	9	14	**	5	**	6	2	3	7	4	6	6	11	12	22
	5%	11%	6%	3%	5%	6%	**	11%	**	7%	2%	3%	7%	3%	7%	5%	5%	6%	5%
		c						jk											
Only certain radio stations/ shows	16	6	4	6	7	9	**	3	**	3	3	3	4	7	2	2	11	5	16
	4%	6%	3%	3%	4%	4%	**	6%	**	3%	3%	4%	4%	6%	3%	2%	5%	2%	4%
Can only listen when supervised/ not on their own	11	6	4	-	5	6	**	4	**	2	-	-	2	2	2	5	4	7	11
	3%	7%	3%	-%	3%	2%	**	8%	**	2%	-%	-%	2%	2%	3%	4%	2%	4%	3%
		c	c					ijk											
Only children's radio stations/ shows	5	3	1	2	3	2	**	2	**	-	2	-	2	2	1	1	3	2	5
	1%	3%	*%	1%	2%	1%	**	4%	**	-%	2%	-%	2%	1%	1%	1%	2%	1%	1%
		b						k											
Other	5	1	2	2	2	3	**	1	**	2	1	1	2	*	1	2	2	3	5
	1%	1%	2%	1%	1%	1%	**	1%	**	2%	1%	1%	2%	*%	1%	2%	1%	1%	1%
ANY RULES OR RESTRICTIONS	89	27	36	26	37	52	**	17	**	20	11	15	23	24	16	25	48	41	89
	21%	31%	24%	15%	19%	23%	**	34%	**	23%	13%	16%	23%	21%	20%	21%	22%	21%	21%
		c	c					jk											

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 59**

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

**QP23 Do you have any of these rules or restrictions about radio that your child listens to?**

Base : Parents whose child listens to radio at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Unweighted total	691	185	226	280	321	370	83	102	99	127	139	141	148	172	147	224	320	371	691
Effective Weighted Sample	536	149	179	219	246	289	66	82	81	99	105	114	122	136	111	171	257	282	536
Total	418	87	152	180	190	228	38	49	67	85	86	94	100	117	83	117	218	201	418
No, do not have ANY rules or restrictions	330	60	116	153	153	176	**	32	**	65	75	79	77	93	67	92	170	159	330
	79%	69%	76%	85%	81%	77%	**	66%	**	77%	87%	84%	77%	79%	80%	79%	78%	79%	79%
				ab							g	g							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 59**

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

**QP23 Do you have any of these rules or restrictions about radio that your child listens to?**

Base : Parents whose child listens to radio at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	691	474	67	78	72	563	128	691
Effective Weighted Sample	536	432	57	67	65	443	97	536
Total	418	365	27	18	8	357	62	418
No radio after a certain time	45 11%	38 10%	**	**	**	34 9%	11 17%	45 11%
Regularly check on what they're listening to	23 5%	21 6%	**	**	**	18 5%	4 7%	23 5%
No music with swearing/ bad language	22 5%	21 6%	**	**	**	19 5%	3 5%	22 5%
Only certain radio stations/ shows	16 4%	16 4%	**	**	**	12 3%	4 7%	16 4%
Can only listen when supervised/ not on their own	11 3%	10 3%	**	**	**	7 2%	3 5%	11 3%
Only children's radio stations/ shows	5 1%	5 1%	**	**	**	3 1%	2 3%	5 1%
Other	5 1%	4 1%	**	**	**	3 1%	2 2%	5 1%
ANY RULES OR RESTRICTIONS	89 21%	79 22%	**	**	**	72 20%	17 28%	89 21%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 59**

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

**QP23 Do you have any of these rules or restrictions about radio that your child listens to?**

Base : Parents whose child listens to radio at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	691	474	67	78	72	563	128	691
Effective Weighted Sample	536	432	57	67	65	443	97	536
Total	418	365	27	18	8	357	62	418
No, do not have ANY rules or restrictions	330	285	**	**	**	285	44	330
	79%	78%	**	**	**	80%	72%	79%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 60**

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

**QP24A EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - The content of the radio shows that they listen to**

Base : Parents whose child listens to radio at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	691	185	226	280	321	370	83	102	99	127	139	141	148	172	147	224	320	371	691
Effective Weighted Sample	536	149	179	219	246	289	66	82	81	99	105	114	122	136	111	171	257	282	536
Total	418	87	152	180	190	228	38	49	67	85	86	94	100	117	83	117	218	201	418
Very concerned	7 2%	2 3%	3 2%	2 1%	3 2%	4 2%	** **	1 2%	** **	3 3%	2 2%	- -%	2 2%	1 *%	2 2%	3 3%	2 1%	5 2%	7 2%
Fairly concerned	24 6%	8 9%	10 6%	6 4%	11 6%	13 6%	** **	6 12%	** **	3 4%	2 3%	4 4%	6 6%	7 6%	5 6%	5 4%	14 6%	10 5%	24 6%
TOTAL CONCERNED	31 7%	11 12%	12 8%	8 5%	14 7%	17 8%	** **	7 15%	** **	6 7%	4 5%	4 4%	8 8%	8 7%	7 8%	8 7%	16 7%	15 8%	31 7%
Neither/ nor	13 3%	4 4%	4 2%	6 3%	5 3%	8 3%	** **	3 5%	** **	3 4%	4 5%	2 2%	1 1%	4 3%	4 4%	5 4%	4 2%	9 4%	13 3%
Not very concerned	91 22%	16 19%	37 25%	37 21%	42 22%	49 21%	** **	9 18%	** **	21 25%	19 22%	18 20%	31 31%	24 21%	15 18%	20 17%	56 26%	35 18%	91 22%
Not at all concerned	281 67%	56 65%	97 64%	127 71%	126 66%	155 68%	** **	30 62%	** **	55 64%	58 67%	69 74%	59 59%	81 69%	58 69%	84 71%	139 64%	141 70%	281 67%
TOTAL NOT CONCERNED	372 89%	72 83%	135 89%	165 92%	169 89%	203 89%	** **	39 80%	** **	76 89%	77 90%	88 94%	90 90%	105 90%	73 87%	104 89%	195 90%	177 88%	372 89%
Don't know	2 1%	* *%	1 1%	1 *%	2 1%	- -%	** **	- -%	** **	- -%	1 1%	- -%	1 1%	1 1%	- -%	- -%	2 1%	- -%	2 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	15 4%	4 4%	5 3%	7 4%	7 4%	8 3%	** **	3 5%	** **	3 4%	5 5%	2 2%	2 2%	5 4%	4 4%	5 4%	7 3%	9 4%	15 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 60**

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

**QP24A EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - The content of the radio shows that they listen to**

Base : Parents whose child listens to radio at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	691	474	67	78	72	563	128	691
Effective Weighted Sample	536	432	57	67	65	443	97	536
Total	418	365	27	18	8	357	62	418
Very concerned	7 2%	7 2%	**	**	**	7 2%	1 1%	7 2%
Fairly concerned	24 6%	22 6%	**	**	**	22 6%	2 3%	24 6%
TOTAL CONCERNED	31 7%	29 8%	**	**	**	29 8%	3 4%	31 7%
Neither/ nor	13 3%	11 3%	**	**	**	10 3%	3 5%	13 3%
Not very concerned	91 22%	80 22%	**	**	**	76 21%	15 24%	91 22%
Not at all concerned	281 67%	242 66%	**	**	**	240 67%	41 66%	281 67%
TOTAL NOT CONCERNED	372 89%	322 88%	**	**	**	317 89%	55 90%	372 89%
Don't know	2 1%	2 1%	**	**	**	2 *	1 1%	2 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	15 4%	13 4%	**	**	**	12 3%	4 6%	15 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 61**

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

**QP24B EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - How much time they spend listening to the radio**

Base : Parents whose child listens to radio at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	691	185	226	280	321	370	83	102	99	127	139	141	148	172	147	224	320	371	691
Effective Weighted Sample	536	149	179	219	246	289	66	82	81	99	105	114	122	136	111	171	257	282	536
Total	418	87	152	180	190	228	38	49	67	85	86	94	100	117	83	117	218	201	418
Very concerned	7 2%	3 3%	2 1%	2 1%	5 2%	2 1%	** **	1 2%	** **	1 1%	2 2%	- -%	3 3%	1 *%	2 3%	1 1%	3 2%	3 2%	7 2%
Fairly concerned	12 3%	3 4%	3 2%	5 3%	3 2%	9 4%	** **	3 7%	** **	1 1%	1 1%	4 4%	3 3%	3 3%	3 4%	3 3%	6 3%	6 3%	12 3%
TOTAL CONCERNED	19 4%	6 7%	5 3%	7 4%	8 4%	11 5%	** **	5 9%	** **	2 3%	3 4%	4 4%	6 6%	4 3%	5 6%	4 4%	9 4%	9 5%	19 4%
Neither/ nor	12 3%	3 4%	5 3%	4 2%	6 3%	7 3%	** **	2 5%	** **	2 3%	2 2%	2 2%	3 3%	3 3%	3 3%	4 3%	6 3%	6 3%	12 3%
Not very concerned	79 19%	13 15%	33 22%	33 19%	38 20%	41 18%	** **	7 14%	** **	20 23%	19 22%	15 16%	26 26%	19 16%	14 16%	21 18%	45 21%	34 17%	79 19%
Not at all concerned	305 73%	64 74%	108 71%	134 75%	136 72%	169 74%	** **	35 72%	** **	61 71%	61 71%	73 78%	64 64%	91 77%	62 74%	88 75%	155 71%	150 75%	305 73%
TOTAL NOT CONCERNED	385 92%	77 89%	141 93%	167 93%	174 92%	211 92%	** **	42 86%	** **	81 95%	79 93%	88 94%	90 90%	110 93%	76 91%	109 93%	200 92%	185 92%	385 92%
Don't know	3 1%	* *%	1 1%	1 1%	3 1%	- -%	** **	- -%	** **	- -%	1 2%	- -%	1 1%	1 1%	- -%	1 *%	2 1%	1 *%	3 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	15 4%	4 4%	6 4%	5 3%	8 4%	7 3%	** **	2 5%	** **	2 3%	3 4%	2 2%	4 4%	4 4%	3 3%	4 3%	8 4%	7 3%	15 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 61**

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

**QP24B EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - How much time they spend listening to the radio**

Base : Parents whose child listens to radio at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	691	474	67	78	72	563	128	691
Effective Weighted Sample	536	432	57	67	65	443	97	536
Total	418	365	27	18	8	357	62	418
Very concerned	7 2%	7 2%	**	**	**	6 2%	1 1%	7 2%
Fairly concerned	12 3%	11 3%	**	**	**	12 3%	* %	12 3%
TOTAL CONCERNED	19 4%	18 5%	**	**	**	18 5%	1 1%	19 4%
Neither/ nor	12 3%	10 3%	**	**	**	9 3%	3 5%	12 3%
Not very concerned	79 19%	68 19%	**	**	**	67 19%	13 21%	79 19%
Not at all concerned	305 73%	266 73%	**	**	**	261 73%	44 72%	305 73%
TOTAL NOT CONCERNED	385 92%	334 92%	**	**	**	328 92%	57 93%	385 92%
Don't know	3 1%	3 1%	**	**	**	2 1%	1 1%	3 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	15 4%	13 4%	**	**	**	11 3%	4 6%	15 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 62**

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

**QP25 Does your child ever go online at home using a USB stick or dongle to get access to the internet on a computer or laptop through a mobile network?**

Base : Parents of children with access to the internet at home through a computer/ laptop

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1572	508	516	548	790	782	251	257	260	256	279	269	320	421	341	490	741	831	1572
Effective Weighted Sample	1210	405	398	432	612	598	206	200	204	194	219	213	259	328	261	367	587	626	1210
Total	914	237	326	351	459	455	115	122	168	158	176	175	204	262	199	250	465	449	914
Yes	155	36	51	68	76	79	21	15	24	27	30	37	25	28	39	63	53	102	155
	17%	15%	16%	19%	17%	17%	18%	12%	15%	17%	17%	21%	12%	11%	20%	25%	11%	23%	17%
												g			lmp	lmp		lmp	mp
No	758	201	274	282	383	375	94	107	143	131	146	137	179	232	160	186	411	346	758
	83%	85%	84%	80%	83%	82%	82%	88%	85%	83%	83%	78%	88%	89%	80%	75%	88%	77%	83%
								k					noqr	noqr			noqr		oq
Don't know	2	-	1	1	*	2	-	-	-	1	*	1	-	1	-	1	1	1	2
	*%	-%	*%	*%	*%	*%	-%	-%	-%	1%	*%	*%	-%	*%	-%	*%	*%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 62**

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

**QP25 Does your child ever go online at home using a USB stick or dongle to get access to the internet on a computer or laptop through a mobile network?**

Base : Parents of children with access to the internet at home through a computer/ laptop

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1572	1035	202	162	173	1301	271	1572
Effective Weighted Sample	1210	941	170	142	155	1021	195	1210
Total	914	775	83	37	19	794	121	914
Yes	155 17%	132 17%	11 13%	7 18%	5 29%	138 17%	16 14%	155 17%
					abcefg			
No	758 83%	642 83%	72 87%	30 81%	13 71%	654 82%	104 86%	758 83%
		d	d	d	d	d	d	d
Don't know	2 *%	2 *%	- -%	* 1%	* *%	2 *%	* *%	2 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 63**

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

**QP26 Do you have a wireless internet connection at home?**

Base : Parents of children with access to the internet at home through a computer/ laptop

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1572	508	516	548	790	782	251	257	260	256	279	269	320	421	341	490	741	831	1572
Effective Weighted Sample	1210	405	398	432	612	598	206	200	204	194	219	213	259	328	261	367	587	626	1210
Total	914	237	326	351	459	455	115	122	168	158	176	175	204	262	199	250	465	449	914
Yes	796	195	280	321	404	391	95	100	148	132	162	159	190	233	172	201	423	372	796
	87%	82%	86%	92%	88%	86%	82%	82%	88%	83%	92%	91%	93%	89%	86%	80%	91%	83%	87%
				ab							fgi	fgi	noqr	oq	o		noqr		oq
No	115	41	45	28	51	63	20	22	18	26	13	15	14	27	25	49	41	74	115
	13%	17%	14%	8%	11%	14%	17%	18%	11%	17%	7%	9%	7%	10%	13%	19%	9%	16%	13%
		c	c				jk	jk		jk				l	lmnpr			lmpr	lp
Don't know	4	1	2	1	3	1	1	1	2	-	1	-	-	1	2	1	1	3	4
	%	1%	%	%	1%	%	%	1%	1%	-%	1%	-%	-%	1%	1%	%	%	1%	%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 63**

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

**QP26 Do you have a wireless internet connection at home?**

Base : Parents of children with access to the internet at home through a computer/ laptop

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1572	1035	202	162	173	1301	271	1572
Effective Weighted Sample	1210	941	170	142	155	1021	195	1210
Total	914	775	83	37	19	794	121	914
Yes	796 87%	674 87%	71 85%	33 89%	18 93%	685 86%	110 91%	796 87%
				abeg				
No	115 13%	98 13%	12 15%	4 10%	1 7%	105 13%	10 8%	115 13%
		d	d			d		d
Don't know	4 *%	4 *%	- -%	* 1%	- -%	4 *%	* *%	4 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 64**

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

**QP27A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home? Please think about any reason your child may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site.**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717	
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327	
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001	
A laptop/ netbook	642 64%	118 43%	236 65% a	288 79% ab	330 66%	312 62%	60 45%	58 41%	127 68% fg	108 61% fg	143 78% fghi	146 80% fghi	144 69% oq	184 68% oq	134 63%	180 58%	328 68% oq	314 60%	642 64% o	
A desktop PC	367 37%	66 24%	148 41% a	154 42% a	192 38%	175 35%	35 26%	31 22%	73 39% fg	74 42% fg	84 46% fg	70 38% fg	96 46% noqr	105 39% oq	74 35%	92 30%	201 42% oqr	166 32%	367 37% oq	
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	217 22%	13 5%	42 12% a	162 44% ab	103 21%	113 23%	5 4%	7 5%	27 14% fg	15 9% f	71 39% fghi	90 49% fghij	44 21%	58 21%	51 24%	63 20%	102 21% oqr	114 22%	217 22%	
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	161 16%	13 5%	56 15% a	92 25% ab	115 23% e	46 9%	6 5%	6 5%	41 22% fgik	15 9%	68 37% fghik	24 13% fg	36 17%	42 16%	38 18%	45 14%	78 16% oqr	83 16%	161 16% oq	
A tablet computer (like an iPad)	89 9%	16 6%	31 9%	41 11% a	42 8%	47 9%	8 6%	9 6%	14 8%	17 9%	20 11% f	22 12% fg	29 14% oqr	28 10% oq	19 9% o	12 4%	58 12% oqr	31 6%	89 9% oq	
A portable media player (like an iPod Touch or Archos)	77 8%	4 1%	24 6% a	49 14% ab	43 8%	34 7%	2 1%	2 1%	11 6% fg	12 7% fg	29 16% fghi	20 11% fg	22 11% oq	28 10% oq	16 8% o	11 3%	50 10% oqr	27 5%	77 8% oq	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 64**

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

**QP27A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home? Please think about any reason your child may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site.**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	49 5%	8 3%	20 5% a	22 6% a	32 6% e	18 4%	5 3%	3 2%	10 5%	10 6%	17 10% fgk	5 3%	9 4%	17 6%	12 6%	11 4%	26 5%	23 4%	49 5%
TV set with internet access/ Smart TV/ Connected TV/ Hybrid TV	14 1%	1 *% bc	7 2% a	6 2%	7 1%	7 1%	- -%	1 1%	4 2% f	3 2%	3 2% f	3 2%	5 2% o	4 1%	3 1%	2 1%	9 2%	5 1%	14 1%
NONE OF THESE	170 17%	112 41% bc	47 13% c	11 3%	80 16%	91 18%	50 38% hijk	62 44% hijk	24 13% jk	23 13% jk	5 3%	6 3%	26 13%	36 13%	31 15%	77 25% lmnpr	62 13%	108 21% lmnpr	170 17% p
Don't know	1 *% *	1 *% *	* *% *	- -%	* *% *	1 *% *	* *% *	1 1%	- -%	* *% *	- -%	- -%	- -%	- -%	* *% *	1 *% *	- -%	1 *% *	1 *% *
USE THE INTERNET AT HOME THROUGH ANY DEVICE	830 83%	159 58%	316 87% a	354 97% ab	421 84%	408 82%	83 62%	77 55%	162 87% fg	154 87% fg	176 97% fghi	177 97% fghi	182 87% oq	235 87% oq	181 85% oq	231 75%	417 87% oqr	412 79%	830 83% oq
ANY USE OF PC/ LAPTOP/ NETBOOK TO GO ONLINE	820 82%	157 58%	316 87% a	347 95% ab	418 84%	401 80%	81 61%	76 54%	162 87% fg	154 86% fg	175 97% fghi	171 94% fghi	182 87% oqr	234 86% oq	178 84% oq	226 73%	416 87% oqr	404 77%	820 82% oq
ANY USE OF GAMES CONSOLE/ PLAYER TO GO ONLINE	178 18%	15 6%	65 18% a	97 27% ab	126 25% e	52 10%	9 6%	7 5%	45 24% fgik	21 12% g	72 40% fghik	25 14% fg	38 18%	49 18%	43 20%	48 15%	88 18%	90 17%	178 18%

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

**OF COM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 64**

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

**QP27A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home? Please think about any reason your child may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site.**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
ANY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER/ TV SET TO GO ONLINE	380 38%	38 14%	116 32% a	226 62% ab	197 39%	183 36%	18 14%	20 14%	64 34% fg	52 29% fg	115 63% fghi	110 60% fghi	84 40% o	105 39% o	91 43% o	99 32%	189 39% o	191 37%	380 38% o
ONLY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER/ TV SET TO GO ONLINE (NOT PC/ LAPTOP)	10 1%	2 1%	1 *% b	7 2% b	3 1%	7 1%	2 1%	1 1%	* *% *	1 *% *	1 1%	6 3% ghij	- -%	2 1%	3 1%	5 2% lp	2 *% lp	8 2% lp	10 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 64**

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

**QP27A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home? Please think about any reason your child may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site.**

Base : All parents

	NATION							ALL g
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f	
Significance Level: 95%								
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
A laptop/ netbook	642 64%	542 64%	60 67%	25 63%	15 73% aeg	552 64%	90 67%	642 64%
A desktop PC	367 37%	318 37% b	27 29%	16 40% b	7 33%	316 37%	51 38%	367 37%
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	217 22%	187 22%	14 16%	9 22%	6 31% abefg	189 22%	27 20%	217 22%
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	161 16%	140 16% b	8 9%	9 22% b	4 21% b	138 16% b	22 17% b	161 16% b
A tablet computer (like an iPad)	89 9%	74 9%	9 10%	3 8%	3 14% aeg	73 8%	15 11%	89 9%
A portable media player (like an iPod Touch or Archos)	77 8%	65 8%	5 6%	5 12% abeg	2 11%	65 8%	12 9%	77 8%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 64**

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

**QP27A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home? Please think about any reason your child may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site.**

Base : All parents

	Total	NATION						
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f	ALL g
Significance Level: 95%								
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	49 5%	42 5%	2 2%	4 10% abefg	1 6%	43 5%	6 5%	49 5%
TV set with internet access/ Smart TV/ Connected TV/ Hybrid TV	14 1%	13 2%	* *%	* 1%	* 1%	12 1%	2 2%	14 1%
NONE OF THESE	170 17%	150 18% d	12 14%	6 15%	2 10%	148 17% d	22 17%	170 17% d
Don't know	1 *%	- -%	1 1% aeg	- -%	- -%	1 *%	- -%	1 *%
USE THE INTERNET AT HOME THROUGH ANY DEVICE	830 83%	701 82%	77 85%	34 85%	18 90% aeg	718 83%	112 83%	830 83%
ANY USE OF PC/ LAPTOP/ NETBOOK TO GO ONLINE	820 82%	693 81%	76 84%	33 83%	17 87%	709 82%	111 83%	820 82%
ANY USE OF GAMES CONSOLE/ PLAYER TO GO ONLINE	178 18%	155 18% b	9 10%	10 24% b	5 24% b	153 18% b	25 18% b	178 18% b

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 64**

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

**QP27A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home? Please think about any reason your child may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site.**

Base : All parents

	NATION							ALL g
	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f		
Significance Level: 95%								
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
ANY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER/ TV SET TO GO ONLINE	380 38%	323 38% b	27 30%	18 46% b	11 53% abefg	329 38%	51 38%	380 38% b
ONLY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER/ TV SET TO GO ONLINE (NOT PC/ LAPTOP)	10 1%	8 1%	1 1%	1 2%	1 3%	9 1%	1 1%	10 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 65**

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

**QP27A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home? Please think about any reason your child may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site.**

Base : All parents

	MOBILE PHONE OWNERSHIP			
	Total	SMART- PHONE	NOT SMART- PHONE	ALL MOBILE PHONES
Significance Level: 95%		a	b	c
Unweighted total	1717	444	324	771
Effective Weighted Sample	1327	340	250	592
Total	1001	282	205	488
A laptop/ netbook	642 64%	236 84%	148 72%	384 79%
		b		b
A desktop PC	367 37%	112 40%	90 44%	203 42%
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	217 22%	172 61%	17 9%	190 39%
		bc		b
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	161 16%	73 26%	41 20%	114 23%
A tablet computer (like an iPad)	89 9%	41 15%	17 8%	58 12%
		b		
A portable media player (like an iPod Touch or Archos)	77 8%	34 12%	27 13%	61 13%
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	49 5%	22 8%	11 5%	32 7%

Columns Tested: a,b,c



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 65**

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

**QP27A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home? Please think about any reason your child may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site.**

Base : All parents

	<b>MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	1717	444	324	771
Effective Weighted Sample	1327	340	250	592
Total	1001	282	205	488
TV set with internet access/ Smart TV/ Connected TV/ Hybrid TV	14 1%	6 2%	1 *%	7 1%
NONE OF THESE	170 17%	1 *%	16 8% ac	17 3% a
Don't know	1 *%	- -%	- -%	- -%
USE THE INTERNET AT HOME THROUGH ANY DEVICE	830 83%	280 100% bc	190 92%	471 97% b
ANY USE OF PC/ LAPTOP/ NETBOOK TO GO ONLINE	820 82%	276 98% bc	189 92%	465 95%
ANY USE OF GAMES CONSOLE/ PLAYER TO GO ONLINE	178 18%	80 28%	45 22%	125 26%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 65**

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

**QP27A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home? Please think about any reason your child may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site.**

Base : All parents

	MOBILE PHONE OWNERSHIP			
	Total	SMART- PHONE	NOT SMART- PHONE	ALL MOBILE PHONES
Significance Level: 95%		a	b	c
Unweighted total	1717	444	324	771
Effective Weighted Sample	1327	340	250	592
Total	1001	282	205	488
ANY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER/ TV SET TO GO ONLINE	380 38%	204 72%	80 39%	284 58%
		bc		b
ONLY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER/ TV SET TO GO ONLINE (NOT PC/ LAPTOP)	10 1%	5 2%	1 *%	6 1%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 66**

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

**QP27B And when your child goes online at home, which device do they mostly use...**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
A laptop/ netbook	480	92	181	206	241	239	48	44	93	88	99	107	110	144	95	131	254	225	480
	48%	34%	50%	57%	48%	48%	36%	31%	50%	50%	55%	59%	53%	53%	45%	42%	53%	43%	48%
			a	ab					fg	fg	fg	fg	oq	noq			noqr		oq
A desktop PC	228	53	103	71	116	112	27	26	51	52	38	33	58	62	50	58	121	107	228
	23%	19%	28%	20%	23%	22%	20%	19%	28%	29%	21%	18%	28%	23%	23%	19%	25%	21%	23%
			ac						gk	fgjk			oq				oq		
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	46	2	6	38	16	31	2	1	2	4	12	26	6	9	12	19	15	31	46
	5%	1%	2%	11%	3%	6%	1%	*%	1%	2%	7%	14%	3%	3%	6%	6%	3%	6%	5%
				ab		d					fg	fg				p		p	
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	27	1	11	15	22	5	*	1	8	4	14	1	1	3	12	11	4	23	27
	3%	*%	3%	4%	4%	1%	*%	1%	4%	2%	8%	*%	1%	1%	6%	3%	1%	4%	3%
			a	a	e				fgk	f	fgik				lmpr	lmp		lmpr	lp
A tablet computer (like an iPad)	26	7	9	10	13	12	3	3	5	4	5	5	5	10	8	3	15	11	26
	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%	3%	3%	2%	4%	4%	1%	3%	2%	3%
														o	o		o		
A portable media player (like an iPod Touch or Archos)	11	*	2	9	6	5	-	*	1	1	5	3	1	4	2	3	5	6	11
	1%	*%	1%	2%	1%	1%	-%	*%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%
				ab							fg	f							
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	2	1	*	2	2	*	1	*	-	*	2	-	*	*	1	1	*	2	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	-%	*%	*%	1%	*%	*%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 66**

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

**QP27B And when your child goes online at home, which device do they mostly use...**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
TV set with internet access/ Smart TV/ Connected TV/ Hybrid TV	*	-	*	-	*	-	-	-	*	-	-	-	-	-	*	-	-	*	*
	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%
NONE OF THESE	179	116	51	12	85	94	52	63	26	24	6	6	26	37	32	83	64	115	179
	18%	42%	14%	3%	17%	19%	39%	45%	14%	14%	3%	3%	13%	14%	15%	27%	13%	22%	18%
		bc	c				hijk	hijk	jk	jk						lmnpr		lmnpr	lp
Don't know	2	1	*	1	*	2	*	1	-	*	-	1	-	1	*	1	1	1	2
	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
MOSTLY USE PC/ LAPTOP/ NETBOOK TO GO ONLINE	707	145	284	278	357	351	75	70	144	140	137	141	168	207	144	188	375	333	707
	71%	53%	78%	76%	71%	70%	56%	50%	77%	79%	76%	77%	81%	76%	68%	61%	78%	64%	71%
			a	a					fg	fg	fg	fg	noqr	noqr			noqr		oq
MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE	29	2	11	16	24	6	1	1	8	4	15	1	1	3	13	12	5	25	29
	3%	1%	3%	4%	5%	1%	1%	1%	4%	2%	9%	*%	1%	1%	6%	4%	1%	5%	3%
			a	a	e				fgk		fgk				lmpr	lmp		lmpr	lp

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 66**

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**QP27B And when your child goes online at home, which device do they mostly use...**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
A laptop/ netbook	480 48%	403 47%	49 54% c	17 43%	11 53%	414 48%	66 49%	480 48%
A desktop PC	228 23%	197 23% d	16 18%	11 27% bd	3 15%	199 23% d	28 21%	228 23% d
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	46 5%	40 5%	3 4%	2 5%	1 7%	39 5%	7 5%	46 5%
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	27 3%	22 3%	3 4%	1 2%	1 5% ae	23 3%	5 3%	27 3%
A tablet computer (like an iPad)	26 3%	19 2%	4 5%	1 3%	1 7% aeg	21 2%	5 4%	26 3%
A portable media player (like an iPod Touch or Archos)	11 1%	9 1%	1 1%	1 3%	* 1%	10 1%	1 1%	11 1%
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	2 *%	2 *%	- -%	1 2% aefg	* *%	2 *%	- -%	2 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 66**

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

**QP27B And when your child goes online at home, which device do they mostly use...**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
TV set with internet access/ Smart TV/ Connected TV/ Hybrid TV	* *%	- -%	- -%	- -%	* 1% aeg	* *%	- -%	* *%
NONE OF THESE	179 18%	158 19% d	12 14%	6 16%	2 10%	156 18% d	22 17%	179 18% d
Don't know	2 *%	1 *%	1 1% aeg	- -%	- -%	2 *%	- -%	2 *%
MOSTLY USE PC/ LAPTOP/ NETBOOK TO GO ONLINE	707 71%	601 71%	65 72%	28 70%	14 68%	613 71%	95 70%	707 71%
MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE	29 3%	24 3%	3 4%	2 4%	1 6% a	25 3%	5 3%	29 3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 67**

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

**QP28 When your child uses a games console or games player to go online, is this mostly... (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever uses a games console or portable games player to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	b	c	d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	o	p	q	r
Unweighted total	282	37	110	135	204	78	19	18	77	33	108	27	53	70	55	104	123	159	282
Effective Weighted Sample	209	29	77	106	154	55	15	14	55	23	86	21	41	56	42	73	96	114	209
Total	172	15	65	91	127	45	9	7	45	21	73	17	37	49	36	50	86	86	172
To play games online	157	**	60	82	117	**	**	**	**	**	68	**	**	**	**	48	80	77	157
	91%	**	92%	91%	93%	**	**	**	**	**	93%	**	**	**	**	95%	93%	90%	91%
To look at websites	15	**	5	8	9	**	**	**	**	**	5	**	**	**	**	3	6	9	15
	9%	**	8%	9%	7%	**	**	**	**	**	7%	**	**	**	**	5%	7%	10%	9%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 67**

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

**QP28 When your child uses a games console or games player to go online, is this mostly... (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever uses a games console or portable games player to go online at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	282	179	21	43	39	233	49	282
Effective Weighted Sample	209	165	18	37	35	177	34	209
Total	172	148	9	10	4	150	21	172
To play games online	157	135	**	**	**	136	**	157
	91%	91%	**	**	**	90%	**	91%
To look at websites	15	13	**	**	**	15	**	15
	9%	9%	**	**	**	10%	**	9%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 68**

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

**QP29A Please think about the time your child spends using the internet at home on a typical school day. How many hours would you say he/ she spends using the internet on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424	
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092	
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830	
None	68 8%	34 21% bc	28 9% c	7 2%	40 10%	28 7%	20 25% hijk	13 17% hijk	15 9% jk	13 8% jk	5 3%	2 1%	16 9%	20 9%	17 9%	15 7%	36 9%	32 8%	68 8%	
Up to 1 hour	469 57%	109 68% c	222 70% c	138 39%	235 56%	234 57%	54 65% jk	55 72% jk	108 67% jk	114 74% jk	73 41%	65 37%	109 60%	126 53%	105 58%	130 56%	234 56%	235 57%	469 57%	
Up to 2 hours	184 22%	14 9%	55 17% a	115 33% ab	92 22%	92 23%	7 9%	7 9%	33 20% fg	22 14%	51 29% fghi	64 36% fghi	35 19%	61 26%	37 21%	51 22%	96 23%	88 21%	184 22%	
Up to 3 hours	48 6%	1 *%	8 2% a	39 11% ab	25 6%	23 6%	- -%	1 1%	6 3% f	2 1%	19 11% fghi	20 11% fghi	9 5%	13 6%	10 6%	15 6%	22 5%	25 6%	48 6%	
Up to 4 hours	25 3%	- -%	2 1%	23 6% ab	10 2%	15 4%	- -%	- -%	* *% ab	2 1%	10 5% fghi	13 7% fghi	6 3%	4 2%	5 3%	9 4%	10 3%	14 3%	25 3%	
Up to 5 hours	21 2%	1 1%	1 *% ab	18 5% ab	11 3%	9 2%	1 1%	* *% 1	* *% 1	1 1%	10 5% fghi	8 5% ghi	7 4%	5 2%	4 2%	6 2%	11 3%	9 2%	21 2%	
Up to 6 hours	8 1%	- -%	- -%	8 2% ab	4 1%	4 1%	- -%	- -%	- -%	- -%	4 3% fhi	4 2% hi	1 *% 1	* *% 1	2 1%	5 2% mp	1 *% mp	7 2% mp	8 1%	
Up to 7 hours	4 1%	- -%	- -%	4 1% b	4 1%	1 *% b	- -%	- -%	- -%	- -%	4 2% hi	1 *% hi	- -%	4 2% q	- -%	1 *% q	4 1% q	1 *% q	4 1%	
Over 8 hours	1 *%	- -%	- -%	1 *% b	- -%	1 *% b	- -%	- -%	- -%	- -%	- -%	1 1% b	1 *% b	- -%	- -%	- -%	1 *% b	- -%	1 *% b	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 68**

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

**QP29A Please think about the time your child spends using the internet at home on a typical school day. How many hours would you say he/ she spends using the internet on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Don't know	2	1	*	-	1	1	1	1	-	*	-	-	-	1	-	1	1	1	2
	***	1%	***	-%	***	***	1%	1%	-%	***	-%	-%	-%	***	-%	***	***	***	***
		c																	
Mean number of hours	1.4	.7	1.0	2.1	1.4	1.4	.7	.7	1.0	1.0	2.0	2.1	1.3	1.4	1.3	1.5	1.4	1.4	1.4
			a	ab					fg	fg	fghi	fghi				n			
Standard deviation	1.28	.66	.75	1.52	1.28	1.28	.72	.60	.74	.76	1.54	1.50	1.26	1.36	1.16	1.30	1.31	1.24	1.28
Standard error	.03	.03	.03	.06	.05	.05	.05	.04	.05	.05	.09	.09	.07	.07	.07	.06	.05	.05	.03

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 68**

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

**QP29A Please think about the time your child spends using the internet at home on a typical school day. How many hours would you say he/ she spends using the internet on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	NATION							ALL g
	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f		
Significance Level: 95%								
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
None	68 8%	61 9% d	4 5%	3 8%	1 3%	60 8% d	8 7%	68 8% d
Up to 1 hour	469 57%	391 56%	45 59%	21 63%	12 65% ae	403 56%	66 59%	469 57%
Up to 2 hours	184 22%	158 23% c	17 22%	5 15%	4 20%	163 23% c	21 19%	184 22%
Up to 3 hours	48 6%	39 6%	5 6%	2 7%	1 7%	41 6%	7 6%	48 6%
Up to 4 hours	25 3%	21 3%	3 4%	* 1%	* 2%	19 3%	6 6% e	25 3%
Up to 5 hours	21 2%	18 3%	2 2%	1 3%	* 1%	17 2%	4 3%	21 2%
Up to 6 hours	8 1%	7 1%	1 1%	1 3% f	* 1%	8 1%	* *%	8 1%
Up to 7 hours	4 1%	4 1%	- -%	- -%	- -%	4 1%	- -%	4 1%
Over 8 hours	1 *%	1 *%	1 1%	- -%	- -%	1 *%	- -%	1 *%
Don't know	2 *%	1 *%	- -%	* *%	- -%	2 *%	- -%	2 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 68**

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

**QP29A Please think about the time your child spends using the internet at home on a typical school day. How many hours would you say he/ she spends using the internet on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Mean number of hours	1.4	1.5	1.3	1.3	1.4	1.4	1.4	
Standard deviation	1.28	1.33	1.28	1.08	1.29	1.21	1.28	
Standard error	.03	.10	.11	.08	.04	.08	.03	
Columns Tested:	a,b,c,d,e,f,g							

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP29B And how many hours would you say he/ she spends using the internet at home on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
None	38 5%	7 5%	23 7%	8 2%	21 5%	17 4%	4 5%	3 4%	12 7%	11 7%	5 3%	3 2%	4 2%	10 4%	11 6%	14 6%	13 3%	25 6%	38 5%
		c	c				k		jk	jk					l	lp		lp	
Up to 1 hour	333 40%	96 60%	161 51%	77 22%	174 41%	159 39%	49 59%	47 61%	83 51%	78 51%	42 24%	34 19%	85 47%	83 35%	81 45%	83 36%	168 40%	164 40%	333 40%
		bc	c				jk	jk	jk	jk			mo		mo				
Up to 2 hours	197 24%	42 26%	71 22%	84 24%	101 24%	97 24%	24 29%	18 24%	35 21%	36 24%	42 24%	42 24%	44 24%	62 26%	41 23%	50 22%	106 25%	91 22%	197 24%
Up to 3 hours	87 11%	7 5%	27 8%	53 15%	41 10%	46 11%	3 4%	4 5%	14 9%	13 8%	23 13%	30 17%	13 7%	30 13%	18 10%	25 11%	44 10%	44 11%	87 11%
			a	ab							fg	fghi		l					
Up to 4 hours	78 9%	4 2%	21 7%	53 15%	32 8%	46 11%	2 2%	2 2%	10 6%	11 7%	20 11%	33 19%	16 9%	23 10%	14 8%	25 11%	38 9%	39 10%	78 9%
			a	ab		d				f	fg	fghij							
Up to 5 hours	34 4%	1 1%	8 3%	24 7%	19 5%	15 4%	* *%	1 1%	6 3%	3 2%	13 8%	11 6%	7 4%	10 4%	8 5%	9 4%	17 4%	17 4%	34 4%
				ab					f		fgi	fgi							
Up to 6 hours	20 2%	- -%	2 1%	18 5%	15 4%	5 1%	- -%	- -%	2 1%	- -%	13 7%	5 3%	2 1%	4 2%	5 3%	8 3%	6 1%	13 3%	20 2%
				ab	e						fghik	fgi							
Up to 7 hours	10 1%	- -%	- -%	10 3%	6 1%	4 1%	- -%	- -%	- -%	- -%	6 3%	4 2%	4 2%	1 1%	1 1%	4 2%	5 1%	5 1%	10 1%
				ab							ghi	hi							
Up to 8 hours	10 1%	- -%	3 1%	8 2%	1 *%	9 2%	- -%	- -%	* *%	2 1%	1 *%	7 4%	1 1%	3 1%	- -%	5 2%	5 1%	5 1%	10 1%
				a	d						ghj				n				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP29B And how many hours would you say he/ she spends using the internet at home on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE								
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																				
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424	
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092	
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830	
Over 8 hours	20	-	1	19	12	9	-	-	1	-	10	9	5	9	1	6	14	6	20	
	2%	-%	*%	5%	3%	2%	-%	-%	1%	-%	6%	5%	3%	4%	*%	2%	3%	2%	2%	
				ab							fghi	fghi	n	nq			nq		n	
Don't know	2	2	*	-	1	2	1	2	-	*	-	-	-	1	*	1	1	1	2	
	*%	1%	*%	-%	*%	*%	1%	2%	-%	*%	-%	-%	-%	*%	*%	1%	*%	*%	*%	
		bc						hjk												
Mean number of hours	2.3	1.2	1.6	3.4	2.3	2.3	1.2	1.3	1.7	1.6	3.3	3.5	2.2	2.5	1.9	2.5	2.4	2.2	2.3	
			a	ab					fg	fg	fghi	fghi		n		n	n	n	n	
Standard deviation	2.31	.89	1.44	2.87	2.21	2.40	.84	.95	1.48	1.39	2.74	3.00	2.21	2.60	1.68	2.46	2.44	2.17	2.31	
Standard error	.06	.05	.06	.12	.08	.09	.06	.07	.09	.09	.16	.18	.13	.13	.10	.12	.09	.08	.06	
Columns Tested:	a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r																			

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP29B And how many hours would you say he/ she spends using the internet at home on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
None	38 5%	33 5%	2 2%	3 8% bf	1 7% b	35 5%	3 3%	38 5%
Up to 1 hour	333 40%	283 40%	29 38%	13 39%	7 42%	287 40%	46 41%	333 40%
Up to 2 hours	197 24%	166 24%	20 27%	8 24%	3 17%	173 24%	25 22%	197 24%
Up to 3 hours	87 11%	71 10%	10 14%	4 13%	1 7%	71 10%	16 14%	87 11%
Up to 4 hours	78 9%	65 9%	8 11%	1 4%	2 14%	67 9%	11 9%	78 9%
Up to 5 hours	34 4%	29 4%	3 3%	1 4%	1 6%	31 4%	3 2%	34 4%
Up to 6 hours	20 2%	17 2%	1 2%	1 2%	1 4%	15 2%	4 4%	20 2%
Up to 7 hours	10 1%	9 1%	1 1%	* 1%	* 1%	8 1%	2 2%	10 1%
Up to 8 hours	10 1%	7 1%	2 2%	1 3%	* *%	9 1%	1 1%	10 1%
Over 8 hours	20 2%	19 3%	1 1%	1 3%	* 1%	19 3%	2 2%	20 2%
Don't know	2 *%	2 *%	* *%	* *%	- -%	2 *%	* *%	2 *%
Mean number of hours	2.3	2.3	2.3	2.2	2.1	2.3	2.2	2.3
Standard deviation	2.31	2.36	1.90	2.25	2.01	2.36	1.94	2.31
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP29B And how many hours would you say he/ she spends using the internet at home on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	NATION						
Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%	a	b	c	d	e	f	g
Standard error	.08	.14	.18	.16	.07	.12	.06

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



**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 70**

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

**QP29A-B HOURS SPENT USING THE INTERNET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
None	5 1%	1 1%	2 1%	1 *%	5 1%	- -%	1 2%	- -%	2 1%	- -%	1 1%	- -%	1 1%	1 *%	1 1%	1 1%	2 *%	3 1%	5 1%
Up to 5 hours	246 30%	89 56%	127 40%	30 9%	124 29%	122 30%	43 53%	45 59%	63 39%	64 41%	17 10%	13 7%	61 34%	60 25%	64 36%	61 26%	121 29%	125 30%	246 30%
Up to 10 hours	249 30%	45 28%	109 35%	94 27%	128 30%	120 29%	26 32%	19 24%	51 32%	58 38%	51 29%	44 25%	55 30%	74 32%	50 27%	69 30%	129 31%	119 29%	249 30%
Up to 15 hours	120 14%	17 11%	39 12%	63 18%	62 15%	57 14%	8 10%	9 11%	24 15%	15 10%	29 17%	34 19%	26 14%	39 17%	26 14%	29 13%	65 15%	55 13%	120 14%
Up to 20 hours	104 13%	4 2%	27 9%	73 21%	49 12%	55 14%	1 2%	2 3%	16 10%	11 7%	31 18%	42 24%	17 10%	34 14%	21 12%	32 14%	51 12%	53 13%	104 13%
Up to 25 hours	32 4%	* *%	5 1%	27 8%	14 3%	19 5%	* *%	* *%	2 1%	2 2%	11 6%	16 9%	7 4%	9 4%	5 3%	11 5%	16 4%	16 4%	32 4%
Up to 30 hours	27 3%	1 1%	4 1%	22 6%	16 4%	11 3%	1 1%	- -%	2 2%	2 1%	13 7%	9 5%	5 2%	5 2%	7 4%	11 5%	10 2%	18 4%	27 3%
Up to 35 hours	15 2%	- -%	1 *%	14 4%	10 2%	5 1%	- -%	- -%	* *%	1 *%	10 5%	4 2%	3 2%	3 1%	5 3%	4 2%	6 1%	8 2%	15 2%
Up to 40 hours	9 1%	- -%	1 *%	8 2%	2 1%	6 2%	- -%	- -%	* *%	1 1%	2 1%	5 3%	3 2%	2 1%	- -%	3 1%	5 1%	3 1%	9 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 70**

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

**QP29A-B HOURS SPENT USING THE INTERNET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Over 40 hours	22 3%	- -%	- -%	22 6% ab	11 3%	11 3%	- -%	- -%	- -%	- -%	11 6% fghi	11 6% fghi	4 2%	7 3%	2 1%	8 3%	12 3%	10 2%	22 3%
Don't know	2 *% bc	2 1% bc	* *% bc	- -% ab	1 *% bc	2 *% bc	1 1% bc	2 2% hjk	- -% fg	* *% fg	- -% fghi	- -% fghi	- -% n	1 *% n	* *% n	1 1% n	1 *% n	1 *% n	2 *% n
Mean number of hours	11.5	6.0	8.1	17.1	11.4	11.7	5.9	6.1	8.4	7.9	16.7	17.4	11.0	12.1	10.3	12.4	11.6	11.5	11.5
Standard deviation	10.32	4.31	5.82	12.50	10.13	10.53	4.43	4.20	5.80	5.84	12.41	12.61	10.13	11.40	8.58	10.50	10.87	9.75	10.32
Standard error	.27	.22	.26	.53	.38	.40	.32	.31	.37	.37	.74	.76	.60	.59	.49	.50	.42	.35	.27

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 70**

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

**QP29A-B HOURS SPENT USING THE INTERNET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
None	5 1%	4 1%	1 1%	* 1%	- -%	4 1%	* *%	5 1%
Up to 5 hours	246 30%	213 30%	16 21%	10 30%	7 36%	216 30%	30 27%	246 30%
		b			b	b		b
Up to 10 hours	249 30%	205 29%	28 36%	12 35%	4 23%	213 30%	36 32%	249 30%
			d	d				
Up to 15 hours	120 14%	100 14%	5 15%	4 13%	3 18%	103 14%	17 15%	120 14%
Up to 20 hours	104 13%	91 13%	9 12%	3 8%	2 11%	92 13%	13 11%	104 13%
Up to 25 hours	32 4%	24 3%	5 6%	2 6%	1 5%	28 4%	5 4%	32 4%
Up to 30 hours	27 3%	23 3%	2 3%	1 3%	1 4%	22 3%	5 5%	27 3%
Up to 35 hours	15 2%	12 2%	1 2%	1 2%	- -%	12 2%	3 2%	15 2%
Up to 40 hours	9 1%	7 1%	1 1%	* 1%	* *%	6 1%	2 2%	9 1%
Over 40 hours	22 3%	19 3%	2 3%	1 2%	* 1%	21 3%	1 1%	22 3%
Don't know	2 *%	2 *%	* *%	* *%	- -%	2 *%	* *%	2 *%
Mean number of hours	11.5	11.5	11.9	11.1	10.7	11.6	11.5	11.5
Standard deviation	10.32	10.43	10.07	9.77	8.57	10.52	8.98	10.32
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 70**

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

**QP29A-B HOURS SPENT USING THE INTERNET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child uses the internet at home

	NATION						
Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%	a	b	c	d	e	f	g
Standard error	.34	.76	.80	.67	.31	.57	.27

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP30 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424	
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092	
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830	
Regularly check what they're doing online	388 47%	75 47%	170 54% c	144 41%	196 47%	191 47%	37 45%	37 49%	91 56% fjk	79 51% j	68 39%	75 42%	84 46%	119 50%	77 42%	108 47%	203 49%	185 45%	388 47%	
No internet after a certain time	254 31%	49 31%	106 34%	99 28%	133 32%	121 30%	25 31%	23 30%	57 35%	49 32%	51 29%	48 27%	62 34% n	79 34% n	46 26%	66 29%	141 34% nq	113 27%	254 31%	
No purchasing from websites	230 28%	39 25%	104 33% ac	87 25%	114 27%	115 28%	19 23%	21 27%	54 33% fj	50 32% f	42 24%	45 25%	46 25%	66 28%	50 28%	68 29%	112 27%	118 29%	230 28%	
Only children's websites	190 23%	84 53% bc	94 30% c	12 3%	92 22%	98 24%	41 50% hijk	43 56% hijk	43 27% jk	51 33% jk	8 4%	4 2%	42 23%	54 23%	38 21%	56 24%	96 23%	94 23%	190 23%	
Only allowed to use the internet for a certain amount of time	186 22%	38 24% c	89 28% c	59 17%	88 21%	98 24%	15 18%	23 30% fjk	44 27% fjk	45 29% fjk	28 16%	30 17%	44 24%	57 24%	41 23%	45 19%	100 24%	85 21%	186 22%	
Can only use when supervised/ not on their own	161 19%	56 35% bc	88 28% c	17 5%	88 21%	73 18%	29 35% jk	27 36% jk	48 30% jk	40 26% jk	11 6%	6 3%	38 21%	42 18%	33 18%	48 21%	80 19%	81 20%	161 19%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP30 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
No social networking sites like Facebook/ Bebo/ MySpace/ hi5/ Twitter	157	44	94	19	80	77	21	23	48	45	11	9	41	41	33	42	82	75	157
	19%	28%	30%	5%	19%	19%	25%	31%	30%	29%	6%	5%	22%	18%	18%	18%	20%	18%	19%
		c	c				jk	jk	jk	jk									
PIN/ Password required to enter websites unless already approved	137	35	53	50	70	67	17	18	21	31	32	18	34	37	29	37	72	66	137
	17%	22%	17%	14%	17%	17%	20%	24%	13%	20%	18%	10%	19%	16%	16%	16%	17%	16%	17%
		c					k	hk		k	k								
Only talk/ chat/ communicate with friends/ people they already know	126	20	52	54	65	62	9	11	27	25	29	26	31	33	25	37	64	63	126
	15%	13%	16%	15%	15%	15%	11%	15%	17%	16%	16%	14%	17%	14%	14%	16%	15%	15%	15%
No Instant Messaging/ MSN	104	31	59	13	51	53	14	18	31	29	6	7	23	26	26	29	49	55	104
	13%	20%	19%	4%	12%	13%	17%	23%	19%	19%	4%	4%	13%	11%	14%	13%	12%	13%	13%
		c	c				jk	jk	jk	jk									
Only websites stored in their Favourites list	68	23	32	12	29	39	9	14	13	19	7	6	12	23	13	19	35	33	68
	8%	14%	10%	4%	7%	10%	11%	19%	8%	12%	4%	3%	7%	10%	7%	8%	8%	8%	8%
		c	c				jk	fhjk	k	jk									
Only use for homework	60	10	36	13	30	30	5	6	19	17	6	8	12	15	15	18	28	32	60
	7%	7%	11%	4%	7%	7%	6%	7%	12%	11%	3%	4%	7%	7%	8%	8%	7%	8%	7%
			ac						fjk	jk									

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP30 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424	
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092	
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830	
Other	27	7	9	12	15	12	4	3	5	4	7	5	8	6	7	6	14	14	27	
	3%	4%	3%	3%	4%	3%	5%	3%	3%	3%	4%	3%	4%	2%	4%	3%	3%	3%	3%	
ANY RULES OR RESTRICTIONS	656	145	273	238	331	324	74	71	135	138	122	115	147	192	136	181	340	316	656	
	79%	91%	86%	67%	79%	79%	89%	93%	84%	89%	69%	65%	81%	82%	75%	78%	81%	77%	79%	
		c	c				jk	hjk	jk	jk							n			
ANY RULES ABOUT SUPERVISING/ MAKING REGULAR CHECKS ABOUT HOME INTERNET USE	450	100	200	150	230	221	51	49	107	93	72	79	102	135	91	124	236	214	450	
	54%	63%	63%	42%	55%	54%	62%	63%	66%	61%	41%	44%	56%	57%	50%	53%	57%	52%	54%	
		c	c				jk	jk	jk	jk										
No, do not have ANY rules or restrictions	174	14	43	116	90	84	9	5	27	16	54	62	35	43	45	51	78	96	174	
	21%	9%	14%	33%	21%	21%	11%	7%	16%	11%	31%	35%	19%	18%	25%	22%	19%	23%	21%	
				ab					g		fghi	fghi			p					

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP30 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Regularly check what they're doing online	388 47%	319 45%	41 54% a	17 51%	10 57% aeg	328 46%	60 54%	388 47%
No internet after a certain time	254 31%	202 29%	30 39% aeg	15 45% aeg	7 37% a	209 29%	44 40% aeg	254 31%
No purchasing from websites	230 28%	203 29% b	13 17%	9 25%	6 33% b	188 26% b	41 37% abceg	230 28% b
Only children's websites	190 23%	159 23%	18 24%	8 22%	6 31% aeg	163 23%	27 24%	190 23%
Only allowed to use the internet for a certain amount of time	186 22%	151 22%	22 29% a	8 23%	5 26%	159 22%	27 24%	186 22%
Can only use when supervised/ not on their own	161 19%	132 19%	17 22%	8 23%	5 27% aeg	134 19%	27 24%	161 19%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP30 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch?**

Base : Parents whose child uses the internet at home

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
No social networking sites like Facebook/ Bebo/ MySpace/ hi5/ Twitter	157	134	12	7	4	132	25	157
	19%	19%	15%	19%	25% b	18%	23%	19%
PIN/ Password required to enter websites unless already approved	137	117	13	4	3	115	22	137
	17%	17%	17%	13%	18%	16%	20%	17%
Only talk/ chat/ communicate with friends/ people they already know	126	109	8	5	5	108	19	126
	15%	16%	10%	15%	26% abcefg	15%	17%	15%
No Instant Messaging/ MSN	104	91	6	3	4	86	18	104
	13%	13%	8%	10%	20% abceg	12%	16% b	13%
Only websites stored in their Favourites list	68	52	10	3	3	57	11	68
	8%	7%	13% aeg	9%	14% aeg	8%	10%	8%
Only use for homework	60	55	2	2	1	48	12	60
	7%	8% b	2%	6%	8% b	7% b	11% b	7% b

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP30 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch?**

Base : Parents whose child uses the internet at home

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Other	27	21	3	2	1	24	3	27
	3%	3%	4%	7%	3%	3%	3%	3%
				ag				
ANY RULES OR RESTRICTIONS	656	547	63	30	16	565	91	656
	79%	78%	82%	87%	88%	79%	81%	79%
				aeg	aeg			
ANY RULES ABOUT SUPERVISING/ MAKING REGULAR CHECKS ABOUT HOME INTERNET USE	450	371	46	21	12	384	66	450
	54%	53%	61%	63%	65%	54%	59%	54%
				a	aeg			
No, do not have ANY rules or restrictions	174	154	13	4	2	152	21	174
	21%	22%	18%	13%	12%	21%	19%	21%
		cd				cd		cd

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 72**

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

**QP31 Are there any controls set or is any software loaded to stop your child viewing certain types of websites?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Yes	338	67	148	122	159	178	28	40	70	78	62	60	86	100	62	90	185	152	338
	41%	42%	47%	35%	38%	44%	33%	52%	43%	51%	35%	34%	47%	42%	34%	39%	44%	37%	41%
		c	c					fjk		fjk			noq				nq		
No	452	84	150	218	239	213	50	34	84	67	106	112	88	127	110	127	215	238	452
	55%	53%	47%	62%	57%	52%	60%	45%	52%	43%	60%	63%	48%	54%	61%	55%	51%	58%	55%
				ab			gi			gi	ghi				lp			lp	
Don't know	40	8	18	13	22	17	5	3	9	9	8	5	8	9	8	14	17	22	40
	5%	5%	6%	4%	5%	4%	6%	4%	5%	6%	5%	3%	4%	4%	4%	6%	4%	5%	5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 72**

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

**QP31 Are there any controls set or is any software loaded to stop your child viewing certain types of websites?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Yes	338 41%	286 41%	29 37%	16 46%	7 40%	295 41%	43 38%	338 41%
No	452 55%	384 55%	43 57%	16 48%	9 49%	391 55%	61 55%	452 55%
Don't know	40 5%	31 4%	5 6%	2 6%	2 12%	32 4%	8 7%	40 5%
					aeg			

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 73**

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

**QP31 Are there any controls set or is any software loaded to stop your child viewing certain types of websites?**

Base : Parents whose child uses a PC, laptop or netbook to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1405	371	493	541	712	693	188	183	247	246	277	264	289	372	305	439	661	744	1405
Effective Weighted Sample	1078	309	381	427	551	527	159	150	195	187	217	210	231	290	232	330	521	560	1078
Total	820	157	316	347	418	401	81	76	162	154	175	171	182	234	178	226	416	404	820
Yes	336	67	148	121	159	177	28	39	70	78	62	59	86	99	62	89	185	151	336
	41%	42%	47%	35%	38%	44%	34%	51%	43%	51%	35%	35%	47%	42%	35%	40%	44%	37%	41%
		c	c			d		fjk		fjk			nq				nq		
No	444	82	150	212	237	207	48	34	84	66	105	107	88	125	108	122	213	231	444
	54%	52%	47%	61%	57%	52%	59%	45%	52%	43%	60%	63%	48%	54%	61%	54%	51%	57%	54%
				ab			gi			gi	ghi				lp			l	
Don't know	40	8	18	13	22	17	5	3	9	9	8	5	8	9	8	14	17	22	40
	5%	5%	6%	4%	5%	4%	7%	4%	6%	6%	5%	3%	4%	4%	5%	6%	4%	5%	5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 73**

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

**QP31 Are there any controls set or is any software loaded to stop your child viewing certain types of websites?**

Base : Parents whose child uses a PC, laptop or netbook to go online at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1405	923	176	147	159	1158	247	1405
Effective Weighted Sample	1078	837	151	128	143	907	178	1078
Total	820	693	76	33	17	709	111	820
Yes	336 41%	285 41%	28 37%	15 45%	7 40%	293 41%	43 39%	336 41%
No	444 54%	377 54%	43 57%	16 49%	8 49%	384 54%	60 54%	444 54%
Don't know	40 5%	31 4%	5 6%	2 6%	2 12%	32 4%	8 7%	40 5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 74**

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

**QP32 Just to check, do you have any of these types of 'parental controls' loaded or put into place and working on the PC/ laptop/ netbook that your child uses at home, to prevent them viewing certain types of websites? Just read out any you have. IF NECESSARY - Please think about the PC, laptop or netbook that your child mostly uses to go online at home.**

Base : Parents whose child uses a PC, laptop or netbook to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1405	371	493	541	712	693	188	183	247	246	277	264	289	372	305	439	661	744	1405	
Effective Weighted Sample	1078	309	381	427	551	527	159	150	195	187	217	210	231	290	232	330	521	560	1078	
Total	820	157	316	347	418	401	81	76	162	154	175	171	182	234	178	226	416	404	820	
Parental controls provided by your internet service provider/ ISP - e.g. provided by Talk Talk, BT, Sky, Virgin etc.	207 25%	37 23%	94 30% c	77 22%	100 24%	107 27%	15 18%	22 29% f	45 28% f	49 32% fjk	40 23%	37 21%	53 29% q	64 28%	39 22%	51 23%	117 28% q	90 22%	207 25%	
Parental controls built into the computer's operating system - e.g. Windows, Mac.	129 16%	25 16%	55 17%	49 14%	70 17%	59 15%	11 14%	14 18% k	28 17%	26 17%	31 17% k	18 11%	29 16%	41 18%	25 14%	33 15%	71 17%	58 14%	129 16%	
Parental controls that someone in your household has bought (e.g. Net Nanny) or downloaded via an app onto the computer	57 7%	11 7%	22 7%	24 7%	25 6%	32 8%	4 5%	7 10%	10 6%	12 8%	11 6%	13 7%	13 7%	18 8%	11 6%	14 6%	31 8%	25 6%	57 7%	
Parental controls are working on the computer, but not sure which type of controls	50 6%	14 9% b	16 5%	20 6%	24 6%	25 6%	7 9%	7 9%	9 6%	7 4%	8 5%	11 7%	16 9%	11 5%	9 5%	14 6%	26 6%	23 6%	50 6%	
ANY PARENTAL CONTROLS	377 46%	76 49% c	160 51% c	140 40%	188 45%	189 47%	34 42%	42 55% fjk	79 48% k	82 53% jk	75 43%	65 38%	95 52% nq	112 48%	71 40%	99 44%	206 50% nq	170 42%	377 46%	

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 74**

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

**QP32 Just to check, do you have any of these types of 'parental controls' loaded or put into place and working on the PC/ laptop/ netbook that your child uses at home, to prevent them viewing certain types of websites? Just read out any you have. IF NECESSARY - Please think about the PC, laptop or netbook that your child mostly uses to go online at home.**

Base : Parents whose child uses a PC, laptop or netbook to go online at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1405	371	493	541	712	693	188	183	247	246	277	264	289	372	305	439	661	744	1405
Effective Weighted Sample	1078	309	381	427	551	527	159	150	195	187	217	210	231	290	232	330	521	560	1078
Total	820	157	316	347	418	401	81	76	162	154	175	171	182	234	178	226	416	404	820
No parental controls	364	68	122	174	189	175	40	28	65	57	84	90	74	104	86	100	178	186	364
	44%	43%	39%	50%	45%	44%	49%	36%	40%	37%	48%	53%	41%	44%	48%	44%	43%	46%	44%
				b			gi			gi	ghi								
Don't know if there are parental controls	79	13	34	33	42	37	7	6	19	15	17	16	13	18	21	26	32	48	79
	10%	8%	11%	9%	10%	9%	8%	8%	11%	10%	10%	9%	7%	8%	12%	12%	8%	12%	10%
																p			p

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 74**

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

**QP32 Just to check, do you have any of these types of 'parental controls' loaded or put into place and working on the PC/ laptop/ netbook that your child uses at home, to prevent them viewing certain types of websites? Just read out any you have. IF NECESSARY - Please think about the PC, laptop or netbook that your child mostly uses to go online at home.**

Base : Parents whose child uses a PC, laptop or netbook to go online at home

	NATION							ALL g
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f	
Significance Level: 95%								
Unweighted total	1405	923	176	147	159	1158	247	1405
Effective Weighted Sample	1078	837	151	128	143	907	178	1078
Total	820	693	76	33	17	709	111	820
Parental controls provided by your internet service provider/ ISP - e.g. provided by Talk Talk, BT, Sky, Virgin etc.	207 25%	174 25%	20 26%	10 29%	4 21%	176 25%	31 28%	207 25%
Parental controls built into the computer's operating system - e.g. Windows, Mac.	129 16%	115 17% b	4 6%	6 18% b	4 22% beg	111 16% b	18 16% b	129 16% b
Parental controls that someone in your household has bought (e.g. Net Nanny) or downloaded via an app onto the computer	57 7%	46 7%	6 8%	3 10%	1 5%	51 7%	6 5%	57 7%
Parental controls are working on the computer, but not sure which type of controls	50 6%	43 6%	3 4%	2 7%	1 6%	47 7%	3 3%	50 6%
ANY PARENTAL CONTROLS	377 46%	321 46%	31 41%	17 52%	8 46%	330 47%	47 42%	377 46%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 74**

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

**QP32 Just to check, do you have any of these types of 'parental controls' loaded or put into place and working on the PC/ laptop/ netbook that your child uses at home, to prevent them viewing certain types of websites? Just read out any you have. IF NECESSARY - Please think about the PC, laptop or netbook that your child mostly uses to go online at home.**

Base : Parents whose child uses a PC, laptop or netbook to go online at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1405	923	176	147	159	1158	247	1405
Effective Weighted Sample	1078	837	151	128	143	907	178	1078
Total	820	693	76	33	17	709	111	820
No parental controls	364	309	36	13	6	314	49	364
	44%	45%	48%	40%	33%	44%	44%	44%
		d	d			d	d	d
Don't know if there are parental controls	79	64	9	3	4	65	15	79
	10%	9%	12%	8%	21%	9%	13%	10%
					abceg			

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 75**

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

**QP33 When did these parental controls get loaded or put into place? IF NECESSARY - Please think about the parental controls that were first put in place on the PC, laptop or netbook that your child mostly uses to go online at home.**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	~k	l	m	n	o	p	q	r
Unweighted total	650	186	248	216	316	334	84	102	115	133	117	99	158	175	126	191	333	317	650
Effective Weighted Sample	491	151	194	167	242	249	68	82	93	101	91	76	120	135	93	144	255	237	491
Total	377	76	160	140	188	189	34	42	79	82	75	65	95	112	71	99	206	170	377
Within the last six months	50	13	16	21	25	26	**	9	9	7	12	**	17	16	8	9	33	17	50
	13%	17%	10%	15%	13%	14%	**	22%	11%	8%	15%	**	18%	14%	11%	9%	16%	10%	13%
		b						i					oq						
Within the last year	80	18	42	20	38	42	**	11	22	20	10	**	24	22	12	22	46	34	80
	21%	24%	26%	14%	20%	22%	**	26%	28%	24%	13%	**	25%	20%	17%	22%	22%	20%	21%
		c	c					j	j	j									
Within the last 2 years	82	17	37	28	41	41	**	8	17	20	16	**	16	25	19	22	41	41	82
	22%	22%	23%	20%	22%	22%	**	20%	22%	25%	22%	**	16%	23%	26%	22%	20%	24%	22%
Within the last 3 years	41	8	20	13	22	19	**	4	12	8	7	**	4	12	10	15	16	25	41
	11%	10%	12%	9%	12%	10%	**	11%	15%	10%	9%	**	4%	11%	15%	15%	8%	15%	11%
															l	lp		lp	l
Longer ago than the last 3 years	95	17	32	46	48	48	**	7	15	17	22	**	28	29	16	22	57	39	95
	25%	22%	20%	33%	25%	25%	**	17%	19%	21%	30%	**	30%	26%	23%	22%	27%	23%	25%
				ab							g								
Don't know	28	4	14	11	14	15	**	2	4	10	8	**	7	7	6	9	14	14	28
	8%	5%	9%	8%	7%	8%	**	4%	5%	12%	11%	**	7%	6%	8%	9%	7%	8%	8%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 75**

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

**QP33 When did these parental controls get loaded or put into place? IF NECESSARY - Please think about the parental controls that were first put in place on the PC, laptop or netbook that your child mostly uses to go online at home.**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	650	423	76	79	72	542	108	650
Effective Weighted Sample	491	383	63	70	64	418	77	491
Total	377	321	31	17	8	330	47	377
Within the last six months	50 13%	46 14%	**	**	**	44 13%	7 14%	50 13%
Within the last year	80 21%	72 22%	**	**	**	72 22%	8 18%	80 21%
Within the last 2 years	82 22%	65 20%	**	**	**	73 22%	9 19%	82 22%
Within the last 3 years	41 11%	34 11%	**	**	**	35 11%	6 13%	41 11%
Longer ago than the last 3 years	95 25%	80 25%	**	**	**	82 25%	14 29%	95 25%
Don't know	28 8%	24 7%	**	**	**	25 8%	3 7%	28 8%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 76**

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

**QP34 Please look at the reasons shown on this card. Which one of these describes why the parental controls were put in place?**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	~k	l	m	n	o	p	q	r
Unweighted total	650	186	248	216	316	334	84	102	115	133	117	99	158	175	126	191	333	317	650
Effective Weighted Sample	491	151	194	167	242	249	68	82	93	101	91	76	120	135	93	144	255	237	491
Total	377	76	160	140	188	189	34	42	79	82	75	65	95	112	71	99	206	170	377
The controls came already installed/ loaded	172	27	83	61	90	82	**	14	42	41	35	**	37	46	35	53	84	88	172
	46%	35%	52%	44%	48%	43%	**	34%	53%	51%	47%	**	40%	41%	49%	53%	41%	52%	46%
			a						g	g						Imp		lp	
The controls were installed/ loaded as a result of someone in the household seeing something inappropriate online	30	7	11	12	14	16	**	3	5	6	4	**	6	14	3	8	19	11	30
	8%	9%	7%	9%	7%	9%	**	7%	7%	7%	6%	**	6%	12%	4%	8%	9%	6%	8%
														nq					
The controls were installed/ loaded as a precaution/ just in case	162	40	61	62	78	84	**	22	29	32	32	**	50	47	30	35	97	65	162
	43%	52%	38%	44%	41%	45%	**	53%	37%	40%	42%	**	53%	43%	42%	36%	47%	38%	43%
		b						h					oq				oq		
Don't know	13	3	5	5	6	6	**	3	3	2	4	**	1	4	3	4	6	7	13
	3%	4%	3%	4%	3%	3%	**	6%	3%	3%	5%	**	2%	4%	5%	4%	3%	4%	3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 76**

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

**QP34 Please look at the reasons shown on this card. Which one of these describes why the parental controls were put in place?**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	NATION					URBAN	RURAL	ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	N			
Significance Level: 95%		a	~b	~c	~d	e	f	g	
Unweighted total	650	423	76	79	72	542	108	650	
Effective Weighted Sample	491	383	63	70	64	418	77	491	
Total	377	321	31	17	8	330	47	377	
The controls came already installed/ loaded	172	144	**	**	**	148	23	172	
	46%	45%	**	**	**	45%	49%	46%	
The controls were installed/ loaded as a result of someone in the household seeing something inappropriate online	30	25	**	**	**	26	4	30	
	8%	8%	**	**	**	8%	8%	8%	
The controls were installed/ loaded as a precaution/ just in case	162	142	**	**	**	146	16	162	
	43%	44%	**	**	**	44%	35%	43%	
Don't know	13	10	**	**	**	9	3	13	
	3%	3%	**	**	**	3%	7%	3%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP35 How did you become aware that parental controls could be loaded onto the PC, laptop or netbook your child uses?**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home where the controls did not come already installed/ loaded

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	r
Unweighted total	328	107	114	107	152	176	48	59	51	63	53	54	90	95	56	87	185	143	328
Effective Weighted Sample	251	89	87	86	119	132	41	48	40	47	43	43	71	74	43	65	145	108	251
Total	192	47	72	74	92	101	22	25	34	38	36	38	56	61	33	43	117	76	192
Heard about it from a friend/ relative	77 40%	22 47%	24 33%	31 42%	36 40%	41 40%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	45 38%	32 42%	77 40%
Information from internet service provider/ ISP	52 27%	11 24%	23 32%	17 24%	27 30%	24 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 22%	26 34%	52 27%
Read or heard about it from TV/ newspaper/ radio/ magazine	16 8%	6 14%	5 7%	4 6%	8 9%	7 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 9%	6 8%	16 8%
Saw in store	9 5%	4 9%	2 3%	3 3%	2 2%	7 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 5%	4 5%	9 5%
Heard about it from child's school	8 4%	3 6%	* 1%	5 7%	3 3%	5 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 4%	4 5%	8 4%
Work in this area/ work in the IT sector/ through my job	5 3%	1 2%	2 3%	2 2%	1 1%	4 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 4%	* 1%	5 3%
Information from government/ local authority	3 2%	2 5%	- -%	1 1%	3 3%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	2 2%	3 2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP35 How did you become aware that parental controls could be loaded onto the PC, laptop or netbook your child uses?**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home where the controls did not come already installed/ loaded

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	r
Unweighted total	328	107	114	107	152	176	48	59	51	63	53	54	90	95	56	87	185	143	328
Effective Weighted Sample	251	89	87	86	119	132	41	48	40	47	43	43	71	74	43	65	145	108	251
Total	192	47	72	74	92	101	22	25	34	38	36	38	56	61	33	43	117	76	192
Heard about it from child	1	*	1	-	1	-	**	**	**	**	**	**	**	**	**	**	1	*	1
	1%	1%	-%	1%	-%	**	**	**	**	**	**	**	**	**	**	**	1%	1%	1%
Other	14	4	4	6	8	7	**	**	**	**	**	**	**	**	**	**	8	6	14
	7%	8%	5%	9%	8%	6%	**	**	**	**	**	**	**	**	**	**	7%	8%	7%
Can't remember	34	3	15	16	17	18	**	**	**	**	**	**	**	**	**	**	26	8	34
	18%	7%	21%	22%	18%	17%	**	**	**	**	**	**	**	**	**	**	22%	11%	18%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP35 How did you become aware that parental controls could be loaded onto the PC, laptop or netbook your child uses?**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home where the controls did not come already installed/ loaded

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	328	222	41	32	33	282	46	328
Effective Weighted Sample	251	201	35	29	28	218	37	251
Total	192	166	16	7	3	172	20	192
Heard about it from a friend/ relative	77 40%	62 37%	**	**	**	71 41%	**	77 40%
Information from internet service provider/ ISP	52 27%	47 28%	**	**	**	44 25%	**	52 27%
Read or heard about it from TV/ newspaper/ radio/ magazine	16 8%	14 9%	**	**	**	13 8%	**	16 8%
Saw in store	9 5%	8 5%	**	**	**	8 5%	**	9 5%
Heard about it from child's school	8 4%	7 4%	**	**	**	8 5%	**	8 4%
Work in this area/ work in the IT sector/ through my job	5 3%	5 3%	**	**	**	5 3%	**	5 3%
Information from government/ local authority	3 2%	3 2%	**	**	**	3 2%	**	3 2%
Heard about it from child	1 *%	1 1%	**	**	**	- -%	**	1 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP35 How did you become aware that parental controls could be loaded onto the PC, laptop or netbook your child uses?**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home where the controls did not come already installed/ loaded

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	328	222	41	32	33	282	46	328
Effective Weighted Sample	251	201	35	29	28	218	37	251
Total	192	166	16	7	3	172	20	192
Other	14	12	**	**	**	12	**	14
	7%	7%	**	**	**	7%	**	7%
Can't remember	34	32	**	**	**	30	**	34
	18%	19%	**	**	**	17%	**	18%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 78**

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

**QP36A AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS IN PLACE - I am confident that the parental controls that we have in place are effective**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	~k	l	m	n	o	p	q	r
Unweighted total	650	186	248	216	316	334	84	102	115	133	117	99	158	175	126	191	333	317	650
Effective Weighted Sample	491	151	194	167	242	249	68	82	93	101	91	76	120	135	93	144	255	237	491
Total	377	76	160	140	188	189	34	42	79	82	75	65	95	112	71	99	206	170	377
Strongly disagree	11 3%	2 3%	7 4%	2 1%	6 3%	5 3%	** **	2 4%	4 5%	3 4%	1 1%	** **	3 3%	2 2%	2 3%	4 4%	5 2%	6 3%	11 3%
Slightly disagree	15 4%	5 7%	4 2%	6 5%	8 4%	7 4%	** **	3 7%	3 4%	1 1%	3 4%	** **	3 3%	5 4%	1 2%	6 6%	8 4%	8 4%	15 4%
TOTAL DISAGREE	26 7%	7 10%	11 7%	8 6%	14 7%	12 6%	** **	5 11%	7 9%	3 4%	4 5%	** **	6 6%	7 6%	3 5%	10 10%	13 6%	13 8%	26 7%
Neither agree nor disagree	13 3%	3 4%	5 3%	5 3%	9 5%	4 2%	** **	2 4%	4 5%	2 2%	4 5%	** **	4 4%	4 3%	4 5%	2 2%	8 4%	5 3%	13 3%
Slightly agree	90 24%	11 15%	38 24%	41 29%	49 26%	41 22%	** **	7 17%	21 27%	17 21%	23 31%	** **	28 29%	30 27%	19 27%	14 14%	57 28%	33 19%	90 24%
Strongly agree	245 65%	55 72%	105 66%	85 61%	116 62%	130 69%	** **	28 68%	46 59%	59 73%	43 57%	** **	57 60%	71 64%	44 63%	73 74%	128 62%	118 69%	245 65%
TOTAL AGREE	336 89%	66 87%	144 90%	126 90%	164 88%	171 91%	** **	36 85%	68 86%	76 93%	66 89%	** **	85 89%	101 90%	63 89%	87 88%	185 90%	150 88%	336 89%
Don't know	2 *%	* *%	1 *%	1 1%	1 *%	1 1%	** **	- -%	- -%	1 1%	1 1%	** **	- -%	1 1%	1 1%	1 1%	1 *%	1 1%	2 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	15 4%	3 4%	6 4%	6 4%	9 5%	5 3%	** **	2 4%	4 5%	2 3%	4 6%	** **	4 4%	4 4%	4 6%	2 2%	8 4%	7 4%	15 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 78**

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

**QP36A AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS IN PLACE - I am confident that the parental controls that we have in place are effective**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	650	423	76	79	72	542	108	650
Effective Weighted Sample	491	383	63	70	64	418	77	491
Total	377	321	31	17	8	330	47	377
Strongly disagree	11 3%	8 3%	**	**	**	9 3%	1 3%	11 3%
Slightly disagree	15 4%	14 5%	**	**	**	13 4%	3 6%	15 4%
TOTAL DISAGREE	26 7%	23 7%	**	**	**	22 7%	4 9%	26 7%
Neither agree nor disagree	13 3%	11 3%	**	**	**	11 3%	2 4%	13 3%
Slightly agree	90 24%	78 24%	**	**	**	75 23%	16 33%	90 24%
Strongly agree	245 65%	207 65%	**	**	**	221 67%	25 52%	245 65%
TOTAL AGREE	336 89%	285 89%	**	**	**	296 90%	40 86%	336 89%
Don't know	2 *%	2 1%	**	**	**	1 *%	1 1%	2 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	15 4%	13 4%	**	**	**	12 4%	3 6%	15 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 79**

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

**QP36B AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS IN PLACE - I feel that my child is safer as a result**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	~k	l	m	n	o	p	q	r
Unweighted total	650	186	248	216	316	334	84	102	115	133	117	99	158	175	126	191	333	317	650
Effective Weighted Sample	491	151	194	167	242	249	68	82	93	101	91	76	120	135	93	144	255	237	491
Total	377	76	160	140	188	189	34	42	79	82	75	65	95	112	71	99	206	170	377
Strongly disagree	14 4%	4 5%	7 4%	3 2%	7 4%	7 4%	** **	3 7%	5 6%	2 3%	1 2%	** **	3 4%	2 2%	2 3%	6 6%	6 3%	8 5%	14 4%
Slightly disagree	10 3%	1 2%	5 3%	4 3%	6 3%	4 2%	** **	1 3%	4 5%	1 1%	1 2%	** **	3 3%	4 3%	1 2%	2 2%	7 3%	4 2%	10 3%
TOTAL DISAGREE	24 6%	5 7%	12 8%	7 5%	13 7%	11 6%	** **	4 9%	9 11%	3 4%	3 4%	** **	6 7%	6 5%	3 4%	8 8%	12 6%	12 7%	24 6%
Neither agree nor disagree	23 6%	4 5%	11 7%	8 6%	15 8%	8 4%	** **	1 2%	7 8%	4 5%	6 8%	** **	8 9%	7 7%	4 5%	3 3%	16 8%	7 4%	23 6%
Slightly agree	81 22%	14 19%	26 17%	41 29% ab	45 24%	37 19%	** **	8 20%	16 20%	11 13%	23 31% i	** **	25 26%	23 20%	16 23%	17 18%	48 23%	34 20%	81 22%
Strongly agree	247 65%	53 70%	110 69%	83 59%	114 61%	133 70% d	** **	29 69%	47 60%	63 77% hj	43 57%	** **	55 58%	75 67%	47 67%	70 70% l	129 63%	117 69% l	247 65%
TOTAL AGREE	328 87%	67 88%	137 85%	124 88%	159 85%	169 90%	** **	37 89%	63 80%	74 91% h	66 88%	** **	79 84%	98 87%	64 90%	88 88%	177 86%	151 89%	328 87%
Don't know	2 *% **	* *% **	1 *% **	1 1% **	1 1% **	1 *% **	** **	- -% **	1 1% **	- -% **	1 1% **	** **	1 1% **	1 1% **	1 1% **	* *% **	1 1% **	1 *% **	2 *% **
TOTAL NEITHER/ NOR OR DON'T KNOW	25 7%	4 5%	11 7%	10 7%	16 9% e	8 4%	** **	1 2%	7 9% g	4 5%	6 8%	** **	9 9% o	8 7%	4 6%	4 4%	17 8%	8 5%	25 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 79**

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

**QP36B AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS IN PLACE - I feel that my child is safer as a result**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	650	423	76	79	72	542	108	650
Effective Weighted Sample	491	383	63	70	64	418	77	491
Total	377	321	31	17	8	330	47	377
Strongly disagree	14 4%	11 4%	** **	** **	** **	11 3%	2 5%	14 4%
Slightly disagree	10 3%	9 3%	** **	** **	** **	9 3%	1 3%	10 3%
TOTAL DISAGREE	24 6%	21 6%	** **	** **	** **	20 6%	4 8%	24 6%
Neither agree nor disagree	23 6%	20 6%	** **	** **	** **	21 6%	2 5%	23 6%
Slightly agree	81 22%	71 22%	** **	** **	** **	72 22%	9 20%	81 22%
Strongly agree	247 65%	207 65%	** **	** **	** **	217 66%	30 64%	247 65%
TOTAL AGREE	328 87%	279 87%	** **	** **	** **	289 88%	39 84%	328 87%
Don't know	2 *%	2 1%	** **	** **	** **	- -%	2 4%	2 *%
							aeg	
TOTAL NEITHER/ NOR OR DON'T KNOW	25 7%	21 7%	** **	** **	** **	21 6%	4 8%	25 7%

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 80**

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

**QP36C AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS IN PLACE - The parental controls get in the way of what I or other family members want to access online**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	~k	l	m	n	o	p	q	r
Unweighted total	650	186	248	216	316	334	84	102	115	133	117	99	158	175	126	191	333	317	650
Effective Weighted Sample	491	151	194	167	242	249	68	82	93	101	91	76	120	135	93	144	255	237	491
Total	377	76	160	140	188	189	34	42	79	82	75	65	95	112	71	99	206	170	377
Strongly disagree	163 43%	38 50%	72 45%	52 37%	71 38%	91 48%	** **	23 54%	30 39%	42 51%	26 34%	** **	40 42%	43 38%	34 49%	46 46%	82 40%	80 47%	163 43%
Slightly disagree	93 25%	17 22%	32 20%	44 32%	55 30%	37 20%	** **	8 20%	21 27%	11 13%	26 35%	** **	29 30%	25 23%	14 20%	25 25%	54 26%	39 23%	93 25%
TOTAL DISAGREE	255 68%	55 72%	104 65%	96 69%	127 68%	128 68%	** **	31 74%	51 65%	52 64%	51 69%	** **	68 72%	68 61%	49 69%	70 71%	136 66%	119 70%	255 68%
Neither agree nor disagree	35 9%	5 6%	18 11%	12 9%	23 12%	12 6%	** **	1 3%	13 17%	4 5%	6 8%	** **	11 11%	12 11%	6 8%	6 6%	23 11%	12 7%	35 9%
Slightly agree	37 10%	6 9%	16 10%	14 10%	17 9%	20 11%	** **	4 10%	5 7%	11 13%	9 12%	** **	7 8%	15 13%	6 9%	8 9%	22 11%	15 9%	37 10%
Strongly agree	49 13%	9 12%	23 14%	17 12%	21 11%	28 15%	** **	5 12%	9 11%	14 17%	8 11%	** **	8 9%	16 14%	10 14%	14 14%	24 12%	24 14%	49 13%
TOTAL AGREE	85 23%	16 21%	39 24%	31 22%	38 20%	48 25%	** **	9 22%	14 18%	25 31%	17 23%	** **	16 16%	31 27%	16 23%	23 23%	46 22%	39 23%	85 23%
Don't know	1 *%	1 1%	- -%	1 *%	* *%	1 1%	** **	1 1%	- -%	- -%	- -%	** **	- -%	1 1%	- -%	1 1%	1 *%	1 *%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	36 10%	6 7%	18 11%	13 9%	23 12%	13 7%	** **	2 4%	13 17%	4 5%	6 8%	** **	11 11%	13 12%	6 8%	6 6%	24 12%	12 7%	36 10%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 80**

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

**QP36C AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS IN PLACE - The parental controls get in the way of what I or other family members want to access online**

Base : Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	650	423	76	79	72	542	108	650
Effective Weighted Sample	491	383	63	70	64	418	77	491
Total	377	321	31	17	8	330	47	377
Strongly disagree	163 43%	136 42%	**	**	**	148 45% f	15 32%	163 43%
Slightly disagree	93 25%	80 25%	**	**	**	77 23%	15 33%	93 25%
TOTAL DISAGREE	255 68%	216 67%	**	**	**	225 68%	30 65%	255 68%
Neither agree nor disagree	35 9%	30 9%	**	**	**	31 9%	4 9%	35 9%
Slightly agree	37 10%	31 10%	**	**	**	34 10%	2 5%	37 10%
Strongly agree	49 13%	42 13%	**	**	**	39 12%	9 20%	49 13%
TOTAL AGREE	85 23%	73 23%	**	**	**	73 22%	12 25%	85 23%
Don't know	1 *%	1 *%	**	**	**	1 *%	1 1%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	36 10%	31 10%	**	**	**	31 10%	5 10%	36 10%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP37 And can you tell me why that is?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	607	155	186	266	316	291	88	67	99	87	129	137	113	160	139	195	273	334	607
Effective Weighted Sample	479	132	146	217	251	228	77	55	79	67	104	114	95	129	110	148	224	256	479
Total	364	68	122	174	189	175	40	28	65	57	84	90	74	104	86	100	178	186	364
Trust my child to be sensible/ responsible	160	5	39	116	77	83	**	**	**	**	50	67	33	52	35	41	85	76	160
	44%	7%	32%	67%	41%	47%	**	**	**	**	59%	74%	44%	50%	40%	41%	48%	41%	44%
			a	ab							j								
Child is always supervised/ always an adult present	159	42	77	39	88	70	**	**	**	**	23	16	33	41	39	45	74	85	159
	44%	63%	63%	23%	47%	40%	**	**	**	**	27%	18%	45%	39%	46%	45%	42%	45%	44%
		c	c																
Child is too young for this to be a problem	31	19	12	-	14	17	**	**	**	**	-	-	10	9	5	8	18	13	31
	8%	28%	10%	-%	7%	10%	**	**	**	**	-%	-%	13%	8%	6%	8%	10%	7%	8%
		bc	c																
Child too young to surf/ look around the web	27	21	4	2	13	14	**	**	**	**	1	1	7	6	8	6	13	14	27
	7%	31%	3%	1%	7%	8%	**	**	**	**	1%	1%	9%	5%	9%	6%	7%	8%	7%
		bc																	
Child too old for setting these controls	26	-	1	25	12	14	**	**	**	**	11	14	8	3	5	10	11	15	26
	7%	-%	1%	14%	6%	8%	**	**	**	**	13%	15%	11%	3%	6%	10%	6%	8%	7%
				ab									m			m		m	
Child learns how to be safe on the internet at school	20	2	3	15	8	12	**	**	**	**	6	9	4	6	3	6	10	10	20
	5%	3%	3%	8%	4%	7%	**	**	**	**	7%	10%	6%	6%	4%	6%	6%	5%	5%
				b															
Don't know how to do this	19	2	9	8	12	7	**	**	**	**	7	2	3	5	4	7	8	11	19
	5%	2%	7%	5%	6%	4%	**	**	**	**	8%	2%	4%	5%	4%	7%	5%	6%	5%
										k									

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP37 And can you tell me why that is?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	607	155	186	266	316	291	88	67	99	87	129	137	113	160	139	195	273	334	607
Effective Weighted Sample	479	132	146	217	251	228	77	55	79	67	104	114	95	129	110	148	224	256	479
Total	364	68	122	174	189	175	40	28	65	57	84	90	74	104	86	100	178	186	364
Didn't know this was possible	19	4	6	8	11	7	**	**	**	**	3	6	2	5	6	5	7	12	19
	5%	6%	5%	5%	6%	4%	**	**	**	**	3%	6%	3%	5%	7%	5%	4%	6%	5%
Wouldn't work/ they'd find a way around any controls	10	-	1	9	6	4	**	**	**	**	5	4	2	4	*	3	6	3	10
	3%	-%	1%	5%	3%	2%	**	**	**	**	6%	4%	3%	4%	*%	3%	4%	2%	3%
				ab										n					
TOTAL DIDN'T KNOW POSSIBLE/ DONT KNOW HOW	36	5	15	17	23	14	**	**	**	**	9	7	5	9	10	12	15	22	36
	10%	7%	12%	10%	12%	8%	**	**	**	**	11%	8%	7%	9%	11%	12%	8%	12%	10%
Other	24	4	10	9	13	12	**	**	**	**	5	4	5	3	5	11	8	16	24
	7%	6%	8%	5%	7%	7%	**	**	**	**	6%	5%	7%	3%	6%	11%	4%	9%	7%
																mp		m	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP37 And can you tell me why that is?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	607	414	82	55	56	508	99	607
Effective Weighted Sample	479	376	71	47	51	405	76	479
Total	364	309	36	13	6	314	49	364
Trust my child to be sensible/ responsible	160 44%	133 43%	** **	** **	** **	140 44%	** **	160 44%
Child is always supervised/ always an adult present	159 44%	138 45%	** **	** **	** **	138 44%	** **	159 44%
Child is too young for this to be a problem	31 8%	27 9%	** **	** **	** **	28 9%	** **	31 8%
Child too young to surf/ look around the web	27 7%	23 7%	** **	** **	** **	24 8%	** **	27 7%
Child too old for setting these controls	26 7%	23 7%	** **	** **	** **	23 7%	** **	26 7%
Child learns how to be safe on the internet at school	20 5%	17 5%	** **	** **	** **	16 5%	** **	20 5%
Don't know how to do this	19 5%	16 5%	** **	** **	** **	13 4%	** **	19 5%
Didn't know this was possible	19 5%	16 5%	** **	** **	** **	16 5%	** **	19 5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP37 And can you tell me why that is?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	607	414	82	55	56	508	99	607
Effective Weighted Sample	479	376	71	47	51	405	76	479
Total	364	309	36	13	6	314	49	364
Wouldn't work/ they'd find a way around any controls	10	7	**	**	**	8	**	10
	3%	2%	**	**	**	2%	**	3%
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	36	31	**	**	**	28	**	36
	10%	10%	**	**	**	9%	**	10%
Other	24	21	**	**	**	22	**	24
	7%	7%	**	**	**	7%	**	7%

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 82**

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

**QP38 Here are some reasons given by other parents and carers, which may or may not include the reasons you just mentioned. Which of these are reasons why you don't have parental controls in place?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	607	155	186	266	316	291	88	67	99	87	129	137	113	160	139	195	273	334	607
Effective Weighted Sample	479	132	146	217	251	228	77	55	79	67	104	114	95	129	110	148	224	256	479
Total	364	68	122	174	189	175	40	28	65	57	84	90	74	104	86	100	178	186	364
Happy to trust my child	175	13	43	119	90	85	**	**	**	**	56	64	35	57	45	38	92	83	175
	48%	19%	35%	69%	48%	49%	**	**	**	**	66%	71%	47%	55%	53%	38%	52%	45%	48%
			a	ab										o	o		o		o
Child is always supervised	141	46	67	28	80	60	**	**	**	**	15	13	31	34	38	38	65	76	141
	39%	68%	55%	16%	43%	35%	**	**	**	**	18%	14%	42%	32%	44%	38%	36%	41%	39%
		bc	c																
Child learns how to be safe on the internet at school	51	5	17	29	23	27	**	**	**	**	11	18	10	15	10	15	25	26	51
	14%	7%	14%	17%	12%	16%	**	**	**	**	13%	20%	13%	15%	12%	15%	14%	14%	14%
				a															
As far as I'm aware my child hasn't seen/ come across anything of concern online	43	7	14	22	24	20	**	**	**	**	13	9	14	13	4	12	28	16	43
	12%	11%	11%	13%	13%	11%	**	**	**	**	16%	10%	19%	13%	5%	12%	16%	8%	12%
													nq	n			nq		n
Child is too young for parental controls	31	24	7	-	13	18	**	**	**	**	-	-	11	8	6	6	19	11	31
	8%	36%	6%	-%	7%	10%	**	**	**	**	-%	-%	15%	8%	7%	6%	11%	6%	8%
		bc	c										oq						
Child is too old for parental controls	31	*	2	28	15	15	**	**	**	**	13	15	10	5	4	12	14	16	31
	8%	1%	2%	16%	8%	9%	**	**	**	**	15%	17%	13%	5%	5%	12%	8%	9%	8%
				ab									mn			mn			

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 82**

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

**QP38 Here are some reasons given by other parents and carers, which may or may not include the reasons you just mentioned. Which of these are reasons why you don't have parental controls in place?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	607	155	186	266	316	291	88	67	99	87	129	137	113	160	139	195	273	334	607
Effective Weighted Sample	479	132	146	217	251	228	77	55	79	67	104	114	95	129	110	148	224	256	479
Total	364	68	122	174	189	175	40	28	65	57	84	90	74	104	86	100	178	186	364
Didn't know this was possible/ wasn't aware there were parental controls	22 6%	4 6%	6 5%	11 6%	13 7%	9 5%	** **	** **	** **	** **	6 8%	5 5%	4 5%	4 4%	5 6%	8 8%	8 5%	14 7%	22 6%
My child would find a way around the controls	22 6%	1 1%	2 2%	19 11% ab	11 6%	11 6%	** **	** **	** **	** **	10 12%	9 10%	4 6%	7 7%	4 5%	6 6%	12 6%	10 6%	22 6%
I haven't got around to it yet	19 5%	4 6%	9 7%	5 3%	10 6%	8 5%	** **	** **	** **	** **	4 4%	2 2%	6 8% m	2 2%	3 3%	8 8% m	7 4%	11 6%	19 5%
Setting controls would prevent other family members accessing what they want	14 4%	2 3%	6 5%	6 3%	9 5%	4 3%	** **	** **	** **	** **	5 6% k	1 1%	4 6% n	3 3%	1 1%	6 6% n	7 4%	6 3%	14 4%
Used to have them but now stopped using them	12 3%	* *% a	5 4% a	7 4% a	3 2%	9 5%	** **	** **	** **	** **	1 1%	6 7% j	* 1%	3 3%	3 4%	5 5%	4 2%	8 4%	12 3%
Have heard they block too much	5 1%	- -%	2 2%	3 2%	1 1%	4 2%	** **	** **	** **	** **	1 1%	2 2%	- -%	2 2%	- -%	2 2%	2 1%	2 1%	5 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 82**

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

**QP38 Here are some reasons given by other parents and carers, which may or may not include the reasons you just mentioned. Which of these are reasons why you don't have parental controls in place?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Unweighted total	607	155	186	266	316	291	88	67	99	87	129	137	113	160	139	195	273	334	607
Effective Weighted Sample	479	132	146	217	251	228	77	55	79	67	104	114	95	129	110	148	224	256	479
Total	364	68	122	174	189	175	40	28	65	57	84	90	74	104	86	100	178	186	364
Have heard they don't block enough	1	-	1	-	-	1	**	**	**	**	-	-	-	-	1	-	-	1	1
	*%	-%	1%	-%	-%	1%	**	**	**	**	-%	-%	-%	-%	1%	-%	-%	1%	*%
Other	11	3	3	5	6	5	**	**	**	**	3	2	2	2	4	3	4	7	11
	3%	5%	2%	3%	3%	3%	**	**	**	**	4%	2%	2%	2%	5%	3%	2%	4%	3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 82**

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

**QP38 Here are some reasons given by other parents and carers, which may or may not include the reasons you just mentioned. Which of these are reasons why you don't have parental controls in place?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	607	414	82	55	56	508	99	607
Effective Weighted Sample	479	376	71	47	51	405	76	479
Total	364	309	36	13	6	314	49	364
Happy to trust my child	175	145	**	**	**	151	**	175
	48%	47%	**	**	**	48%	**	48%
Child is always supervised	141	125	**	**	**	119	**	141
	39%	41%	**	**	**	38%	**	39%
Child learns how to be safe on the internet at school	51	45	**	**	**	38	**	51
	14%	15%	**	**	**	12%	**	14%
As far as I'm aware my child hasn't seen/ come across anything of concern online	43	38	**	**	**	35	**	43
	12%	12%	**	**	**	11%	**	12%
Child is too young for parental controls	31	25	**	**	**	28	**	31
	8%	8%	**	**	**	9%	**	8%
Child is too old for parental controls	31	28	**	**	**	27	**	31
	8%	9%	**	**	**	8%	**	8%
Didn't know this was possible/ wasn't aware there were parental controls	22	20	**	**	**	17	**	22
	6%	6%	**	**	**	5%	**	6%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 82**

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

**QP38 Here are some reasons given by other parents and carers, which may or may not include the reasons you just mentioned. Which of these are reasons why you don't have parental controls in place?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	607	414	82	55	56	508	99	607
Effective Weighted Sample	479	376	71	47	51	405	76	479
Total	364	309	36	13	6	314	49	364
My child would find a way around the controls	22 6%	18 6%	**	**	**	18 6%	**	22 6%
I haven't got around to it yet	19 5%	16 5%	**	**	**	16 5%	**	19 5%
Setting controls would prevent other family members accessing what they want	14 4%	10 3%	**	**	**	12 4%	**	14 4%
Used to have them but now stopped using them	12 3%	10 3%	**	**	**	11 4%	**	12 3%
Have heard they block too much	5 1%	3 1%	**	**	**	4 1%	**	5 1%
Have heard they don't block enough	1 *%	1 *%	**	**	**	1 *%	**	1 *%
Other	11 3%	9 3%	**	**	**	8 3%	**	11 3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 83**

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

**QP39 Here are some reasons given by others who have tried parental controls but then stopped. Which of these reasons apply to you? Just read out the number or numbers that apply.**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home, who used to have control but stopped using them

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL	
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE		
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	
Unweighted total	19	1	7	11	6	13	-	1	4	3	2	9	1	4	3	11	5	14	19	
Effective Weighted Sample	14	1	5	9	4	10	-	1	3	2	2	7	1	3	3	8	4	10	14	
Total	12	*	5	7	3	9	-	*	2	2	1	6	*	3	3	5	4	8	12	
Child is now older and don't think it's necessary	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**
Blocked too much content	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**
Controls were not flexible enough to change them when required	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**
Didn't block enough content	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 83**

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

**QP39 Here are some reasons given by others who have tried parental controls but then stopped. Which of these reasons apply to you? Just read out the number or numbers that apply.**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home, who used to have control but stopped using them

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g
Unweighted total	19	12	1	2	4	17	2	19
Effective Weighted Sample	14	11	1	2	4	13	1	14
Total	12	10	*	1	*	11	1	12
Child is now older and don't think it's necessary	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Blocked too much content	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Controls were not flexible enough to change them when required	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Didn't block enough content	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 84**

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

**QP40 Before today, were you aware that it is possible to have parental controls set on a PC or laptop?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Unweighted total	607	155	186	266	316	291	88	67	99	87	129	137	113	160	139	195	273	334	607
Effective Weighted Sample	479	132	146	217	251	228	77	55	79	67	104	114	95	129	110	148	224	256	479
Total	364	68	122	174	189	175	40	28	65	57	84	90	74	104	86	100	178	186	364
Yes	303	57	102	143	154	149	**	**	**	**	66	77	66	84	66	87	150	153	303
	83%	85%	84%	82%	81%	85%	**	**	**	**	79%	86%	89%	81%	77%	87%	84%	82%	83%
No	55	9	17	29	30	24	**	**	**	**	17	12	7	19	17	12	26	29	55
	15%	13%	14%	17%	16%	14%	**	**	**	**	20%	14%	9%	18%	20%	12%	15%	16%	15%
Don't know	6	2	3	2	5	2	**	**	**	**	1	1	1	1	3	2	2	4	6
	2%	3%	2%	1%	2%	1%	**	**	**	**	1%	1%	1%	1%	3%	2%	1%	2%	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 84**

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

**QP40 Before today, were you aware that it is possible to have parental controls set on a PC or laptop?**

Base : Those parents with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	607	414	82	55	56	508	99	607
Effective Weighted Sample	479	376	71	47	51	405	76	479
Total	364	309	36	13	6	314	49	364
Yes	303	255	**	**	**	263	**	303
	83%	83%	**	**	**	84%	**	83%
No	55	48	**	**	**	46	**	55
	15%	16%	**	**	**	15%	**	15%
Don't know	6	5	**	**	**	6	**	6
	2%	2%	**	**	**	2%	**	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP41 As far as you're aware, within the last 12 months have you received any information about parental controls from your internet service provider/ ISP?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Yes	117 14%	19 12%	49 16%	49 14%	55 13%	63 15%	10 12%	9 12%	23 14%	27 17%	22 13%	27 15%	20 11%	36 15%	23 12%	39 17%	56 13%	61 15%	117 14%
No	624 75%	125 78%	233 74%	266 75%	319 76%	305 75%	64 78%	60 79%	123 76%	110 71%	132 75%	134 76%	138 76%	172 73%	135 75%	179 78%	310 74%	314 76%	624 75%
Don't know	88 11%	16 10%	34 11%	38 11%	47 11%	41 10%	9 11%	7 9%	17 10%	17 11%	22 12%	17 9%	24 13%	28 12%	23 13%	13 6%	52 12%	37 9%	88 11%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP41 As far as you're aware, within the last 12 months have you received any information about parental controls from your internet service provider/ ISP?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Yes	117 14%	98 14%	10 13%	7 21%	2 12%	99 14%	19 17%	117 14%
No	624 75%	532 76%	55 72%	23 67%	14 79%	538 75%	86 77%	624 75%
Don't know	88 11%	71 10%	12 15%	4 12%	2 9%	81 11%	7 7%	88 11%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 86**

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

**QP42 Which, if any, of the following measures do you have in place?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Software installed on your PC/ laptop to protect against junk email/ spam or computer viruses	562 68%	109 68%	223 70%	230 65%	278 66%	284 70%	52 63%	56 74%	113 70%	110 71%	112 64%	118 67%	136 75%	168 71%	118 66%	140 60%	303 73%	258 63%	562 68%
								j					noqr	oq			noqr		oq
Use the 'History' function to see the websites that your child has visited	348 42%	63 40%	138 44%	146 41%	171 41%	177 43%	30 37%	33 43%	66 41%	72 47%	74 42%	71 40%	90 50%	99 42%	66 37%	91 39%	190 45%	158 38%	348 42%
													noqr				nq		
Software installed that limits the amount of time your child can spend on the internet	81 10%	15 9%	27 8%	40 11%	40 9%	42 10%	7 9%	7 9%	13 8%	13 9%	19 11%	21 12%	17 10%	26 11%	22 12%	16 7%	43 10%	38 9%	81 10%
															o				
ANY OF THESE	641 77%	124 78%	249 79%	268 76%	321 76%	320 78%	63 76%	61 79%	125 77%	124 81%	132 75%	135 76%	157 86%	187 79%	134 74%	163 71%	343 82%	298 72%	641 77%
													mnoqr	oq			noqr		oq
ALL OF THESE	39 5%	8 5%	11 3%	20 6%	19 4%	21 5%	4 4%	5 6%	4 2%	7 5%	12 7%	9 5%	11 6%	14 6%	7 4%	7 3%	25 6%	14 3%	39 5%
											h								
None of these	188 23%	36 22%	67 21%	86 24%	100 24%	88 22%	19 24%	16 21%	37 23%	30 19%	44 25%	42 24%	25 14%	49 21%	46 26%	68 29%	74 18%	114 28%	188 23%
													l	lp	lmpr		lmpr		lp

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 86**

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

**QP42 Which, if any, of the following measures do you have in place?**

Base : Parents whose child uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Software installed on your PC/ laptop to protect against junk email/ spam or computer viruses	562 68%	478 68% d	49 64%	24 70%	11 60%	490 68% d	71 64%	562 68%
Use the 'History' function to see the websites that your child has visited	348 42%	289 41%	33 44%	17 51% af	8 45%	304 42%	43 39%	348 42%
Software installed that limits the amount of time your child can spend on the internet	81 10%	71 10% d	6 8%	4 12% d	1 4%	68 10% d	13 12% d	81 10% d
ANY OF THESE	641 77%	539 77%	60 79%	27 81%	14 78%	556 77%	86 76%	641 77%
ALL OF THESE	39 5%	34 5%	4 5%	1 4%	* 2%	34 5%	5 5%	39 5%
None of these	188 23%	162 23%	16 21%	6 19%	4 22%	162 23%	26 24%	188 23%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 87**

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

**SUMMARY OF ONLINE SECURITY MEASURES**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Use of safe search settings	384	77	165	142	197	188	38	39	84	81	75	68	90	117	77	100	207	177	384
	46%	48%	52%	40%	47%	46%	46%	51%	52%	53%	42%	38%	49%	50%	43%	43%	50%	43%	46%
		c	c					k	k	jk							q		
Use the 'History' function to see the websites that your child has visited	348	63	138	146	171	177	30	33	66	72	74	71	90	99	66	91	190	158	348
	42%	40%	44%	41%	41%	43%	37%	43%	41%	47%	42%	40%	50%	42%	37%	39%	45%	38%	42%
													noqr				nq		
Software installed that limits the amount of time your child can spend on the internet	81	15	27	40	40	42	7	7	13	13	19	21	17	26	22	16	43	38	81
	10%	9%	8%	11%	9%	10%	9%	9%	8%	9%	11%	12%	10%	11%	12%	7%	10%	9%	10%
															o				
ANY OF THESE	553	106	228	219	283	270	54	52	117	111	112	107	132	161	115	146	292	261	553
	67%	66%	72%	62%	67%	66%	66%	67%	72%	72%	63%	61%	72%	68%	64%	63%	70%	63%	67%
			c						jk	k			noq				oq		
ALL OF THESE	33	7	10	17	16	17	3	4	4	6	10	7	8	12	6	7	20	13	33
	4%	4%	3%	5%	4%	4%	4%	5%	2%	4%	6%	4%	5%	5%	3%	3%	5%	3%	4%
None of these	276	54	88	135	138	138	28	25	45	43	65	70	50	75	66	86	125	151	276
	33%	34%	28%	38%	33%	34%	34%	33%	28%	28%	37%	39%	28%	32%	36%	37%	30%	37%	33%
				b							h	hi			l	lp		lp	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 87**

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

**SUMMARY OF ONLINE SECURITY MEASURES**

Base : Parents whose child uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Use of safe search settings	384	329	29	18	8	336	48	384
	46%	47%	38%	53%	44%	47%	43%	46%
		b		b		b		
Use the 'History' function to see the websites that your child has visited	348	289	33	17	8	304	43	348
	42%	41%	44%	51%	45%	42%	39%	42%
				af				
Software installed that limits the amount of time your child can spend on the internet	81	71	6	4	1	68	13	81
	10%	10%	8%	12%	4%	10%	12%	10%
		d		d		d	d	d
ANY OF THESE	553	467	47	27	12	482	71	553
	67%	67%	62%	78%	67%	67%	63%	67%
				abdefg				
ALL OF THESE	33	28	3	1	*	30	3	33
	4%	4%	4%	4%	1%	4%	3%	4%
None of these	276	234	29	7	6	235	41	276
	33%	33%	38%	22%	33%	33%	37%	33%
		c	c		c	c	c	c

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 88**

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

**QP43 Do you have settings that allow only safe searches on search engines such as Google?**

Base : Parents whose child uses the internet at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Yes	384	77	165	142	197	188	38	39	84	81	75	68	90	117	77	100	207	177	384
	46%	48%	52%	40%	47%	46%	46%	51%	52%	53%	42%	38%	49%	50%	43%	43%	50%	43%	46%
		c	c					k	k	jk							q		
No	338	65	112	162	173	165	36	29	56	55	80	82	72	88	78	100	160	179	338
	41%	41%	35%	46%	41%	40%	44%	37%	35%	36%	46%	46%	39%	37%	43%	43%	38%	43%	41%
				b						hi	hi								
Don't know	107	18	40	50	52	55	8	9	22	18	22	28	21	31	25	31	51	56	107
	13%	11%	12%	14%	12%	14%	10%	12%	13%	12%	12%	16%	11%	13%	14%	13%	12%	14%	13%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 88**

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

**QP43 Do you have settings that allow only safe searches on search engines such as Google?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Yes	384	329	29	18	8	336	48	384
	46%	47%	38%	53%	44%	47%	43%	46%
		b		b		b		
No	338	288	34	10	7	297	41	338
	41%	41%	44%	30%	37%	41%	37%	41%
		c	c			c		c
Don't know	107	84	14	6	3	85	22	107
	13%	12%	18%	17%	19%	12%	20%	13%
			ae		aeg		aeg	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 90**

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

**QP44 Does your child visit the YouTube website?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Yes	498	47	171	280	252	246	25	22	92	80	135	144	104	149	106	139	253	245	498
	60%	30%	54%	79%	60%	60%	31%	29%	57%	52%	77%	81%	57%	63%	58%	60%	61%	59%	60%
			a	ab					fg	fg	fghi	fghi							
No	311	111	137	63	158	153	57	54	66	71	36	28	70	84	72	86	153	158	311
	38%	69%	43%	18%	38%	37%	69%	70%	41%	46%	20%	16%	38%	36%	40%	37%	37%	38%	38%
		bc	c				hijk	hijk	jk	jk									
Don't know	20	1	8	11	11	9	1	1	5	3	6	5	9	2	4	6	11	9	20
	2%	1%	2%	3%	3%	2%	1%	1%	3%	2%	3%	3%	5%	1%	2%	2%	3%	2%	2%
				a									m						

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 90**

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

**QP44 Does your child visit the YouTube website?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	N	
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1424	178	149	163	1174	250	1424	
Effective Weighted Sample	1092	153	129	147	919	179	1092	
Total	830	77	34	18	718	112	830	
Yes	498 60%	54 70%	19 57%	11 62%	429 60%	69 62%	498 60%	
		aceg						
No	311 38%	20 27%	14 41%	7 37%	270 38%	41 36%	311 38%	
		b	b		b		b	
Don't know	20 2%	2 3%	* 1%	* 1%	18 3%	2 2%	20 2%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 91**

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

**QP45 Have you enabled the Safety Mode on YouTube to prevent your child viewing some videos?**

Base : Parents whose child visits the YouTube website

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	809	111	262	436	415	394	61	50	139	123	215	221	154	222	173	260	376	433	809
Effective Weighted Sample	622	92	201	342	317	305	49	43	107	94	168	174	122	177	133	195	298	327	622
Total	498	47	171	280	252	246	25	22	92	80	135	144	104	149	106	139	253	245	498
Yes	124	16	49	58	61	63	**	**	27	22	26	32	23	37	25	38	60	63	124
	25%	34%	29%	21%	24%	26%	**	**	29%	28%	19%	22%	22%	25%	24%	28%	24%	26%	25%
		c	c																
No	322	28	107	187	167	155	**	**	57	50	95	92	66	97	68	91	163	159	322
	65%	59%	63%	67%	66%	63%	**	**	62%	63%	70%	63%	63%	65%	65%	65%	64%	65%	65%
Don't know	52	3	14	35	24	28	**	**	8	7	14	21	15	15	12	10	30	23	52
	10%	7%	8%	12%	10%	11%	**	**	8%	8%	10%	14%	14%	10%	12%	7%	12%	9%	10%
													o						

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 91**

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

**QP45 Have you enabled the Safety Mode on YouTube to prevent your child viewing some videos?**

Base : Parents whose child visits the YouTube website

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	~c	~d	e	f	g
Unweighted total	809	509	119	84	97	664	145	809
Effective Weighted Sample	622	470	103	74	89	521	104	622
Total	498	414	54	19	11	429	69	498
Yes	124	108	8	**	**	107	17	124
	25%	26%	15%	**	**	25%	24%	25%
		b				b		b
No	322	268	36	**	**	279	43	322
	65%	65%	68%	**	**	65%	62%	65%
Don't know	52	38	10	**	**	43	10	52
	10%	9%	18%	**	**	10%	14%	10%

aeg

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 92**

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

**QP46 Does your child have a profile on a social networking website. By this I mean websites like Facebook, Bebo, MySpace, Tumblr, hi5 or Twitter?**

Base : Parents whose child uses the internet at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Yes	361	5	77	280	176	185	3	2	36	41	137	142	62	108	77	113	170	191	361
	44%	3%	24%	79%	42%	45%	3%	3%	22%	26%	78%	80%	34%	46%	43%	49%	41%	46%	44%
			a	ab					fg	fg	fg	fg		l		lp		l	l
No	465	155	238	72	243	223	80	75	125	113	38	34	120	124	103	118	244	221	465
	56%	97%	75%	20%	58%	55%	97%	97%	77%	74%	21%	19%	66%	53%	57%	51%	58%	54%	56%
		bc	c				hijk	hijk	jk	jk			moqr				o		
Don't know	3	-	1	2	3	1	-	-	1	-	1	1	-	3	*	-	3	*	3
	*%	-%	*%	1%	1%	*%	-%	-%	1%	-%	1%	*%	-%	1%	*%	-%	1%	*%	*%
														oq					

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 92**

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

**QP46 Does your child have a profile on a social networking website. By this I mean websites like Facebook, Bebo, MySpace, Tumblr, hi5 or Twitter?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Yes	361 44%	300 43%	35 45%	17 49%	9 51%	311 43%	50 44%	361 44%
No	465 56%	398 57%	41 54%	17 51%	9 49%	404 56%	61 55%	465 56%
Don't know	3 *%	2 *%	1 1%	* 1%	- -%	2 *%	1 1%	3 *%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 93**

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

**QP47 Which social networking sites does your child have a page or profile on?**

Base : Parents whose child aged 5-7 has a profile on a social networking website

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL	
	Total	5 TO 7 ~a	8 TO 11 ~b	12 TO 15 ~c	MALE ~d	FEMALE ~e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 ~j	FEMALE 12-15 ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p		C2DE ~q
Significance Level: 95%																			
Unweighted total	14	14	-	-	9	5	9	5	-	-	-	-	1	5	1	7	6	8	14
Effective Weighted Sample	9	9	-	-	5	4	5	4	-	-	-	-	1	4	1	5	4	5	9
Total	5	5	-	-	3	2	3	2	-	-	-	-	*	2	1	2	2	2	5
Facebook	**	**	-	-	**	**	**	**	-	-	-	-	**	**	**	**	**	**	**
	**	**	-%	-%	**	**	**	**	-%	-%	-%	-%	**	**	**	**	**	**	**
Don't know	**	**	-	-	**	**	**	**	-	-	-	-	**	**	**	**	**	**	**
	**	**	-%	-%	**	**	**	**	-%	-%	-%	-%	**	**	**	**	**	**	**

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 93**

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

**QP47 Which social networking sites does your child have a page or profile on?**

Base : Parents whose child aged 5-7 has a profile on a social networking website

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g
Unweighted total	14	5	1	3	5	13	1	14
Effective Weighted Sample	9	5	1	3	5	9	1	9
Total	5	3	1	1	*	4	*	5
Facebook	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 94**

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

**QP48 Do you tend to check what they are doing online when they are visiting these types of sites?**

Base : Parents whose child has a profile on a social networking website

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	574	14	120	440	284	290	9	5	57	63	218	222	86	162	126	200	248	326	574
Effective Weighted Sample	444	9	92	345	218	227	5	4	44	48	169	176	71	130	93	152	201	244	444
Total	361	5	77	280	176	185	3	2	36	41	137	142	62	108	77	113	170	191	361
Yes	286	**	69	213	137	149	**	**	**	**	104	109	**	92	59	90	138	148	286
	79%	**	89%	76%	78%	80%	**	**	**	**	76%	76%	**	85%	76%	79%	81%	78%	79%
No	74	**	8	66	38	36	**	**	**	**	32	34	**	16	19	23	32	42	74
	21%	**	11%	24%	22%	20%	**	**	**	**	23%	24%	**	15%	24%	20%	19%	22%	21%
Don't know	1	**	-	1	1	-	**	**	**	**	1	-	**	*	-	1	*	1	1
	*%	**	-%	*%	*%	-%	**	**	**	**	1%	-%	**	*%	-%	*%	*%	*%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 94**

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

**QP48 Do you tend to check what they are doing online when they are visiting these types of sites?**

Base : Parents whose child has a profile on a social networking website

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	574	356	74	68	76	469	105	574
Effective Weighted Sample	444	335	66	58	69	372	74	444
Total	361	300	35	17	9	311	50	361
Yes	286	240	**	**	**	246	40	286
	79%	80%	**	**	**	79%	81%	79%
No	74	60	**	**	**	65	9	74
	21%	20%	**	**	**	21%	18%	21%
Don't know	1	1	**	**	**	-	1	1
	*/%	*/%	**	**	**	-%	2%	*/%
							e	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 95**

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

**QP48 Do you tend to check what they are doing online when they are visiting these types of sites?**

Base : Parents whose child aged 8-15 has a profile on a social networking website

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	560	-	120	440	275	285	-	-	57	63	218	222	85	157	125	193	242	318	560
Effective Weighted Sample	436	-	92	345	213	223	-	-	44	48	169	176	71	127	92	148	197	240	436
Total	356	-	77	280	173	183	-	-	36	41	137	142	62	106	77	112	168	188	356
Yes	282	-	69	213	135	147	-	-	**	**	104	109	**	89	58	88	136	146	282
	79%	-%	89%	76%	78%	80%	-%	-%	**	**	76%	76%	**	84%	76%	79%	81%	78%	79%
			c																
No	74	-	8	66	38	36	-	-	**	**	32	34	**	16	19	23	32	42	74
	21%	-%	11%	24%	22%	20%	-%	-%	**	**	23%	24%	**	15%	24%	21%	19%	22%	21%
			b																
Don't know	1	-	-	1	1	-	-	-	**	**	1	-	**	*	-	1	*	1	1
	*%	-%	-%	*%	*%	-%	-%	-%	**	**	1%	-%	**	*%	-%	*%	*%	*%	*%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 95**

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

**QP48 Do you tend to check what they are doing online when they are visiting these types of sites?**

Base : Parents whose child aged 8-15 has a profile on a social networking website

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	560	351	73	65	71	456	104	560
Effective Weighted Sample	436	331	65	56	65	365	74	436
Total	356	297	34	16	9	307	50	356
Yes	282	237	**	**	**	241	40	282
	79%	80%	**	**	**	79%	81%	79%
No	74	60	**	**	**	65	9	74
	21%	20%	**	**	**	21%	18%	21%
Don't know	1	1	**	**	**	-	1	1
	*/%	*/%	**	**	**	-%	2%	*/%
							e	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 96**

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

**QP48 Do you tend to check what they are doing online when they are visiting these types of sites?**

Base : Parents whose child aged 8-15 has a profile on a social networking website

	<b>AGED 8-12 WITH AN ACTIVE PROFILE ON FACEBOOK/BEBO/MYSPACE</b>	
	Total	<b>YES</b>
Unweighted total	560	216
Effective Weighted Sample	436	162
Total	356	115
Yes	282 79%	105 91%
No	74 21%	10 9%
Don't know	1 *%	- -%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 97**

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

**QP48 Do you tend to check what they are doing online when they are visiting these types of sites?**

Base : Parents whose child aged 8-15 has a profile on a social networking website

	Total	PARENT LISTED AS A FRIEND ON THEIR CHILD'S SNS PROFILE	
		YES a	NO b
Significance Level: 95%			
Unweighted total	560	373	187
Effective Weighted Sample	436	290	146
Total	356	240	117
Yes	282 79%	206 86%	76 65%
No	74 21%	33 14%	41 35%
Don't know	1 *%	1 *%	* *%

Columns Tested: a,b

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 98**

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

**QP49 Do you, personally, have a social networking site profile?**

Base : Parents whose child aged 8-15 has a profile on a social networking website

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	560	-	120	440	275	285	-	-	57	63	218	222	85	157	125	193	242	318	560
Effective Weighted Sample	436	-	92	345	213	223	-	-	44	48	169	176	71	127	92	148	197	240	436
Total	356	-	77	280	173	183	-	-	36	41	137	142	62	106	77	112	168	188	356
Yes	267	-	61	206	133	134	-	-	**	**	104	102	**	83	56	80	131	136	267
	75%	-%	79%	74%	77%	73%	-%	-%	**	**	76%	72%	**	78%	73%	71%	78%	72%	75%
No	88	-	16	72	40	48	-	-	**	**	33	40	**	23	20	31	37	51	88
	25%	-%	21%	26%	23%	26%	-%	-%	**	**	24%	28%	**	22%	26%	28%	22%	27%	25%
Don't know	1	-	-	1	1	1	-	-	**	**	1	1	**	-	1	1	-	1	1
	*%	-%	-%	*%	*%	*%	-%	-%	**	**	*%	*%	**	-%	1%	1%	-%	1%	*%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 98**

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

**QP49 Do you, personally, have a social networking site profile?**

Base : Parents whose child aged 8-15 has a profile on a social networking website

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	560	351	73	65	71	456	104	560
Effective Weighted Sample	436	331	65	56	65	365	74	436
Total	356	297	34	16	9	307	50	356
Yes	267	222	**	**	**	231	36	267
	75%	75%	**	**	**	75%	72%	75%
No	88	74	**	**	**	75	14	88
	25%	25%	**	**	**	24%	28%	25%
Don't know	1	1	**	**	**	1	-	1
	*/%	*/%	**	**	**	*/%	-%	*/%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 99**

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

**QP50 Do you have a profile on any of the same social networking sites as your child?**

Base : Parents whose child has a profile on a social networking website and who also have a social networking profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	~l	m	~n	o	p	q	r
Unweighted total	429	13	96	320	216	213	9	4	47	49	160	160	69	124	93	143	193	236	429
Effective Weighted Sample	330	8	72	251	165	165	5	3	35	37	125	126	56	100	69	106	156	175	380
Total	271	4	61	206	135	135	3	1	29	32	104	102	48	85	57	81	132	138	271
Yes	261	**	**	199	132	129	**	**	**	**	102	97	**	81	**	78	127	134	261
	96%	**	**	97%	98%	95%	**	**	**	**	98%	96%	**	95%	**	96%	96%	97%	96%
No	10	**	**	7	3	7	**	**	**	**	2	5	**	4	**	3	5	4	10
	4%	**	**	3%	2%	5%	**	**	**	**	2%	4%	**	5%	**	4%	4%	3%	4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 99**

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

**QP50 Do you have a profile on any of the same social networking sites as your child?**

Base : Parents whose child has a profile on a social networking website and who also have a social networking profile

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	429	263	55	55	56	355	74	429
Effective Weighted Sample	330	248	49	47	52	279	52	330
Total	271	225	26	13	6	235	36	271
Yes	261	216	**	**	**	225	**	261
	96%	96%	**	**	**	96%	**	96%
No	10	8	**	**	**	10	**	10
	4%	4%	**	**	**	4%	**	4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 100**

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

**QP51 And are you listed as a friend of your child on any of the social networking sites that both you and your child have profiles on?**

Base : Parents who have a social networking profile on the same site as their child

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	~l	m	~n	o	p	q	r
Unweighted total	412	11	93	308	209	203	7	4	46	47	156	152	67	118	91	136	185	227	412
Effective Weighted Sample	318	7	69	242	160	158	4	3	34	35	122	120	54	95	67	102	149	169	318
Total	261	4	58	199	132	129	2	1	28	30	102	97	46	81	56	78	127	134	261
Yes	243	**	**	186	120	123	**	**	**	**	94	92	**	75	**	74	117	126	243
	93%	**	**	94%	91%	95%	**	**	**	**	92%	95%	**	93%	**	95%	92%	94%	93%
No	16	**	**	11	10	5	**	**	**	**	7	4	**	5	**	3	9	7	16
	6%	**	**	6%	8%	4%	**	**	**	**	7%	4%	**	6%	**	4%	7%	5%	6%
Don't know	2	**	**	2	1	1	**	**	**	**	1	1	**	1	**	1	1	1	2
	1%	**	**	1%	1%	1%	**	**	**	**	1%	1%	**	1%	**	1%	1%	1%	1%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 100**

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

**QP51 And are you listed as a friend of your child on any of the social networking sites that both you and your child have profiles on?**

Base : Parents who have a social networking profile on the same site as their child

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	412	253	55	50	54	340	72	412
Effective Weighted Sample	318	239	49	44	50	268	51	318
Total	261	216	26	12	6	225	36	261
Yes	243	201	**	**	**	209	**	243
	93%	93%	**	**	**	93%	**	93%
No	16	14	**	**	**	14	**	16
	6%	6%	**	**	**	6%	**	6%
Don't know	2	2	**	**	**	2	**	2
	1%	1%	**	**	**	1%	**	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**SUMMARY OF QP49-QP51 - WHETHER PARENT IS LISTED AS A FRIEND OF THEIR CHILD ON A SOCIAL NETWORKING SITE**

Base : Parents whose child has a profile on a social networking website

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	574	14	120	440	284	290	9	5	57	63	218	222	86	162	126	200	248	326	574
Effective Weighted Sample	444	9	92	345	218	227	5	4	44	48	169	176	71	130	93	152	201	244	444
Total	361	5	77	280	176	185	3	2	36	41	137	142	62	108	77	113	170	191	361
LISTED AS FRIEND OF CHILD	243	**	53	186	120	123	**	**	**	**	94	92	**	75	52	74	117	126	243
	67%	**	70%	67%	68%	66%	**	**	**	**	68%	65%	**	69%	67%	65%	69%	66%	67%
NOT LISTED AS FRIEND OF CHILD	16	**	5	11	10	5	**	**	**	**	7	4	**	5	4	3	9	7	16
	4%	**	6%	4%	6%	3%	**	**	**	**	5%	3%	**	5%	5%	3%	5%	4%	4%
UNSURE IF LISTED AS FRIEND OF CHILD	2	**	-	2	1	1	**	**	**	**	1	1	**	1	*	1	1	1	2
	1%	**	-%	1%	1%	*%	**	**	**	**	1%	*%	**	1%	*%	1%	*%	1%	1%
PARENT DOES NOT HAVE PROFILE ON SAME SITE AS CHILD	10	**	3	7	3	7	**	**	**	**	2	5	**	4	1	3	5	4	10
	3%	**	3%	3%	2%	4%	**	**	**	**	2%	3%	**	4%	2%	3%	3%	2%	3%
PARENT DOES NOT HAVE A SOCIAL NETWORKING SITE PROFILE	90	**	16	74	41	50	**	**	**	**	33	40	**	24	20	32	38	53	90
	25%	**	21%	26%	23%	27%	**	**	**	**	24%	28%	**	22%	26%	28%	22%	28%	25%
TOTAL WHERE CHILD WITH PROFILE DOES NOT HAVE PARENT AS FRIEND OF THEIRS ON THE SITE	118	**	23	94	55	62	**	**	**	**	44	50	**	33	26	39	53	65	118
	33%	**	30%	33%	32%	34%	**	**	**	**	32%	35%	**	31%	33%	35%	31%	34%	33%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**SUMMARY OF QP49-QP51 - WHETHER PARENT IS LISTED AS A FRIEND OF THEIR CHILD ON A SOCIAL NETWORKING SITE**

Base : Parents whose child has a profile on a social networking website

	Total	NATION					URBAN	RURAL	ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	N			
Significance Level: 95%		a	~b	~c	~d	e	f	g	
Unweighted total	574	356	74	68	76	469	105	574	
Effective Weighted Sample	444	335	66	58	69	372	74	444	
Total	361	300	35	17	9	311	50	361	
LISTED AS FRIEND OF CHILD	243	201	**	**	**	209	34	243	
	67%	67%	**	**	**	67%	69%	67%	
NOT LISTED AS FRIEND OF CHILD	16	14	**	**	**	14	1	16	
	4%	5%	**	**	**	5%	3%	4%	
UNSURE IF LISTED AS FRIEND OF CHILD	2	2	**	**	**	2	-	2	
	1%	1%	**	**	**	1%	-%	1%	
PARENT DOES NOT HAVE PROFILE ON SAME SITE AS CHILD	10	8	**	**	**	10	*	10	
	3%	3%	**	**	**	3%	*%	3%	
PARENT DOES NOT HAVE A SOCIAL NETWORKING SITE PROFILE	90	76	**	**	**	77	14	90	
	25%	25%	**	**	**	25%	28%	25%	
TOTAL WHERE CHILD WITH PROFILE DOES NOT HAVE PARENT AS FRIEND OF THEIRS ON THE SITE	118	100	**	**	**	102	15	118	
	33%	33%	**	**	**	33%	31%	33%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 102**

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

**SUMMARY OF QP49-QP51 - WHETHER PARENT IS LISTED AS A FRIEND OF THEIR CHILD ON A SOCIAL NETWORKING SITE**

Base : Parents whose child aged 8-15 has a profile on a social networking website

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	560	-	120	440	275	285	-	-	57	63	218	222	85	157	125	193	242	318	560	
Effective Weighted Sample	436	-	92	345	213	223	-	-	44	48	169	176	71	127	92	148	197	240	436	
Total	356	-	77	280	173	183	-	-	36	41	137	142	62	106	77	112	168	188	356	
LISTED AS FRIEND OF CHILD	240	-	53	186	118	122	-	-	**	**	94	92	**	73	51	73	116	124	240	
	67%	-%	70%	67%	68%	66%	-%	-%	**	**	68%	65%	**	69%	67%	65%	69%	66%	67%	
NOT LISTED AS FRIEND OF CHILD	16	-	5	11	10	5	-	-	**	**	7	4	**	5	4	3	9	7	16	
	4%	-%	6%	4%	6%	3%	-%	-%	**	**	5%	3%	**	5%	5%	3%	5%	4%	4%	
UNSURE IF LISTED AS FRIEND OF CHILD	2	-	-	2	1	1	-	-	**	**	1	1	**	1	*	1	1	1	2	
	1%	-%	-%	1%	1%	*%	-%	-%	**	**	1%	*%	**	1%	*%	1%	*%	1%	1%	
PARENT DOES NOT HAVE PROFILE ON SAME SITE AS CHILD	10	-	3	7	3	7	-	-	**	**	2	5	**	4	1	3	5	4	10	
	3%	-%	3%	3%	2%	4%	-%	-%	**	**	2%	3%	**	4%	2%	3%	3%	2%	3%	
PARENT DOES NOT HAVE A SOCIAL NETWORKING SITE PROFILE	90	-	16	74	41	49	-	-	**	**	33	40	**	23	20	32	37	53	90	
	25%	-%	21%	26%	23%	27%	-%	-%	**	**	24%	28%	**	22%	27%	29%	22%	28%	25%	
TOTAL WHERE CHILD WITH PROFILE DOES NOT HAVE PARENT AS FRIEND OF THEIRS ON THE SITE	117	-	23	94	55	62	-	-	**	**	44	50	**	33	26	39	52	65	117	
	33%	-%	30%	33%	32%	34%	-%	-%	**	**	32%	35%	**	31%	33%	35%	31%	34%	33%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 102**

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

**SUMMARY OF QP49-QP51 - WHETHER PARENT IS LISTED AS A FRIEND OF THEIR CHILD ON A SOCIAL NETWORKING SITE**

Base : Parents whose child aged 8-15 has a profile on a social networking website

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	560	351	73	65	71	456	104	560
Effective Weighted Sample	436	331	65	56	65	365	74	436
Total	356	297	34	16	9	307	50	356
LISTED AS FRIEND OF CHILD	240	199	**	**	**	205	34	240
	67%	67%	**	**	**	67%	69%	67%
NOT LISTED AS FRIEND OF CHILD	16	14	**	**	**	14	1	16
	4%	5%	**	**	**	5%	3%	4%
UNSURE IF LISTED AS FRIEND OF CHILD	2	2	**	**	**	2	-	2
	1%	1%	**	**	**	1%	-%	1%
PARENT DOES NOT HAVE PROFILE ON SAME SITE AS CHILD	10	8	**	**	**	9	*	10
	3%	3%	**	**	**	3%	*%	3%
PARENT DOES NOT HAVE A SOCIAL NETWORKING SITE PROFILE	90	75	**	**	**	76	14	90
	25%	25%	**	**	**	25%	28%	25%
TOTAL WHERE CHILD WITH PROFILE DOES NOT HAVE PARENT AS FRIEND OF THEIRS ON THE SITE	117	99	**	**	**	101	15	117
	33%	33%	**	**	**	33%	31%	33%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 103**

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

**SUMMARY OF QP49-QP51 - WHETHER PARENT IS LISTED AS A FRIEND OF THEIR CHILD ON A SOCIAL NETWORKING SITE**

Base : Parents whose child aged 8-15 has a profile on a social networking website

	<b>AGED 8-12 WITH AN ACTIVE PROFILE ON FACEBOOK/BEBO/MYSPACE</b>	
	<b>Total</b>	<b>YES</b>
Unweighted total	560	216
Effective Weighted Sample	436	162
Total	356	115
LISTED AS FRIEND OF CHILD	240 67%	83 72%
NOT LISTED AS FRIEND OF CHILD	16 4%	5 5%
UNSURE IF LISTED AS FRIEND OF CHILD	2 1%	1 1%
PARENT DOES NOT HAVE PROFILE ON SAME SITE AS CHILD	10 3%	3 2%
PARENT DOES NOT HAVE A SOCIAL NETWORKING SITE PROFILE	90 25%	23 20%
TOTAL WHERE CHILD WITH PROFILE DOES NOT HAVE PARENT AS FRIEND OF THEIRS ON THE SITE	117 33%	32 28%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 104**

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

**QP52A AGREEMENT WITH STATEMENTS - The benefits of the internet for my child outweigh any risks**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Strongly disagree	32 4%	7 4%	16 5%	9 3%	17 4%	15 4%	4 4%	3 4%	8 5%	8 5%	5 3%	4 2%	6 3%	9 4%	6 4%	10 4%	15 4%	17 4%	32 4%
Slightly disagree	78 9%	17 11%	33 10%	28 8%	39 9%	38 9%	9 11%	8 11%	17 10%	16 10%	14 8%	14 8%	17 9%	19 8%	19 10%	23 10%	36 9%	42 10%	78 9%
TOTAL DISAGREE	109 13%	24 15%	49 16%	37 10%	56 13%	53 13%	13 15%	11 14%	25 15%	24 16%	18 10%	18 10%	23 13%	28 12%	25 14%	33 14%	51 12%	59 14%	109 13%
Neither agree nor disagree	132 16%	32 20%	49 15%	51 15%	69 16%	63 15%	18 22%	13 17%	23 14%	26 17%	27 16%	24 14%	32 17%	32 13%	29 16%	40 17%	63 15%	69 17%	132 16%
Slightly agree	282 34%	63 40%	119 37%	100 28%	143 34%	139 34%	33 39%	31 40%	60 37%	58 38%	50 28%	50 28%	59 32%	86 36%	65 36%	72 31%	144 35%	138 33%	282 34%
Strongly agree	297 36%	39 24%	94 30%	164 46%	145 35%	151 37%	18 22%	21 27%	48 30%	45 29%	79 45%	85 48%	67 37%	90 38%	57 31%	83 36%	157 38%	140 34%	297 36%
TOTAL AGREE	579 70%	102 64%	212 67%	264 75%	288 68%	290 71%	50 61%	52 67%	109 67%	104 67%	129 73%	135 76%	126 69%	176 75%	122 67%	156 67%	301 72%	278 67%	579 70%
Don't know	9 1%	2 1%	6 2%	1 *	7 2%	2 *	1 1%	1 1%	5 3%	1 1%	1 1%	* *	2 1%	* *	5 3%	3 1%	2 *	7 2%	9 1%
TOTAL NEITHER/ NOR OR DONT KNOW	141 17%	34 21%	55 17%	53 15%	77 18%	65 16%	20 24%	14 18%	28 18%	27 17%	29 16%	24 14%	33 18%	32 14%	33 18%	42 18%	65 16%	76 18%	141 17%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 104**

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

**QP52A AGREEMENT WITH STATEMENTS - The benefits of the internet for my child outweigh any risks**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Strongly disagree	32 4%	28 4%	1 1%	3 8%	* 2%	23 3%	9 8%	32 4%
		b		abdeg			abdeg	
Slightly disagree	78 9%	62 9%	10 13%	4 12%	2 8%	65 9%	13 12%	78 9%
TOTAL DISAGREE	109 13%	90 13%	11 14%	7 20%	2 10%	87 12%	22 20%	109 13%
				adeg			adeg	
Neither agree nor disagree	132 16%	111 16%	13 17%	5 16%	3 16%	115 16%	17 15%	132 16%
Slightly agree	282 34%	239 34%	23 31%	12 34%	8 45%	243 34%	39 35%	282 34%
				abefg				
Strongly agree	297 36%	253 36%	30 39%	10 29%	5 26%	264 37%	33 30%	297 36%
		d	d			d		d
TOTAL AGREE	579 70%	492 70%	53 69%	21 63%	13 71%	507 71%	72 64%	579 70%
Don't know	9 1%	9 1%	- -%	* 1%	* 2%	8 1%	1 1%	9 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	141 17%	120 17%	13 17%	6 16%	3 18%	123 17%	18 16%	141 17%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 105**

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

**QP52B AGREEMENT WITH STATEMENTS - I trust my child to use the internet safely**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Strongly disagree	31 4%	8 5%	12 4%	11 3%	16 4%	15 4%	4 4%	4 5%	7 4%	5 3%	5 3%	6 3%	7 4%	11 5%	7 4%	6 3%	18 4%	13 3%	31 4%
Slightly disagree	38 5%	12 7%	16 5%	10 3%	20 5%	17 4%	5 6%	6 8%	7 5%	9 6%	8 4%	2 1%	11 6%	10 4%	8 5%	9 4%	21 5%	17 4%	38 5%
TOTAL DISAGREE	69 8%	19 12%	28 9%	21 6%	36 9%	33 8%	9 11%	11 14%	15 9%	14 9%	12 7%	8 5%	18 10%	20 9%	15 8%	15 6%	39 9%	30 7%	69 8%
Neither agree nor disagree	58 7%	29 18%	16 5%	13 4%	30 7%	28 7%	14 16%	16 21%	8 5%	8 5%	9 5%	4 2%	16 9%	17 7%	11 6%	15 6%	33 8%	25 6%	58 7%
Slightly agree	242 29%	49 31%	114 36%	80 22%	125 30%	117 29%	25 30%	24 31%	63 39%	51 33%	37 21%	42 24%	58 32%	61 26%	53 29%	70 30%	120 29%	123 30%	242 29%
Strongly agree	456 55%	60 38%	157 50%	239 68%	227 54%	229 56%	35 42%	26 33%	74 46%	82 53%	118 67%	121 68%	88 48%	136 58%	99 55%	132 57%	225 54%	231 56%	456 55%
TOTAL AGREE	698 84%	109 68%	270 85%	319 90%	352 84%	346 85%	59 72%	50 65%	137 85%	133 86%	155 88%	163 92%	146 80%	198 84%	152 84%	202 87%	344 82%	354 86%	698 84%
Don't know	5 1%	1 1%	2 1%	1 *	3 1%	2 *	1 1%	* 1%	2 1%	- -	- -	1 1%	2 1%	- -	3 1%	* *	2 *	3 1%	5 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	63 8%	31 19%	18 6%	14 4%	33 8%	30 7%	14 17%	16 21%	10 6%	8 5%	9 5%	6 3%	18 10%	17 7%	13 7%	15 6%	35 8%	28 7%	63 8%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 105**

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

**QP52B AGREEMENT WITH STATEMENTS - I trust my child to use the internet safely**

Base : Parents whose child aged 5-15 uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Strongly disagree	31 4%	25 4%	5 6%	1 2%	1 4%	26 4%	5 5%	31 4%
Slightly disagree	38 5%	30 4%	6 8%	1 4%	1 5%	29 4%	9 8%	38 5%
TOTAL DISAGREE	69 8%	54 8%	11 14%	2 5%	2 9%	54 8%	14 13%	69 8%
Neither agree nor disagree	58 7%	51 7%	5 7%	2 5%	1 5%	49 7%	9 8%	58 7%
Slightly agree	242 29%	213 30%	13 17%	10 30%	6 32%	204 28%	38 34%	242 29%
Strongly agree	456 55%	378 54%	47 62%	21 60%	10 53%	406 57%	50 45%	456 55%
TOTAL AGREE	698 84%	592 84%	60 79%	31 90%	15 86%	610 85%	88 79%	698 84%
Don't know	5 1%	4 1%	1 1%	- -%	* 1%	4 1%	1 1%	5 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	63 8%	55 8%	6 7%	2 5%	1 5%	54 7%	9 8%	63 8%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 106**

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

**QP52C AGREEMENT WITH STATEMENTS - My child has been taught at school how to use the internet safely**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Strongly disagree	29 3%	10 6% bc	9 3%	10 3%	16 4%	13 3%	4 5% i	5 7% ik	7 4%	2 1%	5 3%	5 3%	8 5%	8 3%	7 4%	5 2%	17 4%	12 3%	29 3%
Slightly disagree	42 5%	17 11% bc	16 5%	9 3%	19 4%	23 6%	7 9% hjk	10 13% hjk	5 3%	11 7% k	6 4%	3 2%	11 6%	11 5%	11 6%	9 4%	22 5%	20 5%	42 5%
TOTAL DISAGREE	71 9%	27 17% bc	25 8%	19 5%	35 8%	36 9%	12 14% hjk	15 20% hijk	12 8%	13 8%	11 6%	8 4%	19 11% o	20 8%	19 10%	14 6%	39 9%	32 8%	71 9%
Neither agree nor disagree	62 8%	27 17% bc	20 6%	15 4%	30 7%	32 8%	13 16% hijk	14 19% hijk	11 7%	9 6%	7 4%	8 5%	20 11% mnq	15 6%	10 6%	17 7%	35 8%	27 7%	62 8%
Slightly agree	217 26%	36 23%	92 29%	90 25%	127 30%	91 22% e	20 24%	17 22%	57 35% fgik	34 22%	50 28%	40 23%	49 27%	58 25%	52 29%	58 25%	107 26%	110 27%	217 26%
Strongly agree	447 54%	55 34%	169 54% a	222 63% ab	214 51%	232 57% d	30 37%	24 32%	78 48% fg	91 59% fgh	105 60% fgh	117 66% fgh	87 48%	135 57% l	94 52%	131 56% l	222 53%	225 55%	447 54%
TOTAL AGREE	664 80%	91 57%	261 82% a	312 88% ab	341 81%	323 79%	50 61%	41 53%	136 84% fg	125 81% fg	155 88% fg	157 89% fgi	136 75%	193 82% l	147 81%	189 82% l	329 79%	335 81%	664 80%
Don't know	32 4%	15 9% bc	10 3%	8 2%	15 4%	17 4%	8 10% hijk	6 8% hjk	3 2%	7 4%	4 2%	4 2%	7 4%	8 3%	5 3%	12 5%	15 4%	18 4%	32 4%
TOTAL NEITHER/ NOR OR DON'T KNOW	94 11%	42 26% bc	30 10%	23 6%	45 11%	49 12%	21 25% hijk	21 27% hijk	14 9%	16 10%	10 6%	12 7%	27 15% n	23 10%	15 9%	29 13%	50 12%	44 11%	94 11%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 106**

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

**QP52C AGREEMENT WITH STATEMENTS - My child has been taught at school how to use the internet safely**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Strongly disagree	29 3%	25 4%	2 3%	1 4%	1 3%	24 3%	5 5%	29 3%
Slightly disagree	42 5%	34 5%	6 8%	2 5%	1 4%	35 5%	8 7%	42 5%
TOTAL DISAGREE	71 9%	59 8%	8 10%	3 8%	1 7%	58 8%	13 12%	71 9%
Neither agree nor disagree	62 8%	54 8%	6 8%	2 5%	1 5%	56 8%	6 5%	62 8%
Slightly agree	217 26%	189 27% b	15 19%	8 25%	6 31% b	186 26%	32 28%	217 26%
Strongly agree	447 54%	376 54%	40 53%	20 60%	10 53%	389 54%	57 51%	447 54%
TOTAL AGREE	664 80%	565 81% b	55 72%	29 84% b	15 85% b	575 80% b	89 80%	664 80% b
Don't know	32 4%	23 3%	8 10% acdefg	1 2%	1 3%	28 4%	4 4%	32 4%
TOTAL NEITHER/ NOR OR DON'T KNOW	94 11%	77 11%	14 18% acdefg	2 7%	1 8%	85 12%	10 9%	94 11%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP52D AGREEMENT WITH STATEMENTS - My child knows more about the internet than I do**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Strongly disagree	213 26%	81 51%	100 31%	33 9%	111 26%	102 25%	39 48%	41 53%	53 33%	47 30%	19 11%	14 8%	61 33%	61 26%	33 18%	58 25%	122 29%	91 22%	213 26%
		bc	c				hijk	hijk	jk	jk			noqr	n			nq		n
Slightly disagree	142 17%	30 19%	73 23%	39 11%	73 17%	70 17%	16 19%	15 19%	38 24%	34 22%	19 11%	21 12%	28 16%	49 21%	30 16%	35 15%	78 19%	64 16%	142 17%
		c	c				jk	jk	jk	jk			q						
TOTAL DISAGREE	355 43%	111 70%	172 54%	72 20%	184 44%	172 42%	55 67%	56 73%	91 56%	81 53%	38 21%	35 20%	89 49%	110 47%	63 35%	93 40%	200 48%	156 38%	355 43%
		bc	c				hijk	hijk	jk	jk			noq	nq			noq		nq
Neither agree nor disagree	87 11%	12 8%	31 10%	44 13%	44 10%	43 11%	8 9%	5 6%	16 10%	14 9%	20 11%	24 14%	26 14%	25 11%	17 9%	19 8%	52 12%	36 9%	87 11%
				a								g	oq				oq		
Slightly agree	132 16%	17 10%	38 12%	77 22%	65 15%	67 16%	10 12%	7 9%	15 9%	23 15%	40 23%	37 21%	28 15%	38 16%	42 23%	25 11%	65 16%	67 16%	132 16%
				ab						fg	fg	fg	fg	Imopqr			o	o	o
Strongly agree	251 30%	18 11%	74 23%	159 45%	126 30%	125 31%	9 11%	9 12%	39 24%	35 23%	78 44%	81 46%	38 21%	62 26%	58 32%	94 40%	100 24%	151 37%	251 30%
			a	ab					fg	fg	fg	fg		lp	Imnpr			Impr	lp
TOTAL AGREE	383 46%	35 22%	112 35%	236 67%	191 45%	192 47%	19 23%	16 21%	54 33%	58 38%	119 67%	118 66%	65 36%	100 42%	100 55%	119 51%	165 39%	218 53%	383 46%
			a	ab					fg	fg	fg	fg		Impr	Imp			Impr	lp
Don't know	4 *	1 1%	2 1%	1 *	2 *	2 *	1 1%	* *	1 *	1 1%	- -	1 *	1 1%	- -	1 1%	1 *	1 *	3 1%	4 *
				*	*	*		*	*			*				*	*		*
TOTAL NEITHER/ NOR OR DONT KNOW	91 11%	14 9%	32 10%	45 13%	46 11%	45 11%	9 11%	5 6%	17 11%	15 10%	20 11%	25 14%	27 15%	25 11%	18 10%	20 9%	53 13%	38 9%	91 11%
												g	oq						

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP52D AGREEMENT WITH STATEMENTS - My child knows more about the internet than I do**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Strongly disagree	213 26%	186 27% d	15 20%	9 27% d	3 15%	187 26% d	27 24%	213 26% d
Slightly disagree	142 17%	116 17%	18 24% aceg	4 12%	3 18%	123 17%	20 17%	142 17%
TOTAL DISAGREE	355 43%	303 43% d	34 44%	13 39%	6 34%	309 43% d	46 41%	355 43% d
Neither agree nor disagree	87 11%	78 11% b	4 6%	3 10%	1 8%	78 11%	10 9%	87 11%
Slightly agree	132 16%	112 16%	13 17%	4 13%	3 17%	112 16%	20 18%	132 16%
Strongly agree	251 30%	205 29%	26 34%	13 39% a	7 40% aeg	217 30%	34 30%	251 30%
TOTAL AGREE	383 46%	317 45%	39 50%	18 52%	10 57% aeg	329 46%	54 48%	383 46%
Don't know	4 *%	3 *%	- -%	- -%	* 2% e	2 *%	2 2% e	4 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	91 11%	82 12% b	4 6%	3 10%	2 9%	80 11%	12 10%	91 11%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 108**

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

**QP52E AGREEMENT WITH STATEMENTS - My child helps me with using the internet**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Strongly disagree	257 31%	88 55%	115 36%	55 15%	140 33%	118 29%	45 55%	42 55%	61 38%	54 35%	33 19%	21 12%	70 38%	74 31%	51 28%	63 27%	144 34%	114 28%	257 31%
Slightly disagree	189 23%	31 20%	81 26%	77 22%	96 23%	92 23%	14 17%	17 23%	46 29%	34 22%	36 20%	41 23%	43 24%	59 25%	34 19%	53 23%	102 24%	87 21%	189 23%
TOTAL DISAGREE	446 54%	119 75%	196 62%	131 37%	236 56%	210 51%	59 72%	60 78%	108 66%	89 57%	69 39%	62 35%	113 62%	132 56%	85 47%	116 50%	245 59%	201 49%	446 54%
Neither agree nor disagree	72 9%	9 6%	28 9%	35 10%	30 7%	42 10%	5 7%	3 4%	10 6%	17 11%	14 8%	21 12%	14 8%	23 10%	15 8%	20 9%	37 9%	35 8%	72 9%
Slightly agree	149 18%	17 11%	44 14%	89 25%	77 18%	72 18%	10 12%	7 9%	24 15%	20 13%	43 25%	45 25%	28 15%	39 17%	45 25%	37 16%	67 16%	82 20%	149 18%
Strongly agree	160 19%	13 8%	48 15%	99 28%	76 18%	84 21%	7 9%	6 8%	19 12%	29 19%	50 28%	49 28%	26 14%	41 17%	34 19%	59 25%	67 16%	93 23%	160 19%
TOTAL AGREE	310 37%	30 19%	92 29%	188 53%	154 36%	156 38%	17 20%	13 18%	43 27%	48 31%	93 53%	94 53%	54 29%	80 34%	80 44%	96 41%	134 32%	175 43%	310 37%
Don't know	2 *%	1 1%	1 *%	- -%	2 *%	* *%	1 1%	* *%	1 *%	- -%	- -%	- -%	1 1%	- -%	1 *%	- -%	1 *%	1 *%	2 *%
TOTAL NEITHER/ NOR OR DONT KNOW	74 9%	10 6%	29 9%	35 10%	32 7%	42 10%	7 8%	4 5%	11 7%	17 11%	14 8%	21 12%	15 8%	23 10%	16 9%	20 9%	38 9%	36 9%	74 9%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 108**

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

**QP52E AGREEMENT WITH STATEMENTS - My child helps me with using the internet**

Base : Parents whose child aged 5-15 uses the internet at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Strongly disagree	257 31%	221 32%	20 26%	12 34%	5 26%	222 31%	35 32%	257 31%
Slightly disagree	189 23%	155 22%	24 31%	7 21%	3 16%	167 23%	22 20%	189 23%
			acdefg					
TOTAL DISAGREE	446 54%	376 54%	44 57%	19 55%	8 42%	389 54%	57 51%	446 54%
		d	d	d	d	d	d	d
Neither agree nor disagree	72 9%	62 9%	6 8%	2 6%	2 11%	63 9%	9 8%	72 9%
Slightly agree	149 18%	133 19%	9 12%	4 12%	3 18%	126 18%	24 21%	149 18%
		b					bc	
Strongly agree	160 19%	128 18%	17 23%	9 27%	5 29%	139 19%	21 19%	160 19%
				aeg	aefg			
TOTAL AGREE	310 37%	261 37%	27 35%	13 39%	8 46%	265 37%	45 40%	310 37%
				abeg				
Don't know	2 *%	2 *%	- -%	- -%	* 1%	1 *%	1 1%	2 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	74 9%	64 9%	6 8%	2 6%	2 11%	64 9%	10 9%	74 9%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 109**

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

**QP52F AGREEMENT WITH STATEMENTS - I feel I know enough to help my child to stay safe when they are online**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Strongly disagree	42 5%	8 5%	11 4%	24 7%	25 6%	17 4%	4 5%	3 4%	6 4%	5 3%	14 8%	9 5%	6 4%	7 3%	13 7%	16 7%	13 3%	29 7%	42 5%
Slightly disagree	76 9%	10 6%	18 6%	48 14%	39 9%	38 9%	5 6%	5 7%	10 6%	9 6%	24 14%	24 14%	14 8%	21 9%	22 12%	20 8%	35 8%	41 10%	76 9%
TOTAL DISAGREE	119 14%	17 11%	30 9%	72 20%	64 15%	55 13%	9 11%	8 11%	16 10%	13 9%	38 22%	33 19%	21 11%	28 12%	35 19%	35 15%	48 12%	70 17%	119 14%
Neither agree nor disagree	57 7%	6 4%	21 7%	30 8%	30 7%	27 7%	4 4%	2 3%	12 8%	9 6%	14 8%	15 9%	13 7%	20 8%	8 4%	16 7%	33 8%	24 6%	57 7%
Slightly agree	221 27%	37 23%	84 27%	100 28%	108 26%	113 28%	21 25%	16 21%	41 25%	43 28%	46 26%	54 31%	46 26%	66 28%	48 27%	60 26%	113 27%	108 26%	221 27%
Strongly agree	428 52%	99 62%	180 57%	149 42%	215 51%	213 52%	48 58%	50 66%	91 56%	89 58%	76 43%	74 42%	101 55%	121 51%	87 48%	119 51%	222 53%	206 50%	428 52%
TOTAL AGREE	649 78%	135 85%	265 84%	250 71%	324 77%	326 80%	69 84%	66 86%	133 82%	132 86%	122 69%	128 72%	147 81%	188 80%	136 75%	179 77%	335 80%	314 76%	649 78%
Don't know	4 *%	1 *%	1 *%	3 1%	3 1%	1 *%	1 1%	* *%	1 *%	- -%	2 1%	1 *%	1 *%	1 *%	2 1%	1 *%	1 *%	3 1%	4 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	61 7%	7 4%	22 7%	33 9%	34 8%	28 7%	4 5%	3 3%	13 8%	9 6%	16 9%	16 9%	14 8%	20 9%	10 6%	17 7%	34 8%	27 7%	61 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 109**

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

**QP52F AGREEMENT WITH STATEMENTS - I feel I know enough to help my child to stay safe when they are online**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Strongly disagree	42 5%	36 5%	3 4%	3 8%	1 6%	38 5%	4 4%	42 5%
Slightly disagree	76 9%	65 9%	7 9%	3 9%	2 9%	61 8%	15 14% e	76 9%
TOTAL DISAGREE	119 14%	100 14%	10 13%	6 17%	3 15%	99 14%	20 17%	119 14%
Neither agree nor disagree	57 7%	47 7%	7 9%	2 6%	1 5%	47 7%	10 9%	57 7%
Slightly agree	221 27%	182 26%	22 29%	10 31%	7 38% aeg	186 26%	36 32%	221 27%
Strongly agree	428 52%	368 52% df	37 48%	15 45%	7 41%	382 53% df	46 41%	428 52% df
TOTAL AGREE	649 78%	550 79%	59 77%	26 76%	14 80%	568 79%	81 73%	649 78%
Don't know	4 *%	3 *%	* *%	* 1%	* 1%	3 *%	1 1%	4 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	61 7%	50 7%	7 10%	3 8%	1 5%	50 7%	11 10%	61 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 110**

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

**QP53 Does your child watch TV programmes or films in any of the following ways?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Watch online or download from UK TV broadcaster's websites (such as the BBC iPlayer, ITV player, Channel 4 on demand, Five TV's Demand Five, or Sky Player)	272	28	91	154	131	142	13	15	44	46	74	80	68	85	57	63	152	120	272
	33%	17%	29%	43%	31%	35%	15%	20%	27%	30%	42%	45%	37%	36%	32%	27%	36%	29%	33%
			a	ab					f	fg	fghi	fghi	oq	oq			oq		
Watch online or download from other websites	80	10	26	44	44	36	6	4	17	9	21	24	22	23	16	19	45	35	80
	10%	6%	8%	12%	10%	9%	7%	5%	11%	6%	12%	13%	12%	10%	9%	8%	11%	9%	10%
				a					g		gi	gi							
EITHER OF THESE	292	33	99	161	143	149	17	16	49	49	77	84	70	89	63	70	159	133	292
	35%	20%	31%	46%	34%	37%	20%	21%	30%	32%	43%	48%	38%	38%	35%	30%	38%	32%	35%
			a	ab					fg	fg	fghi	fghi	o	o			oq		
No, neither of these	509	124	215	170	267	242	65	58	112	103	90	81	105	141	114	149	246	263	509
	61%	78%	68%	48%	63%	59%	79%	76%	69%	67%	51%	45%	58%	60%	63%	64%	59%	64%	61%
		bc	c				hijk	jk	jk	jk									
Don't know	29	3	3	23	12	17	1	3	1	2	10	12	7	6	3	12	13	16	29
	3%	2%	1%	6%	3%	4%	1%	4%	*%	1%	6%	7%	4%	2%	2%	5%	3%	4%	3%
				ab				h			fhi	fhi				n			

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 110**

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

**QP53 Does your child watch TV programmes or films in any of the following ways?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Watch online or download from UK TV broadcaster's websites (such as the BBC iPlayer, ITV player, Channel 4 on demand, Five TV's Demand Five, or Sky Player)	272 33%	238 34% cd	22 28%	8 24%	5 26%	234 33% c	38 34% c	272 33% c
Watch online or download from other websites	80 10%	65 9%	11 14%	3 9%	1 7%	68 10%	11 10%	80 10%
EITHER OF THESE	292 35%	251 36%	26 34%	10 29%	5 28%	251 35%	41 37%	292 35%
No, neither of these	509 61%	424 61%	49 64%	23 68%	12 69%	440 61%	69 62%	509 61%
Don't know	29 3%	25 4%	2 2%	1 3%	1 4%	27 4%	2 2%	29 3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 111**

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

**QP54 Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)?**  
**QP55 Have you set up a PIN or password on the UK websites that your child uses to watch or download TV programmes or films - which needs to be entered before it's possible to view programmes that have a Guidance label? IF YES: Is that on all of the websites or just some of the websites that your child uses to watch or download TV programmes or films?**

Base : Parents whose child watches online or downloads content from UK TV broadcasters' websites

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL	
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 ~n	DE o	ABC1 p	C2DE q		
Significance Level: 95%																				
Unweighted total	415	66	129	220	201	214	32	34	65	64	104	116	97	112	90	116	209	206	415	
Effective Weighted Sample	331	55	105	180	158	173	26	29	52	53	85	95	80	94	69	92	173	160	331	
Total	272	28	91	154	131	142	13	15	44	46	74	80	68	85	57	63	152	120	272	
PIN/ password set up on ALL of the websites the child uses for watching/ downloading TV or films	37 14%	** **	16 17%	18 12%	21 16%	17 12%	** **	** **	** **	** **	9 12%	9 11%	** **	9 10%	** **	6 10%	19 12%	19 16%	37 14%	
PIN/ password set up on SOME of the websites that the child uses for watching/ downloading TV or films	17 6%	** **	4 5%	11 7%	11 8%	6 4%	** **	** **	** **	** **	7 9%	4 5%	** **	8 9%	** **	3 5%	12 8%	5 4%	17 6%	
PIN/ PASSWORD SET UP ON ANY OF THESE WEBSITES	54 20%	** **	20 22%	29 19%	32 24%	22 16%	** **	** **	** **	** **	16 21%	13 16%	** **	17 20%	** **	9 14%	30 20%	24 20%	54 20%	
PIN/ password NOT set up on any of the websites that the child uses for watching/ downloading TV or films	112 41%	** **	36 39%	63 41%	44 34%	68 48%	** **	** **	** **	** **	27 36%	37 46%	** **	33 39%	** **	28 45%	59 38%	54 45%	112 41%	
Don't know if this has been set up	34 12%	** **	12 13%	21 14%	18 14%	16 11%	** **	** **	** **	** **	11 14%	11 13%	** **	15 17%	** **	6 9%	23 15%	11 9%	34 12%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 111**

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

**QP54 Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)?**  
**QP55 Have you set up a PIN or password on the UK websites that your child uses to watch or download TV programmes or films - which needs to be entered before it's possible to view programmes that have a Guidance label? IF YES: Is that on all of the websites or just some of the websites that your child uses to watch or download TV programmes or films?**

Base : Parents whose child watches online or downloads content from UK TV broadcasters' websites

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	~n	o	p	q	r
Unweighted total	415	66	129	220	201	214	32	34	65	64	104	116	97	112	90	116	209	206	415
Effective Weighted Sample	331	55	105	180	158	173	26	29	52	53	85	95	80	94	69	92	173	160	331
Total	272	28	91	154	131	142	13	15	44	46	74	80	68	85	57	63	152	120	272
Did not know this could be set up	72	**	24	41	37	35	**	**	**	**	21	20	**	21	**	20	40	32	72
	27%	**	26%	26%	28%	25%	**	**	**	**	28%	25%	**	25%	**	32%	26%	27%	27%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 111

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

**QP54 Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)?**  
**QP55 Have you set up a PIN or password on the UK websites that your child uses to watch or download TV programmes or films - which needs to be entered before it's possible to view programmes that have a Guidance label? IF YES: Is that on all of the websites or just some of the websites that your child uses to watch or download TV programmes or films?**

Base : Parents whose child watches online or downloads content from UK TV broadcasters' websites

	NATION							
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	URBAN e	RURAL ~f	ALL g
Significance Level: 95%								
Unweighted total	415	294	48	33	40	344	71	415
Effective Weighted Sample	331	270	42	28	36	278	54	331
Total	272	238	22	8	5	234	38	272
PIN/ password set up on ALL of the websites the child uses for watching/ downloading TV or films	37 14%	34 14%	**	**	**	34 14%	**	37 14%
PIN/ password set up on SOME of the websites that the child uses for watching/ downloading TV or films	17 6%	15 6%	**	**	**	14 6%	**	17 6%
PIN/ PASSWORD SET UP ON ANY OF THESE WEBSITES	54 20%	49 21%	**	**	**	48 21%	**	54 20%
PIN/ password NOT set up on any of the websites that the child uses for watching/ downloading TV or films	112 41%	98 41%	**	**	**	92 39%	**	112 41%
Don't know if this has been set up	34 12%	29 12%	**	**	**	29 12%	**	34 12%
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 111**

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

**QP54 Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)?**  
**QP55 Have you set up a PIN or password on the UK websites that your child uses to watch or download TV programmes or films - which needs to be entered before it's possible to view programmes that have a Guidance label? IF YES: Is that on all of the websites or just some of the websites that your child uses to watch or download TV programmes or films?**

Base : Parents whose child watches online or downloads content from UK TV broadcasters' websites

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	415	294	48	33	40	344	71	415
Effective Weighted Sample	331	270	42	28	36	278	54	331
Total	272	238	22	8	5	234	38	272
Did not know this could be set up	72	62	**	**	**	65	**	72
	27%	26%	**	**	**	28%	**	27%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 112**

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

**QP56 And can you tell me why that is?**

Base : Parents whose child watches online or downloads content from UK TV broadcasters' websites where PIN/ password controls have not been set

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL r	
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 ~c	MALE ~d	FEMALE ~e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 ~j	FEMALE 12-15 ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q		
Significance Level: 95%																				
Unweighted total	174	30	54	90	76	98	15	15	23	31	38	52	43	46	35	50	89	85	174	
Effective Weighted Sample	139	25	42	75	57	82	11	14	17	26	31	44	34	36	29	42	69	70	139	
Total	112	13	36	63	44	68	5	8	12	23	27	37	26	33	25	28	59	54	112	
Trust my child to be sensible/ responsible	57 51%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	57 51%	
Child is always supervised/ always an adult present	41 36%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	41 36%	
Didn't know this was possible	8 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 8%	
Child learns how to be safe on the internet at school	5 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 5%	
Don't know how to do this	4 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 4%	
Child too young to surf/ look around the web	4 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 4%	
Child too old for setting these controls	4 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 4%	
Child is too young for this to be a problem	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 3%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 112**

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

**QP56 And can you tell me why that is?**

Base : Parents whose child watches online or downloads content from UK TV broadcasters' websites where PIN/ password controls have not been set

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL	
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE		
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	
Unweighted total	174	30	54	90	76	98	15	15	23	31	38	52	43	46	35	50	89	85	174	
Effective Weighted Sample	139	25	42	75	57	82	11	14	17	26	31	44	34	36	29	42	69	70	139	
Total	112	13	36	63	44	68	5	8	12	23	27	37	26	33	25	28	59	54	112	
Wouldn't work/ they'd find a way around any controls	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11%
Other	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 112**

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

**QP56 And can you tell me why that is?**

Base : Parents whose child watches online or downloads content from UK TV broadcasters' websites where PIN/ password controls have not been set

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	174	122	19	17	16	139	35	174
Effective Weighted Sample	139	112	17	15	15	111	28	139
Total	112	98	8	4	2	92	20	112
Trust my child to be sensible/ responsible	57	48	**	**	**	48	**	57
	51%	49%	**	**	**	52%	**	51%
Child is always supervised/ always an adult present	41	35	**	**	**	37	**	41
	36%	36%	**	**	**	40%	**	36%
Didn't know this was possible	8	7	**	**	**	5	**	8
	8%	7%	**	**	**	6%	**	8%
Child learns how to be safe on the internet at school	5	5	**	**	**	5	**	5
	5%	5%	**	**	**	5%	**	5%
Don't know how to do this	4	3	**	**	**	2	**	4
	4%	3%	**	**	**	2%	**	4%
Child too young to surf/ look around the web	4	4	**	**	**	4	**	4
	4%	4%	**	**	**	5%	**	4%
Child too old for setting these controls	4	4	**	**	**	4	**	4
	4%	4%	**	**	**	4%	**	4%
Child is too young for this to be a problem	4	3	**	**	**	2	**	4
	3%	3%	**	**	**	2%	**	3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 112**

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

**QP56 And can you tell me why that is?**

Base : Parents whose child watches online or downloads content from UK TV broadcasters' websites where PIN/ password controls have not been set

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	174	122	19	17	16	139	35	174
Effective Weighted Sample	139	112	17	15	15	111	28	139
Total	112	98	8	4	2	92	20	112
Wouldn't work/ they'd find a way around any controls	1 1%	1 1%	**	**	**	- -%	**	1 1%
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	13 11%	11 11%	**	**	**	7 8%	**	13 11%
Other	6 5%	5 6%	**	**	**	5 6%	**	6 5%

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 114**

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

**SUMMARY OF TYPES OF TECHNICAL MEDIATION IN PLACE**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
SAFE SEARCH SETTINGS ON SEARCH ENGINES	384 46%	77 48%	165 52%	142 40%	197 47%	188 46%	38 46%	39 51%	84 52%	81 53%	75 42%	68 38%	90 49%	117 50%	77 43%	100 43%	207 50%	177 43%	384 46%
CONTROLS SET/ SOFTWARE LOADED TO STOP CHILD VIEWING CERTAIN TYPES OF WEBSITES	377 45%	76 48%	160 51%	140 40%	188 45%	189 46%	34 42%	42 55%	79 48%	82 53%	75 42%	65 37%	95 52%	112 47%	71 39%	99 43%	206 49%	170 41%	377 45%
YOUTUBE SAFETY MODE ACTIVATED	124 15%	16 10%	49 16%	58 16%	61 14%	63 15%	8 9%	9 11%	27 17%	22 15%	26 15%	32 18%	23 13%	37 16%	25 14%	38 17%	60 14%	63 15%	124 15%
SOFTWARE TO LIMIT THE TIME SPENT ONLINE	81 10%	15 9%	27 8%	40 11%	40 9%	42 10%	7 9%	7 9%	13 8%	13 9%	19 11%	21 12%	17 10%	26 11%	22 12%	16 7%	43 10%	38 9%	81 10%
USE OF PINS ON ANY WEBSITE THAT CHILD USES TO DOWNLOAD/ WATCH TV PROGRAMMES	54 7%	6 4%	20 6%	29 8%	32 8%	22 5%	3 4%	2 3%	13 8%	7 5%	16 9%	13 7%	14 8%	17 7%	15 8%	9 4%	30 7%	24 6%	54 7%
ANY OF THESE	508 61%	100 63%	211 67%	197 56%	259 61%	249 61%	47 57%	53 69%	108 67%	103 67%	104 59%	93 53%	122 67%	148 63%	102 56%	137 59%	270 65%	239 58%	508 61%
NONE OF THESE	321 39%	59 37%	105 33%	157 44%	162 39%	159 39%	36 43%	24 31%	54 33%	52 33%	73 41%	84 47%	60 33%	88 37%	79 44%	95 41%	148 35%	174 42%	321 39%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 114

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

**SUMMARY OF TYPES OF TECHNICAL MEDIATION IN PLACE**

Base : Parents whose child uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
SAFE SEARCH SETTINGS ON SEARCH ENGINES	384 46%	329 47% b	29 38%	18 53% b	8 44%	336 47% b	48 43%	384 46%
CONTROLS SET/ SOFTWARE LOADED TO STOP CHILD VIEWING CERTAIN TYPES OF WEBSITES	377 45%	321 46%	31 40%	17 51%	8 44%	330 46%	47 42%	377 45%
YOUTUBE SAFETY MODE ACTIVATED	124 15%	108 15%	8 10%	5 15%	3 16%	107 15%	17 15%	124 15%
SOFTWARE TO LIMIT THE TIME SPENT ONLINE	81 10%	71 10% d	6 8%	4 12% d	1 4%	68 10% d	13 12% d	81 10% d
USE OF PINS ON ANY WEBSITE THAT CHILD USES TO DOWNLOAD/ WATCH TV PROGRAMMES	54 7%	49 7% c	4 5%	1 2%	1 3%	48 7% c	6 5%	54 7% c
ANY OF THESE	508 61%	430 61%	41 54%	24 72% abefg	12 70% b	440 61%	68 61%	508 61%
NONE OF THESE	321 39%	271 39% c	35 46% cd	9 28%	5 30%	277 39% c	44 39% c	321 39% c

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**SUMMARY OF TYPES OF PERSONAL MEDIATION IN PLACE**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
RULES ABOUT THE INTERNET AT HOME	656	145	273	238	331	324	74	71	135	138	122	115	147	192	136	181	340	316	656
	79%	91%	86%	67%	79%	79%	89%	93%	84%	89%	69%	65%	81%	82%	75%	78%	81%	77%	79%
		c	c				jk	hjk	jk	jk							n		
TALK TO CHILD ABOUT STAYING SAFE ONLINE	651	85	261	306	327	325	42	43	134	127	151	155	139	184	139	189	323	328	651
	79%	53%	82%	86%	78%	80%	50%	56%	83%	82%	85%	88%	76%	78%	77%	82%	77%	80%	79%
			a	a					fg	fg	fg	fg							
EITHER OF THESE	784	150	307	327	397	387	77	73	157	150	163	164	169	224	172	220	393	391	784
	94%	94%	97%	92%	94%	95%	93%	95%	97%	97%	92%	92%	93%	95%	95%	95%	94%	95%	94%
			c						j	jk									
NEITHER OF THESE	46	9	10	27	24	22	6	4	5	4	13	13	13	12	9	12	25	21	46
	6%	6%	3%	8%	6%	5%	7%	5%	3%	3%	8%	8%	7%	5%	5%	5%	6%	5%	6%
				b							hi	i							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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.

**SUMMARY OF TYPES OF PERSONAL MEDIATION IN PLACE**

Base : Parents whose child uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
RULES ABOUT THE INTERNET AT HOME	656	547	63	30	16	565	91	656
	79%	78%	82%	87%	88%	79%	81%	79%
				aeg	aeg			
TALK TO CHILD ABOUT STAYING SAFE ONLINE	651	548	60	29	14	566	86	651
	79%	78%	79%	85%	77%	79%	76%	79%
EITHER OF THESE	784	660	73	33	18	677	107	784
	94%	94%	95%	98%	99%	94%	95%	94%
					abeg			
NEITHER OF THESE	46	41	4	1	*	41	5	46
	6%	6%	5%	2%	1%	6%	5%	6%
		d	d			d		d

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 116**

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

**COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS - TALK TO CHILD AT LEAST MONTHLY**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
RULES RELATING TO PARENTAL SUPERVISION AND TECHNICAL MEDIATION AND TALK TO CHILD AT LEAST MONTHLY	163 20%	27 17%	75 24% ac	61 17%	76 18%	87 21%	12 14%	15 20%	38 23% fj	38 24% fj	27 15%	34 19%	35 19%	50 21%	32 18%	47 20%	85 20%	78 19%	163 20%
RULES RELATING TO PARENTAL SUPERVISION AND TALK TO CHILD AT LEAST MONTHLY AND NOT TECHNICAL MEDIATION	63 8%	9 6%	29 9%	25 7%	29 7%	35 9%	6 7%	4 5%	14 9%	16 10%	9 5%	16 9%	11 6%	18 8%	15 8%	19 8%	29 7%	34 8%	63 8%
RULES RELATING TO PARENTAL SUPERVISION AND TECHNICAL MEDIATION AND NOT TALK TO CHILD AT LEAST MONTHLY	132 16%	34 21% c	59 19% c	38 11%	77 18% e	55 13%	16 20% k	18 23% ijk	38 23% ijk	21 14%	23 13%	16 9%	39 21% noqr	39 17%	22 12%	32 14%	78 19% nq	54 13%	132 16%
TECHNICAL MEDIATION AND TALK TO CHILD AT LEAST MONTHLY AND NOT RULES RELATING TO PARENTAL SUPERVISION	92 11%	13 8%	37 12%	42 12%	37 9%	55 13% d	6 7%	8 10%	11 7%	26 17% fh	20 12%	21 12%	20 11%	24 10%	20 11%	29 13%	44 10%	49 12%	92 11%
TECHNICAL MEDIATION ONLY	121 15%	26 16%	39 12%	56 16%	69 16%	52 13%	14 16%	12 16%	21 13%	18 11%	34 19% i	22 13%	29 16%	35 15%	28 16%	29 13%	64 15%	57 14%	121 15%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 116**

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

**COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS - TALK TO CHILD AT LEAST MONTHLY**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
TALK TO CHILD AT LEAST MONTHLY ONLY	45	3	12	29	20	24	2	1	6	6	12	17	9	11	10	14	20	24	45
	5%	2%	4%	8%	5%	6%	3%	1%	4%	4%	7%	9%	5%	5%	6%	6%	5%	6%	5%
				ab							g	fghi							
RULES RELATING TO PARENTAL SUPERVISION ONLY	92	29	36	27	49	44	18	12	17	19	14	13	18	27	21	26	45	48	92
	11%	18%	11%	8%	12%	11%	21%	15%	11%	12%	8%	7%	10%	12%	12%	11%	11%	12%	11%
		bc					hijk	jk											
NONE OF THESE	121	17	27	77	65	56	10	7	16	11	38	38	22	31	32	35	54	68	121
	15%	11%	9%	22%	15%	14%	12%	9%	10%	7%	22%	22%	12%	13%	18%	15%	13%	16%	15%
				ab							fghi	fghi							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 116

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

**COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS - TALK TO CHILD AT LEAST MONTHLY**

Base : Parents whose child uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
RULES RELATING TO PARENTAL SUPERVISION AND TECHNICAL MEDIATION AND TALK TO CHILD AT LEAST MONTHLY	163 20%	131 19%	18 23%	10 31%	4 24%	141 20%	22 19%	163 20%
				aefg				
RULES RELATING TO PARENTAL SUPERVISION AND TALK TO CHILD AT LEAST MONTHLY AND NOT TECHNICAL MEDIATION	63 8%	53 8%	7 9%	3 8%	1 5%	56 8%	8 7%	63 8%
RULES RELATING TO PARENTAL SUPERVISION AND TECHNICAL MEDIATION AND NOT TALK TO CHILD AT LEAST MONTHLY	132 16%	113 16%	8 11%	5 16%	5 25%	110 15%	22 20%	132 16%
				abeg			b	
TECHNICAL MEDIATION AND TALK TO CHILD AT LEAST MONTHLY AND NOT RULES RELATING TO PARENTAL SUPERVISION	92 11%	80 11%	7 9%	5 14%	1 7%	84 12%	8 7%	92 11%
TECHNICAL MEDIATION ONLY	121 15%	106 15%	9 11%	4 11%	2 13%	106 15%	15 14%	121 15%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 116

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

**COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS - TALK TO CHILD AT LEAST MONTHLY**

Base : Parents whose child uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
TALK TO CHILD AT LEAST MONTHLY ONLY	45 5%	36 5%	5 7%	2 7%	1 5%	38 5%	6 6%	45 5%
RULES RELATING TO PARENTAL SUPERVISION ONLY	92 11%	75 11%	13 17% aceg	3 8%	2 10%	78 11%	14 13%	92 11%
NONE OF THESE	121 15%	108 15%	10 13% c	2 5%	2 10%	105 15% c	16 14% c	121 15% c

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 117**

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

**QP57 Have you talked to your child about staying safe when they are online?**

**QP58 Which of these best describes how often you talk to your child about staying safe when they are online?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424	
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092	
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830	
More often than once a month	252 30%	43 27%	111 35% ac	98 28%	113 27%	139 34% d	21 26%	21 28%	48 30%	63 41% fghjk	44 25%	54 31%	44 24%	70 30%	53 29%	84 36% lpr	115 27%	137 33% lp	252 30%	
Monthly	112 13%	10 7%	43 14% a	58 16% a	49 12%	63 15%	4 5%	7 8%	21 13% f	22 15% f	25 14% f	34 19% fg	30 17%	33 14%	23 13%	25 11%	63 15%	48 12%	112 13%	
Every few months	166 20%	15 10%	68 22% a	82 23% a	93 22%	73 18%	8 9%	8 10%	40 25% fg	28 18% fg	45 26% fg	37 21% fg	41 22%	49 21%	32 18%	44 19%	90 21%	76 18%	166 20%	
A couple of times a year	48 6%	6 4%	16 5%	26 7% a	28 7%	20 5%	3 4%	3 4%	9 6%	7 4%	16 9%	11 6%	13 7%	13 6%	11 6%	12 5%	26 6%	22 5%	48 6%	
Once a year	13 2%	2 1%	6 2%	5 1%	5 1%	7 2%	- -%	2 2%	4 2%	2 1%	2 1%	3 2%	2 1%	2 1%	4 2%	4 2%	4 1%	8 2%	13 2%	
Less often than once a year	12 1%	* *%	1 *% ab	10 3% ab	7 2%	4 1%	- -%	* *%	1 1%	* *%	6 4% fghi	4 2%	1 1%	5 2%	1 *%	5 2%	6 1%	6 1%	12 1%	
Have talked to them once, and not since then	40 5%	6 4%	12 4%	22 6%	26 6%	15 4%	4 5% i	2 3%	10 6% i	2 2%	11 6% i	10 6% i	7 4%	10 4%	13 7%	11 5%	17 4%	24 6%	40 5%	
Don't know how often	9 1%	2 1%	3 1%	5 1%	5 1%	4 1%	1 1%	1 1%	2 1%	1 *%	2 1%	2 1%	1 *%	3 1%	2 1%	4 2%	3 1%	6 2%	9 1%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 117**

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

**QP57 Have you talked to your child about staying safe when they are online?**

**QP58 Which of these best describes how often you talk to your child about staying safe when they are online?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
TOTAL HAVE TALKED TO CHILD	651	85	261	306	327	325	42	43	134	127	151	155	139	184	139	189	323	328	651
	79%	53%	82%	86%	78%	80%	50%	56%	83%	82%	85%	88%	76%	78%	77%	82%	77%	80%	79%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
AT LEAST MONTHLY	364	53	154	156	162	201	25	28	69	86	68	88	74	103	77	109	178	186	364
	44%	33%	49%	44%	39%	49%	31%	36%	42%	55%	39%	50%	41%	44%	42%	47%	43%	45%	44%
		a	a	a	d	d	f	fg	fg	fg	fg	fg	fg	fg	fg	fg	fg	fg	fg
LESS THAN MONTHLY	238	23	91	123	133	105	11	12	54	38	69	55	57	68	48	64	126	112	238
	29%	15%	29%	35%	32%	26%	13%	16%	33%	24%	39%	31%	31%	29%	27%	28%	30%	27%	29%
		a	a	a	e	e	fg	fg	fg	f	fgi	fg	fg	fg	fg	fg	fg	fg	fg
TOTAL UNSURE	14	3	5	6	7	7	1	1	2	3	4	3	3	3	2	6	6	8	14
	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	2%
No, have not talked to my child	174	74	53	46	93	81	40	33	28	26	25	22	41	50	41	41	92	82	174
	21%	46%	17%	13%	22%	20%	49%	44%	17%	17%	14%	12%	23%	21%	23%	18%	22%	20%	21%
		bc	bc	bc	hijk	hijk	hijk	hijk	hijk	hijk	hijk	hijk	hijk	hijk	hijk	hijk	hijk	hijk	hijk
Don't know if I have talked to my child	4	1	2	1	2	3	1	*	-	2	1	*	2	1	-	2	3	2	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 117**

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**QP57 Have you talked to your child about staying safe when they are online?**

**QP58 Which of these best describes how often you talk to your child about staying safe when they are online?**

Base : Parents whose child uses the internet at home

	NATION							ALL g
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f	
Significance Level: 95%								
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
More often than once a month	252 30%	209 30%	24 31%	14 41%	5 30%	223 31%	29 26%	252 30%
				aefg				
Monthly	112 13%	91 13%	13 17%	6 19%	2 11%	96 13%	15 14%	112 13%
Every few months	166 20%	145 21%	12 16%	5 15%	4 20%	142 20%	24 21%	166 20%
A couple of times a year	48 6%	40 6%	5 7%	2 6%	1 7%	39 5%	9 8%	48 6%
Once a year	13 2%	12 2%	- -%	* 1%	* 1%	12 2%	1 *%	13 2%
Less often than once a year	12 1%	10 1%	2 2%	* *%	* 1%	10 1%	2 2%	12 1%
Have talked to them once, and not since then	40 5%	37 5%	2 3%	1 2%	1 5%	36 5%	4 4%	40 5%
Don't know how often	9 1%	6 1%	2 3%	1 2%	* 1%	8 1%	2 2%	9 1%
			aeg					
TOTAL HAVE TALKED TO CHILD	651 79%	548 78%	60 79%	29 85%	14 77%	566 79%	86 76%	651 79%
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 117

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

**QP57 Have you talked to your child about staying safe when they are online?**

**QP58 Which of these best describes how often you talk to your child about staying safe when they are online?**

Base : Parents whose child uses the internet at home

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
AT LEAST MONTHLY	364	299	36	20	7	319	44	364
	44%	43%	48%	59%	41%	45%	39%	44%
			abdefg					
LESS THAN MONTHLY	238	206	19	7	5	203	35	238
	29%	29%	25%	22%	30%	28%	32%	29%
TOTAL UNSURE	14	10	3	1	*	12	2	14
	2%	1%	3%	3%	1%	2%	2%	2%
No, have not talked to my child	174	149	16	5	4	147	26	174
	21%	21%	21%	14%	22%	21%	24%	21%
		c					c	c
Don't know if I have talked to my child	4	4	*	*	*	4	-	4
	1%	1%	*%	1%	1%	1%	-%	1%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 118**

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

**QP59A EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - The content on the websites that they visit**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Very concerned	37 4%	10 6%	16 5%	11 3%	17 4%	20 5%	4 4%	6 8%	7 4%	9 6%	7 4%	4 2%	8 4%	12 5%	4 2%	13 6%	20 5%	17 4%	37 4%
Fairly concerned	102 12%	12 7%	41 13%	49 14%	48 11%	54 13%	7 8%	5 6%	22 13%	19 13%	19 11%	30 17%	29 16%	22 9%	21 12%	29 12%	52 12%	50 12%	102 12%
TOTAL CONCERNED	139 17%	21 13%	57 18%	60 17%	65 15%	74 18%	10 13%	11 14%	29 18%	29 19%	26 15%	34 19%	37 21%	34 14%	25 14%	42 18%	71 17%	67 16%	139 17%
Neither/ nor	51 6%	7 4%	13 4%	32 9%	29 7%	22 5%	4 5%	3 4%	6 4%	7 4%	19 11%	12 7%	13 7%	16 7%	11 6%	12 5%	28 7%	23 6%	51 6%
Not very concerned	293 35%	35 22%	112 36%	146 41%	152 36%	141 35%	19 24%	15 20%	58 36%	55 35%	75 42%	71 40%	56 31%	90 38%	72 40%	75 32%	147 35%	147 36%	293 35%
Not at all concerned	344 41%	95 60%	134 42%	115 32%	173 41%	170 42%	48 59%	47 61%	70 43%	64 42%	55 31%	60 34%	74 41%	95 40%	73 40%	102 44%	169 41%	174 42%	344 41%
TOTAL NOT CONCERNED	637 77%	130 82%	246 78%	261 74%	325 77%	312 76%	68 82%	62 81%	127 79%	119 77%	130 73%	131 74%	130 72%	185 79%	145 80%	176 76%	316 76%	321 78%	637 77%
Don't know	3 *%	1 1%	- -%	2 1%	2 1%	1 *%	* 1%	1 1%	- -%	- -%	2 1%	- -%	2 1%	* *%	* *%	1 *%	2 *%	1 *%	3 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	54 7%	8 5%	13 4%	33 9%	31 7%	23 6%	4 5%	4 5%	6 4%	7 4%	21 12%	12 7%	14 8%	16 7%	11 6%	13 6%	30 7%	24 6%	54 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 118**

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

**QP59A EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - The content on the websites that they visit**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Very concerned	37 4%	31 4%	1 1%	5 13%	1 3%	33 5%	4 3%	37 4%
				abdefg				
Fairly concerned	102 12%	86 12%	9 12%	4 12%	3 16%	83 12%	19 17%	102 12%
TOTAL CONCERNED	139 17%	117 17%	10 13%	9 25%	3 19%	116 16%	22 20%	139 17%
				abeg				
Neither/ nor	51 6%	39 6%	8 11%	3 8%	1 6%	41 6%	10 9%	51 6%
			aeg					
Not very concerned	293 35%	250 36%	20 26%	15 44%	8 46%	248 35%	45 40%	293 35%
		b		beg	abeg	b	b	b
Not at all concerned	344 41%	293 42%	38 50%	7 22%	5 28%	311 43%	33 29%	344 41%
		cdf	cdfg			cdf		cdf
TOTAL NOT CONCERNED	637 77%	543 77%	58 76%	22 66%	13 74%	559 78%	78 70%	637 77%
		cf				cf		cf
Don't know	3 *%	3 *%	- -%	* 1%	- -%	1 *%	2 1%	3 *%
						e		
TOTAL NEITHER/ NOR OR DON'T KNOW	54 7%	42 6%	8 11%	3 9%	1 6%	42 6%	12 10%	54 7%
			aeg			ae		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 119**

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

**QP59B EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - How much time they spend online**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Very concerned	38 5%	7 4%	14 4%	18 5%	20 5%	19 5%	2 3%	4 6%	7 4%	7 4%	10 6%	8 4%	8 4%	11 5%	7 4%	13 5%	19 5%	19 5%	38 5%
Fairly concerned	114 14%	8 5%	34 11%	72 20%	59 14%	55 13%	4 5%	4 5%	17 10%	17 11%	38 22%	33 19%	31 17%	28 12%	17 10%	37 16%	59 14%	55 13%	114 14%
			a	ab					f	fghi	fghi	n	n	n	n	n	n	n	n
TOTAL CONCERNED	152 18%	15 10%	48 15%	89 25%	79 19%	73 18%	7 8%	8 11%	24 15%	24 15%	48 27%	41 23%	39 21%	39 17%	24 13%	50 22%	78 19%	74 18%	152 18%
			a	ab					f	fghi	fgh	n	n	n	n	n	n	n	n
Neither/ nor	57 7%	5 3%	16 5%	36 10%	29 7%	28 7%	2 3%	3 4%	11 7%	5 3%	16 9%	20 11%	15 8%	20 8%	9 5%	14 6%	34 8%	23 6%	57 7%
				ab					fi	fji									
Not very concerned	277 33%	39 25%	115 36%	122 35%	138 33%	138 34%	21 26%	18 24%	60 37%	55 35%	57 32%	66 37%	54 30%	84 35%	70 38%	70 30%	137 33%	139 34%	277 33%
			a	a					fg	g	fg	fg			lo				
Not at all concerned	342 41%	98 62%	138 44%	106 30%	174 41%	169 41%	52 63%	47 61%	67 41%	71 46%	55 31%	51 29%	74 41%	92 39%	78 43%	97 42%	167 40%	176 43%	342 41%
			bc	c			hijk	hijk	jk	jk									
TOTAL NOT CONCERNED	619 75%	138 86%	253 80%	229 65%	312 74%	307 75%	73 88%	65 84%	127 79%	125 81%	112 63%	117 66%	128 71%	176 75%	148 82%	167 72%	304 73%	315 76%	619 75%
			bc	c			hjk	jk	jk	jk					lopr				
Don't know	1 *%	1 1%	- -%	- -%	* *%	1 *%	* 1%	1 1%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	1 *%	* *%	1 *%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	58 7%	6 4%	16 5%	36 10%	30 7%	28 7%	3 3%	4 5%	11 7%	5 3%	16 9%	20 11%	15 8%	20 9%	9 5%	14 6%	35 8%	23 6%	58 7%
				ab					fi	fji									

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 119

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

**QP59B EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - How much time they spend online**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Very concerned	38 5%	34 5%	* *%	4 11%	1 5%	33 5%	5 4%	38 5%
		b		abefg	b	b	b	b
Fairly concerned	114 14%	96 14%	10 13%	5 15%	3 17%	92 13%	22 20%	114 14%
						aeg		
TOTAL CONCERNED	152 18%	130 19%	10 13%	9 25%	4 22%	125 17%	27 24%	152 18%
				be	b		be	
Neither/ nor	57 7%	46 7%	7 10%	2 7%	1 6%	44 6%	13 12%	57 7%
						aeg		
Not very concerned	277 33%	231 33%	23 29%	16 47%	8 43%	239 33%	38 34%	277 33%
				abefg	abeg			
Not at all concerned	342 41%	294 42%	37 48%	7 21%	5 29%	309 43%	33 30%	342 41%
		cdf	cdf			cdf		cdf
TOTAL NOT CONCERNED	619 75%	524 75%	59 77%	23 67%	13 72%	548 76%	71 64%	619 75%
		f	f			cf		f
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	* *%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	58 7%	47 7%	7 10%	2 7%	1 6%	44 6%	14 12%	58 7%
						aeg		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP59C EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Who they are in contact with online**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Very concerned	53	10	25	18	20	33	2	8	13	12	5	13	9	17	10	17	26	27	53
	6%	6%	8%	5%	5%	8%	3%	10%	8%	8%	3%	7%	5%	7%	5%	8%	6%	7%	6%
						d		fj	fj	fj		j							
Fairly concerned	112	7	37	67	55	57	2	4	21	17	32	36	23	32	21	36	55	56	112
	13%	4%	12%	19%	13%	14%	3%	6%	13%	11%	18%	20%	13%	14%	12%	15%	13%	14%	13%
			a	ab					fg	f	fgi	fghi							
TOTAL CONCERNED	165	17	62	86	75	90	5	12	33	29	37	49	32	49	31	53	81	84	165
	20%	11%	20%	24%	18%	22%	6%	16%	21%	19%	21%	28%	17%	21%	17%	23%	19%	20%	20%
			a	a				f	f	f	f	fgi							
Neither/ nor	68	9	21	37	39	29	7	2	12	9	20	17	24	17	12	15	41	27	68
	8%	6%	7%	11%	9%	7%	8%	3%	7%	6%	11%	10%	13%	7%	7%	6%	10%	6%	8%
				a			g				g	g	mnoqr				q		
Not very concerned	241	30	80	131	121	120	16	14	37	43	68	64	54	73	55	60	126	115	241
	29%	19%	25%	37%	29%	29%	20%	18%	23%	28%	38%	36%	29%	31%	31%	26%	30%	28%	29%
			a	ab					g	fghi	fgh								
Not at all concerned	353	102	152	99	184	168	54	48	79	73	52	47	73	94	82	104	167	186	353
	43%	64%	48%	28%	44%	41%	66%	63%	48%	47%	29%	26%	40%	40%	45%	45%	40%	45%	43%
		bc	c				hijk	hijk	jk	jk									
TOTAL NOT CONCERNED	594	132	232	230	306	288	70	62	116	116	119	111	126	167	137	163	294	301	594
	72%	83%	73%	65%	73%	71%	85%	81%	72%	75%	68%	62%	69%	71%	76%	71%	70%	73%	72%
		bc	c				hijk	jk	k	k									
Don't know	3	1	1	1	2	1	*	1	1	-	*	1	-	2	1	1	2	1	3
	*%	1%	*%	*%	*%	*%	1%	1%	1%	-%	*%	*%	-%	1%	*%	*%	*%	*%	*%
TOTAL NEITHER/ NOR OR DONT KNOW	71	10	22	38	41	30	7	3	13	9	20	18	24	19	13	15	43	28	71
	9%	6%	7%	11%	10%	7%	9%	4%	8%	6%	12%	10%	13%	8%	7%	6%	10%	7%	9%
				a							g	g	noqr				q		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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.

**QP59C EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Who they are in contact with online**

Base : Parents whose child aged 5-15 uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Very concerned	53 6%	45 6%	3 4%	3 10%	2 9%	46 6%	7 6%	53 6%
Fairly concerned	112 13%	95 14%	8 10%	6 18%	3 14%	89 12%	22 20%	112 13%
<b>TOTAL CONCERNED</b>	165 20%	140 20%	11 14%	9 27%	4 24%	136 19%	29 26%	165 20%
Neither/ nor	68 8%	55 8%	8 10%	4 11%	1 6%	59 8%	9 8%	68 8%
Not very concerned	241 29%	202 29%	21 27%	12 36%	7 37%	205 29%	36 32%	241 29%
Not at all concerned	353 43%	301 43%	38 49%	8 25%	6 32%	316 44%	37 33%	353 43%
<b>TOTAL NOT CONCERNED</b>	594 72%	503 72%	58 76%	21 61%	12 69%	521 73%	73 65%	594 72%
Don't know	3 *%	3 *%	- -%	- -%	* 1%	2 *%	1 1%	3 *%
<b>TOTAL NEITHER/ NOR OR DON'T KNOW</b>	71 9%	58 8%	8 10%	4 11%	1 7%	61 8%	10 9%	71 9%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 121**

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

**QP59D EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Any illegal downloading or downloading of copyrighted material**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Very concerned	43	9	19	14	23	19	4	6	11	8	8	6	9	13	8	13	22	21	43
	5%	6%	6%	4%	6%	5%	4%	7%	7%	5%	5%	3%	5%	5%	4%	6%	5%	5%	5%
Fairly concerned	74	7	23	45	36	39	2	4	12	11	21	23	16	22	14	21	39	36	74
	9%	4%	7%	13%	9%	9%	3%	6%	7%	7%	12%	13%	9%	10%	8%	9%	9%	9%	9%
				ab							fg	fgi							
TOTAL CONCERNED	117	16	42	59	59	58	6	10	23	19	30	29	25	35	22	35	61	57	117
	14%	10%	13%	17%	14%	14%	7%	13%	14%	12%	17%	17%	14%	15%	12%	15%	15%	14%	14%
				a					f		f	f							
Neither/ nor	47	6	13	27	26	21	5	2	8	6	13	14	10	14	9	14	24	23	47
	6%	4%	4%	8%	6%	5%	6%	2%	5%	4%	7%	8%	5%	6%	5%	6%	6%	6%	6%
				ab							g	g							
Not very concerned	210	21	83	107	98	112	9	11	40	43	49	57	44	63	49	55	106	104	210
	25%	13%	26%	30%	23%	27%	11%	15%	25%	28%	28%	32%	24%	27%	27%	24%	25%	25%	25%
			a	a					fg	fg	fg	fg							
Not at all concerned	451	115	177	159	236	215	62	53	90	87	84	76	103	122	99	126	226	226	451
	54%	72%	56%	45%	56%	53%	76%	68%	56%	56%	47%	43%	57%	52%	55%	55%	54%	55%	54%
		bc	c				hijk	hijk	k	k									
TOTAL NOT CONCERNED	661	136	260	266	334	327	72	64	130	130	133	133	147	185	148	181	332	329	661
	80%	85%	82%	75%	79%	80%	87%	83%	80%	84%	75%	75%	81%	79%	82%	78%	79%	80%	80%
		c	c				jk		jk										
Don't know	4	2	1	1	2	2	*	1	1	-	1	1	-	1	2	1	1	3	4
	*%	1%	*%	*%	1%	*%	1%	1%	1%	-%	*%	*%	-%	1%	1%	*%	*%	1%	*%
TOTAL NEITHER/ NOR OR DON'T KNOW	51	8	15	29	28	23	5	3	9	6	14	15	10	15	11	15	25	26	51
	6%	5%	5%	8%	7%	6%	6%	4%	6%	4%	8%	8%	5%	6%	6%	7%	6%	6%	6%
				b							i								

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 121**

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

**QP59D EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Any illegal downloading or downloading of copyrighted material**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Very concerned	43 5%	35 5%	3 4%	3 9% ae	2 8% e	33 5%	10 9% ae	43 5%
Fairly concerned	74 9%	66 9%	5 6%	2 7%	1 5%	67 9%	8 7%	74 9%
TOTAL CONCERNED	117 14%	101 14%	8 11%	6 16%	2 13%	100 14%	17 16%	117 14%
Neither/ nor	47 6%	36 5%	6 8%	5 13% adefg	1 4%	39 6%	8 7%	47 6%
Not very concerned	210 25%	181 26%	15 19%	9 27%	6 32% b	176 24%	34 31% b	210 25%
Not at all concerned	451 54%	381 54% cf	47 61% cf	14 43%	9 51%	399 56% cf	52 46%	451 54% cf
TOTAL NOT CONCERNED	661 80%	562 80% c	61 80% c	23 69%	15 83% c	575 80% c	86 77%	661 80% c
Don't know	4 *%	3 *%	1 2%	* 1%	- -%	3 *%	1 1%	4 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	51 6%	38 5%	7 9%	5 14% adefg	1 4%	43 6%	8 8%	51 6%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 122**

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

**QP59E EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Very concerned	71 9%	13 8%	29 9%	29 8%	36 8%	35 9%	5 6%	8 11%	18 11%	12 8%	14 8%	15 9%	15 8%	24 10%	11 6%	20 9%	40 9%	31 8%	71 9%
Fairly concerned	134 16%	13 8%	45 14%	76 21%	70 17%	64 16%	8 9%	5 7%	25 15%	20 13%	37 21%	39 22%	34 19%	33 14%	26 14%	41 18%	67 16%	67 16%	134 16%
TOTAL CONCERNED	205 25%	26 16%	74 24%	105 30%	105 25%	100 24%	12 15%	14 18%	42 26%	32 21%	51 29%	54 30%	49 27%	57 24%	37 21%	61 26%	106 25%	99 24%	205 25%
Neither/ nor	63 8%	7 4%	23 7%	33 9%	32 8%	31 8%	4 5%	2 3%	13 8%	11 7%	15 9%	18 10%	15 8%	19 8%	13 7%	16 7%	34 8%	29 7%	63 8%
Not very concerned	193 23%	25 16%	78 25%	90 25%	96 23%	97 24%	12 15%	13 17%	40 24%	39 25%	44 25%	45 26%	41 23%	63 27%	46 25%	43 19%	104 25%	89 22%	193 23%
Not at all concerned	365 44%	101 63%	140 44%	124 35%	187 44%	178 44%	54 65%	47 61%	68 42%	72 47%	66 37%	59 33%	76 42%	95 40%	84 47%	110 47%	171 41%	194 47%	365 44%
TOTAL NOT CONCERNED	558 67%	126 79%	218 69%	214 60%	283 67%	275 67%	66 80%	60 78%	107 66%	111 72%	110 62%	104 59%	118 65%	157 67%	130 72%	153 66%	275 66%	283 69%	558 67%
Don't know	3 *%	1 1%	- -%	2 1%	1 *%	2 1%	* 1%	1 1%	- -%	- -%	1 *%	2 1%	- -%	2 1%	* *%	1 *%	2 1%	1 *%	3 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	66 8%	8 5%	23 7%	35 10%	33 8%	33 8%	5 5%	3 4%	13 8%	11 7%	16 9%	20 11%	15 8%	21 9%	13 7%	17 7%	36 9%	30 7%	66 8%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 122**

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

**QP59E EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online**

Base : Parents whose child aged 5-15 uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Very concerned	71 9%	61 9%	4 5%	3 9%	3 15%	58 8%	12 11%	71 9%
					abeg			
Fairly concerned	134 16%	114 16%	12 15%	7 19%	2 10%	112 16%	22 20%	134 16%
		d		d			d	d
TOTAL CONCERNED	205 25%	175 25%	16 21%	10 29%	4 25%	170 24%	35 31%	205 25%
							be	
Neither/ nor	63 8%	51 7%	6 8%	5 14%	1 4%	54 8%	9 8%	63 8%
				adeg				
Not very concerned	193 23%	160 23%	18 23%	9 28%	6 34%	165 23%	29 26%	193 23%
					abeg			
Not at all concerned	365 44%	312 45%	36 47%	10 29%	7 37%	325 45%	40 35%	365 44%
		cf	cf			cf		cf
TOTAL NOT CONCERNED	558 67%	472 67%	54 70%	19 56%	13 72%	490 68%	68 61%	558 67%
		c	c		cf	c		c
Don't know	3 *%	2 *%	1 1%	* 1%	- -%	3 *%	1 1%	3 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	66 8%	54 8%	7 9%	5 15%	1 4%	57 8%	9 8%	66 8%
				adeg				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 123**

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

**QP59F EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Them giving out their personal details to inappropriate people**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Very concerned	97	14	36	48	45	52	4	9	18	18	23	24	19	31	17	31	49	48	97
	12%	9%	11%	13%	11%	13%	5%	12%	11%	12%	13%	14%	10%	13%	9%	13%	12%	12%	12%
				a				f	f	f	f	f							
Fairly concerned	121	11	41	69	57	64	6	5	22	19	30	39	29	32	21	39	61	60	121
	15%	7%	13%	20%	14%	16%	7%	7%	13%	12%	17%	22%	16%	14%	12%	17%	15%	15%	15%
			a	ab					f	f	fg	fghi							
TOTAL CONCERNED	219	25	77	117	103	116	10	15	39	37	53	64	48	63	38	70	111	108	219
	26%	16%	24%	33%	24%	28%	12%	19%	24%	24%	30%	36%	26%	27%	21%	30%	27%	26%	26%
			a	ab				f	f	fg	fghi					n			
Neither/ nor	39	5	15	18	18	20	3	3	8	7	8	10	9	11	8	11	20	19	39
	5%	3%	5%	5%	4%	5%	3%	4%	5%	5%	5%	6%	5%	5%	4%	5%	5%	5%	5%
Not very concerned	194	22	75	96	95	99	11	11	34	41	50	46	43	59	46	45	102	91	194
	23%	14%	24%	27%	23%	24%	13%	15%	21%	27%	28%	26%	24%	25%	26%	19%	25%	22%	23%
			a	a					fg	fg	fg	fg							
Not at all concerned	377	106	150	122	204	173	58	47	81	68	65	57	82	102	89	105	184	193	377
	46%	66%	47%	35%	49%	42%	71%	62%	50%	44%	37%	32%	45%	44%	49%	45%	44%	47%	46%
		bc	c		e		hijk	hijk	jk	k									
TOTAL NOT CONCERNED	571	128	225	218	299	272	69	59	115	110	115	103	125	161	135	150	287	285	571
	69%	80%	71%	62%	71%	67%	84%	77%	71%	71%	65%	58%	69%	69%	75%	65%	69%	69%	69%
		bc	c				hijk	jk	k	k					o				
Don't know	1	1	-	*	1	1	*	1	-	-	*	-	-	*	*	1	*	1	1
	*%	1%	-%	*%	*%	*%	1%	1%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
TOTAL NEITHER/ NOR OR DON'T KNOW	40	6	15	19	19	21	3	3	8	7	8	10	9	11	8	12	20	20	40
	5%	4%	5%	5%	5%	5%	4%	4%	5%	5%	5%	6%	5%	5%	4%	5%	5%	5%	5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 123**

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

**QP59F EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Them giving out their personal details to inappropriate people**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Very concerned	97 12%	83 12%	5 6%	6 17%	3 19%	80 11%	18 16%	97 12%
		b		b	abeg		b	
Fairly concerned	121 15%	106 15%	8 11%	4 13%	3 14%	103 14%	18 16%	121 15%
TOTAL CONCERNED	219 26%	189 27%	13 17%	10 30%	6 34%	183 25%	36 32%	219 26%
		b		b	be	b	b	b
Neither/ nor	39 5%	29 4%	7 9%	3 8%	* 2%	32 5%	6 6%	39 5%
			adeg	d				
Not very concerned	194 23%	163 23%	16 21%	10 29%	5 28%	170 24%	24 21%	194 23%
Not at all concerned	377 46%	319 46%	40 53%	11 33%	6 36%	332 46%	46 41%	377 46%
		cd	cdf			cd		cd
TOTAL NOT CONCERNED	571 69%	482 69%	56 74%	21 62%	12 64%	502 70%	69 62%	571 69%
			cf			f		
Don't know	1 *%	1 *%	- -%	* 1%	- -%	1 *%	1 1%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	40 5%	30 4%	7 9%	3 8%	* 2%	33 5%	7 6%	40 5%
			adeg	d				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 124**

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

**QP59G EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Them being bullied online/ cyber bullying**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Very concerned	78 9%	13 8%	34 11%	30 9%	31 7%	46 11%	4 5%	9 11%	16 10%	19 12%	11 6%	19 11%	15 8%	22 9%	14 8%	26 11%	37 9%	41 10%	78 9%
Fairly concerned	142 17%	12 8%	44 14%	86 24%	68 16%	74 18%	4 5%	8 10%	23 14%	21 13%	40 23%	46 26%	37 20%	35 15%	28 16%	42 18%	72 17%	70 17%	142 17%
TOTAL CONCERNED	220 27%	25 16%	78 25%	116 33%	99 24%	121 30%	9 11%	17 22%	39 24%	39 25%	51 29%	65 37%	52 29%	57 24%	43 24%	68 30%	109 26%	111 27%	220 27%
Neither/ nor	52 6%	6 4%	13 4%	33 9%	27 6%	26 6%	4 5%	2 2%	7 4%	7 4%	15 9%	18 10%	12 6%	16 7%	12 6%	13 6%	28 7%	25 6%	52 6%
Not very concerned	183 22%	20 12%	71 22%	93 26%	89 21%	94 23%	10 12%	9 12%	31 19%	40 26%	47 27%	45 26%	37 20%	59 25%	40 22%	47 20%	95 23%	88 21%	183 22%
Not at all concerned	372 45%	107 67%	153 48%	112 32%	206 49%	165 41%	59 71%	48 63%	85 52%	68 44%	62 35%	49 28%	81 45%	104 44%	86 48%	101 44%	185 44%	187 45%	372 45%
TOTAL NOT CONCERNED	555 67%	127 80%	224 71%	204 58%	295 70%	260 64%	69 84%	58 75%	116 72%	108 70%	110 62%	95 53%	118 65%	162 69%	126 70%	148 64%	280 67%	274 67%	555 67%
Don't know	2 *%	1 1%	1 *%	* *%	1 *%	2 *%	* 1%	1 1%	- -%	1 1%	* *%	- -%	- -%	* *%	* *%	2 1%	* *%	2 *%	2 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	55 7%	7 4%	14 4%	33 9%	27 6%	28 7%	5 6%	2 3%	7 4%	7 5%	16 9%	18 10%	12 6%	16 7%	12 7%	15 6%	28 7%	27 6%	55 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 124

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

**QP59G EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Them being bullied online/ cyber bullying**

Base : Parents whose child aged 5-15 uses the internet at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Very concerned	78 9%	61 9%	7 10%	6 18% abefg	4 20% abefg	66 9%	12 10%	78 9%
Fairly concerned	142 17%	129 18% bd	6 8%	5 14%	2 11%	126 17% bd	17 15%	142 17% bd
TOTAL CONCERNED	220 27%	190 27% b	14 18%	11 32% b	5 30% b	192 27% b	28 25%	220 27% b
Neither/ nor	52 6%	37 5%	12 15% adeg	3 8%	1 4%	39 5%	14 12% adeg	52 6%
Not very concerned	183 22%	150 21%	17 23%	10 29%	5 30% aeg	159 22%	24 22%	183 22%
Not at all concerned	372 45%	322 46% cd	33 43% c	10 30%	6 36%	327 46% cd	45 40%	372 45% cd
TOTAL NOT CONCERNED	555 67%	472 67%	51 66%	20 59%	12 66%	485 68%	69 62%	555 67%
Don't know	2 *%	2 *%	* *%	* 1%	- -%	2 *%	1 1%	2 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	55 7%	39 6%	12 16% adeg	3 9%	1 4%	41 6%	14 13% adeg	55 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 125**

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

**QP59H EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - The possibility of them bullying others online or making negative comments about other people online**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Very concerned	43 5%	7 5%	17 5%	19 5%	21 5%	21 5%	2 2%	5 7%	9 5%	8 5%	11 6%	8 5%	8 5%	11 5%	8 4%	16 7%	19 5%	24 6%	43 5%
Fairly concerned	71 8%	7 5%	22 7%	41 12% ab	40 10%	30 7%	4 5%	3 4%	14 8%	8 5%	23 13% fgi	19 10% fg	16 9%	22 9%	12 7%	21 9%	37 9%	33 8%	71 8%
TOTAL CONCERNED	113 14%	14 9%	39 12%	60 17% a	62 15%	51 13%	6 7%	9 11%	22 14% f	16 11% f	33 19% fgi	27 15% f	24 13%	32 14%	20 11%	37 16%	56 13%	57 14%	113 14%
Neither/ nor	53 6%	5 3%	19 6%	29 8% a	25 6%	28 7%	4 5%	1 1%	10 6% g	9 6% g	11 6% g	18 10% g	12 7%	15 7%	12 7%	13 6%	27 7%	26 6%	53 6%
Not very concerned	201 24%	24 15%	74 23% a	103 29% a	94 22%	107 26%	10 12%	14 18%	33 20% f	41 26% f	51 29% fg	52 29% fgh	49 27%	61 26%	38 21%	53 23%	111 27%	90 22%	201 24%
Not at all concerned	459 55%	114 72% bc	184 58% c	161 45%	240 57%	219 54%	62 75% hijk	52 68% ijk	97 60% jk	88 57% jk	82 46%	79 45%	97 53%	126 53%	111 61% p	126 54%	223 53%	237 57%	459 55%
TOTAL NOT CONCERNED	660 80%	139 87% c	258 82% c	264 75% a	334 79%	326 80%	72 87% jk	67 87% jk	130 80% jk	128 83% jk	132 75%	131 74%	146 80%	187 79%	148 82%	179 77%	334 80%	327 79%	660 80%
Don't know	3 *%	1 1%	1 *%	1 *%	1 *%	2 1%	* 1%	1 1%	- -%	1 1%	* *%	1 1%	- -%	* *%	* *%	2 1%	* *%	3 1%	3 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	56 7%	6 4%	20 6%	30 9% a	25 6%	31 7%	5 6%	2 2%	10 6%	10 6%	11 6%	19 11% g	12 7%	16 7%	12 7%	16 7%	28 7%	28 7%	56 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 125

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

**QP59H EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - The possibility of them bullying others online or making negative comments about other people online**

Base : Parents whose child aged 5-15 uses the internet at home

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Very concerned	43 5%	32 5%	4 5%	4 12%	3 16%	36 5%	7 6%	43 5%
				abeg	abefg			
Fairly concerned	71 8%	62 9%	4 5%	4 12%	1 7%	63 9%	8 7%	71 8%
				b				
TOTAL CONCERNED	113 14%	93 13%	8 10%	8 24%	4 23%	99 14%	14 13%	113 14%
				abefg	abefg			
Neither/ nor	53 6%	41 6%	8 10%	3 10%	1 4%	41 6%	12 11%	53 6%
			ade	d			adeg	
Not very concerned	201 24%	168 24%	17 23%	10 30%	6 34%	171 24%	30 27%	201 24%
					abeg			
Not at all concerned	459 55%	396 57%	44 57%	12 36%	7 40%	405 56%	55 49%	459 55%
		cd	cd			cd	c	cd
TOTAL NOT CONCERNED	660 80%	564 80%	61 80%	22 66%	13 73%	576 80%	85 76%	660 80%
		cd	c			c		c
Don't know	3 *%	3 *%	- -%	* 1%	- -%	2 *%	1 1%	3 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	56 7%	44 6%	8 10%	3 10%	1 4%	43 6%	13 11%	56 7%
			de	d			adeg	

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 126**

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

**QP60 Have you looked for or received information or advice about how to help your child to stay safe when they are online, from any of these sources or in any other way?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Your child's school	311	49	133	130	159	153	22	26	67	66	69	60	75	86	68	82	161	150	311
	38%	31%	42%	37%	38%	37%	27%	34%	41%	43%	39%	34%	41%	36%	38%	35%	39%	36%	38%
Family and friends	135	21	46	68	62	73	11	10	22	23	29	39	34	38	26	36	73	62	135
	16%	13%	14%	19%	15%	18%	13%	14%	14%	15%	16%	22%	19%	16%	14%	15%	17%	15%	16%
			a						f	f	f	fg							
Internet service providers/ ISPs	88	13	42	32	42	46	6	7	20	23	16	16	24	25	16	22	49	39	88
	11%	8%	13%	9%	10%	11%	8%	9%	12%	15%	9%	9%	13%	10%	9%	10%	12%	9%	11%
			a						f										
TV, radio, newspapers or magazines	61	9	27	25	25	36	3	6	11	16	10	14	13	20	10	18	33	28	61
	7%	6%	9%	7%	6%	9%	4%	7%	7%	10%	6%	8%	7%	8%	5%	8%	8%	7%	7%
									f										
Websites with safety information	48	12	18	18	24	24	4	8	10	8	9	9	14	16	6	12	30	18	48
	6%	7%	6%	5%	6%	6%	5%	10%	6%	5%	5%	5%	7%	7%	3%	5%	7%	4%	6%
Manufacturers or retailers selling the product	35	3	17	15	14	21	2	2	8	9	4	11	8	15	6	7	23	12	35
	4%	2%	5%	4%	3%	5%	2%	2%	5%	6%	2%	6%	4%	7%	3%	3%	5%	3%	4%
			a											oq			q		
From your child	30	4	10	16	12	18	2	2	1	9	10	7	9	6	4	10	16	14	30
	4%	2%	3%	5%	3%	4%	2%	3%	1%	6%	5%	4%	5%	3%	2%	4%	4%	3%	4%
									h	h	h								
Government or local authority	29	6	10	13	17	12	4	1	5	6	8	5	9	10	6	4	19	10	29
	4%	4%	3%	4%	4%	3%	5%	2%	3%	4%	5%	3%	5%	4%	3%	2%	5%	2%	4%
													oq				o		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 126**

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

**QP60 Have you looked for or received information or advice about how to help your child to stay safe when they are online, from any of these sources or in any other way?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Welfare organisations or charities	8 1%	1 1%	5 2%	2 *%	5 1%	4 1%	1 1%	1 1%	4 2%	1 1%	* *%	2 1%	1 1%	4 2%	1 1%	2 1%	5 1%	3 1%	8 1%
Through my work/ my partner's work	6 1%	1 1%	3 1%	2 1%	5 1%	1 *%	1 1%	* *%	3 2%	* *%	2 1%	* *%	1 1%	2 1%	3 1%	* *%	3 1%	3 1%	6 1%
Police	1 *%	* *%	1 *%	- -%	- -%	1 *%	- -%	* *%	- -%	1 *%	- -%	- -%	* *%	- -%	* *%	* *%	* *%	1 *%	1 *%
Cubs/ Brownies	1 *%	* *%	* *%	- -%	- -%	1 *%	- -%	* *%	- -%	* *%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Other sources	3 *%	1 *%	1 *%	2 *%	2 *%	1 *%	1 1%	- -%	- -%	1 1%	1 1%	* *%	* *%	2 1%	1 *%	* *%	2 1%	1 *%	3 *%
LOOKED FOR OR RECEIVED ANY INFORMATION OR ADVICE	449 54%	72 45%	188 59%	190 54%	225 53%	224 55%	34 41%	38 49%	96 59%	92 60%	96 54%	94 53%	113 62%	129 55%	92 51%	116 50%	241 58%	208 50%	449 54%
ANY SOURCES OTHER THAN FAMILY/ FRIENDS/ CHILD	409 49%	66 41%	178 56%	165 47%	208 49%	201 49%	31 37%	35 46%	90 55%	88 57%	87 49%	78 44%	104 57%	117 50%	84 47%	104 45%	221 53%	188 46%	409 49%
No, have not looked for or received any information or advice	372 45%	86 54%	126 40%	160 45%	191 45%	181 44%	47 56%	39 51%	66 41%	60 39%	79 45%	81 46%	66 37%	104 44%	89 49%	113 49%	170 41%	201 49%	372 45%
Columns Tested:		a,b,c	d,e	f,g,h,i,j,k	l,m,n,o,p,q,r														

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 126**

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

**QP60 Have you looked for or received information or advice about how to help your child to stay safe when they are online, from any of these sources or in any other way?**

Base : Parents whose child uses the internet at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Don't know	9	2	2	4	5	3	2	-	1	2	2	2	3	3	*	3	6	3	9
	1%	1%	1%	1%	1%	1%	3%	-%	*%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 126**

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

**QP60 Have you looked for or received information or advice about how to help your child to stay safe when they are online, from any of these sources or in any other way?**

Base : Parents whose child uses the internet at home

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Your child's school	311	265	24	13	9	271	41	311
	38%	38%	32%	38%	53%	38%	37%	38%
					abcefg			
Family and friends	135	103	23	6	3	114	21	135
	16%	15%	30%	17%	19%	16%	19%	16%
			acdefg					
Internet service providers/ ISPs	88	73	8	5	2	75	12	88
	11%	10%	10%	15%	9%	11%	11%	11%
TV, radio, newspapers or magazines	61	49	7	2	2	53	8	61
	7%	7%	9%	6%	13%	7%	7%	7%
					aeg			
Websites with safety information	48	43	1	2	1	42	6	48
	6%	6%	2%	6%	6%	6%	5%	6%
		b		b		b		b
Manufacturers or retailers selling the product	35	30	1	4	1	29	6	35
	4%	4%	2%	11%	3%	4%	6%	4%
				abdeg				
From your child	30	23	5	1	1	25	5	30
	4%	3%	7%	3%	5%	3%	4%	4%
			aeg					
Government or local authority	29	25	1	2	1	23	7	29
	4%	4%	1%	6%	6%	3%	6%	4%
				b	b		b	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 126

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

**QP60 Have you looked for or received information or advice about how to help your child to stay safe when they are online, from any of these sources or in any other way?**

Base : Parents whose child uses the internet at home

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Welfare organisations or charities	8 1%	6 1%	1 1%	1 4% aefg	1 3% af	8 1%	- -%	8 1%
Through my work/ my partner's work	6 1%	4 1%	2 2% a	- -%	* 2%	5 1%	1 1%	6 1%
Police	1 *%	- -%	1 1% aeg	- -%	- -%	* *%	1 1%	1 *%
Cubs/ Brownies	1 *%	- -%	1 1% aeg	- -%	- -%	* *%	* *%	1 *%
Other sources	3 *%	2 *%	- -%	1 2% aeg	* 1%	3 *%	1 1%	3 *%
LOOKED FOR OR RECEIVED ANY INFORMATION OR ADVICE	449 54%	372 53%	46 60%	20 60%	11 64% aefg	390 54%	59 53%	449 54%
ANY SOURCES OTHER THAN FAMILY/ FRIENDS/ CHILD	409 49%	345 49%	35 45%	18 53%	11 62% abefg	356 50%	52 47%	409 49%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 126**

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

**QP60 Have you looked for or received information or advice about how to help your child to stay safe when they are online, from any of these sources or in any other way?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1424	178	149	163	1174	250	1424	
Effective Weighted Sample	1092	153	129	147	919	179	1092	
Total	830	77	34	18	718	112	830	
No, have not looked for or received any information or advice	372	30	13	7	321	51	372	
	45%	39%	39%	36%	45%	46%	45%	
	d							
Don't know	9	1	*	-	7	2	9	
	1%	1%	1%	-%	1%	2%	1%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 127**

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

**QP61 In the last year, do you think your child has seen anything online that is worrying, nasty or offensive in some way? IF YES: Do you think they have seen something once or twice in the last year or more frequently than that?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Yes seen - just once or twice	59 7%	8 5%	20 6%	31 9% a	34 8%	24 6%	5 6%	3 4%	10 6%	9 6%	19 11%	12 7%	12 7%	21 9%	11 6%	15 6%	33 8%	25 6%	59 7%
Yes seen - more frequently	14 2%	* *%	2 1%	11 3% ab	9 2%	5 1%	* 1%	- -%	2 1%	* *%	6 4%	4 2%	3 2%	4 2%	- -%	7 3%	7 2%	7 2%	14 2%
Yes seen - but couldn't say how many times	14 2%	1 1%	3 1%	9 3% ab	5 1%	9 2%	1 1%	- -%	1 1%	2 1%	3 2%	7 4% gh	7 4% noqr	4 2%	1 1%	2 1%	11 3% q	3 1%	14 2%
TOTAL 'YES'	86 10%	9 6%	25 8%	51 14% ab	48 11%	38 9%	7 8%	3 4%	13 8%	12 8%	28 16% fghi	23 13% g	22 12% n	29 12% n	11 6%	23 10%	51 12% nq	35 8%	86 10%
Not seen in last year	671 81%	145 91% c	273 86% c	254 72%	342 81%	329 81%	73 88% jk	72 93% hijk	139 86% jk	134 87% jk	130 74%	123 70%	140 77%	187 80%	156 86% lp	188 81%	327 78%	344 83% lp	671 81%
Don't know whether seen any of these things	72 9%	5 3%	18 6%	49 14% ab	31 7%	41 10%	3 4%	2 3%	9 6%	8 5%	18 10%	31 17% fghij	20 11%	19 8%	14 8%	20 8%	39 9%	33 8%	72 9%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 127**

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

**QP61 In the last year, do you think your child has seen anything online that is worrying, nasty or offensive in some way? IF YES: Do you think they have seen something once or twice in the last year or more frequently than that?**

Base : Parents whose child uses the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Yes seen - just once or twice	59 7%	53 8%	2 3%	2 6%	1 8%	51 7%	8 7%	59 7%
Yes seen - more frequently	14 2%	12 2%	1 1%	* 1%	- -%	13 2%	1 1%	14 2%
Yes seen - but couldn't say how many times	14 2%	11 2%	1 2%	* 1%	1 3%	12 2%	2 2%	14 2%
TOTAL 'YES'	86 10%	77 11%	5 6%	2 7%	2 11%	75 10%	11 10%	86 10%
Not seen in last year	671 81%	563 80%	65 84%	29 85%	15 84%	578 81%	93 83%	671 81%
Don't know whether seen any of these things	72 9%	61 9%	7 10%	3 8%	1 5%	64 9%	8 7%	72 9%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 128**

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

**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Age under 10	10 1%	1 1%	4 1%	5 1%	5 1%	5 1%	1 2%	* *%	1 1%	2 2%	2 1%	3 2%	1 1%	3 1%	2 1%	4 2%	4 1%	6 1%	10 1%
Aged 10	10 1%	2 1%	3 1%	5 1%	4 1%	6 1%	* *%	2 3%	1 1%	2 1%	3 2%	2 1%	2 1%	3 1%	2 1%	3 1%	5 1%	5 1%	10 1%
Aged 11	11 1%	1 1%	7 2%	3 1%	5 1%	6 1%	1 1%	* *%	4 2%	3 2%	1 *%	3 1%	1 *%	6 3%	2 1%	2 1%	7 2%	4 1%	11 1%
Aged 12	45 5%	8 5%	14 4%	23 7%	20 5%	25 6%	5 6%	2 3%	7 4%	7 5%	8 5%	15 8%	9 5%	22 9%	7 4%	7 3%	31 7%	14 3%	45 5%
Aged 13	152 18%	24 15%	54 17%	74 21% a	76 18%	76 19%	12 14%	12 16%	24 15%	30 19%	40 23% fh	34 19%	27 15%	42 18%	36 20%	47 20%	69 17% noq	83 20%	152 18%
Aged 14	89 11%	12 7%	30 9%	47 13% a	42 10%	47 11%	6 7%	6 8%	15 9%	15 10%	21 12%	26 15% f	21 11%	26 11%	21 11%	21 9%	47 11%	42 10%	89 11%
Aged 15	33 4%	8 5%	12 4%	14 4%	17 4%	16 4%	4 5%	3 4%	6 4%	6 4%	6 4%	7 4%	7 4%	5 2%	9 5%	12 5%	12 3%	21 5%	33 4%
Aged 16	101 12%	23 15%	41 13%	36 10%	55 13%	46 11%	16 19% gjk	7 10%	21 13%	20 13%	17 10%	19 11%	33 18% mnqr	20 9%	18 10%	30 13%	53 13%	47 12%	101 12%
Aged 17	3 *%	1 1%	2 1%	* *%	2 *%	2 *%	1 1%	* 1%	1 1%	1 1%	* *%	- -%	* *%	2 1%	1 1%	* *%	2 *%	1 *%	3 *%
Aged 18 or over	53 6%	12 8% c	26 8% c	15 4%	31 7%	22 5%	6 8%	6 8%	15 9%	10 7%	9 5%	6 3%	9 5%	12 5%	14 8%	17 7%	22 5%	31 8%	53 6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 128**

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

**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Parents whose child uses the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Yes - but don't know what age	57	14	19	24	31	27	7	8	13	6	11	13	13	25	8	11	38	19	57
	7%	9%	6%	7%	7%	6%	8%	10%	8%	4%	6%	7%	7%	10%	5%	5%	9%	5%	7%
								i						noqr			noq		
AGE UNDER 13	76	12	28	36	34	42	7	5	13	15	14	22	14	33	12	16	47	29	76
	9%	8%	9%	10%	8%	10%	9%	6%	8%	10%	8%	12%	8%	14%	7%	7%	11%	7%	9%
														Inoqr			oq		
AGE OVER 13	279	56	111	112	146	133	33	23	59	52	55	57	70	66	63	79	136	143	279
	34%	35%	35%	32%	35%	32%	40%	31%	36%	33%	31%	32%	39%	28%	35%	34%	33%	35%	34%
													m						
No minimum age	59	10	21	28	30	30	5	6	11	10	14	14	16	13	12	18	29	30	59
	7%	6%	7%	8%	7%	7%	6%	7%	7%	7%	8%	8%	9%	6%	7%	8%	7%	7%	7%
Don't know	206	42	84	80	105	101	19	23	42	42	43	37	42	56	49	59	98	108	206
	25%	26%	27%	23%	25%	25%	23%	29%	26%	27%	24%	21%	23%	24%	27%	26%	23%	26%	25%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 128**

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

**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Age under 10	10 1%	9 1%	1 1%	* 1%	* 1%	9 1%	1 1%	10 1%
Aged 10	10 1%	8 1%	1 2%	1 2%	* 2%	8 1%	1 1%	10 1%
Aged 11	11 1%	10 1%	1 1%	* 1%	* *%	9 1%	2 2%	11 1%
Aged 12	45 5%	34 5%	8 10% aeg	2 6%	2 9% a	36 5%	8 8%	45 5%
Aged 13	152 18%	128 18%	12 16%	9 27% abeg	3 18%	130 18%	22 20%	152 18%
Aged 14	89 11%	76 11%	6 8%	4 12%	2 11%	79 11%	10 9%	89 11%
Aged 15	33 4%	29 4%	2 3%	1 3%	1 7%	28 4%	5 4%	33 4%
Aged 16	101 12%	83 12%	12 16%	3 9%	2 13%	85 12%	16 15%	101 12%
Aged 17	3 *%	3 *%	- -%	* 1%	- -%	3 *%	- -%	3 *%
Aged 18 or over	53 6%	48 7%	2 3%	2 6%	1 5%	48 7%	5 4%	53 6%
Yes - but don't know what age	57 7%	45 6%	9 12% aceg	2 5%	1 7%	49 7%	9 8%	57 7%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 128**

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

**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Parents whose child uses the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
AGE UNDER 13	76 9%	60 9%	10 13%	3 10%	2 12%	63 9%	13 12%	76 9%
AGE OVER 13	279 34%	239 34%	23 31%	10 30%	6 36%	243 34%	36 32%	279 34%
No minimum age	59 7%	50 7%	5 7%	3 8%	2 9%	47 7%	12 11% e	59 7%
Don't know	206 25%	179 26% f	16 21%	7 21%	3 18%	186 26% df	20 18%	206 25% f

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 129**

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

**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Children aged 5-15 with an active profile on Facebook

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	553	11	105	437	275	278	7	4	53	52	215	222	82	155	127	189	237	316	553
Effective Weighted Sample	430	7	80	344	212	218	4	3	41	38	167	177	69	125	94	143	194	236	430
Total	349	4	67	279	173	176	2	1	34	33	137	142	61	104	78	107	165	185	349
Age under 10	6	**	2	4	2	4	**	**	**	**	1	3	**	2	*	2	3	3	6
	2%	**	2%	1%	1%	2%	**	**	**	**	1%	2%	**	2%	*%	2%	2%	2%	2%
Aged 10	7	**	3	4	3	4	**	**	**	**	2	2	**	2	2	2	4	4	7
	2%	**	5%	1%	2%	2%	**	**	**	**	2%	1%	**	2%	2%	2%	2%	2%	2%
Aged 11	5	**	2	3	1	4	**	**	**	**	1	3	**	4	1	*	4	1	5
	1%	**	3%	1%	1%	2%	**	**	**	**	*%	2%	**	3%	2%	*%	2%	1%	1%
Aged 12	22	**	2	20	8	14	**	**	**	**	7	12	**	12	3	4	15	6	22
	6%	**	2%	7%	4%	8%	**	**	**	**	5%	9%	**	12%	3%	4%	9%	4%	6%
Aged 13	83	**	15	68	44	40	**	**	**	**	35	32	**	26	18	27	38	45	83
	24%	**	22%	24%	25%	23%	**	**	**	**	26%	23%	**	26%	23%	26%	23%	25%	24%
Aged 14	44	**	6	38	18	26	**	**	**	**	16	22	**	12	10	12	23	21	44
	13%	**	9%	14%	11%	15%	**	**	**	**	12%	16%	**	12%	12%	11%	14%	12%	13%
Aged 15	11	**	-	11	5	6	**	**	**	**	5	6	**	2	2	5	4	7	11
	3%	**	-%	4%	3%	3%	**	**	**	**	4%	4%	**	2%	3%	4%	2%	4%	3%
Aged 16	37	**	8	28	17	20	**	**	**	**	12	16	**	8	9	11	18	19	37
	11%	**	12%	10%	10%	11%	**	**	**	**	9%	11%	**	7%	11%	10%	11%	10%	11%
Aged 17	*	**	-	*	*	-	**	**	**	**	*	-	**	-	-	*	-	*	*
	*%	**	-%	*%	*%	-%	**	**	**	**	*%	-%	**	-%	-%	*%	-%	*%	*%
Aged 18 or over	17	**	7	10	10	6	**	**	**	**	6	4	**	2	5	7	5	12	17
	5%	**	10%	4%	6%	4%	**	**	**	**	4%	3%	**	2%	6%	7%	3%	7%	5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 129**

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

**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Children aged 5-15 with an active profile on Facebook

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	553	11	105	437	275	278	7	4	53	52	215	222	82	155	127	189	237	316	553
Effective Weighted Sample	430	7	80	344	212	218	4	3	41	38	167	177	69	125	94	143	194	236	430
Total	349	4	67	279	173	176	2	1	34	33	137	142	61	104	78	107	165	185	349
Yes - but don't know what age	18	**	4	14	9	9	**	**	**	**	6	8	**	10	3	3	11	6	18
	5%	**	6%	5%	5%	5%	**	**	**	**	4%	5%	**	9%	4%	3%	7%	4%	5%
														oq					
AGE UNDER 13	40	**	8	31	15	25	**	**	**	**	12	19	**	19	6	9	26	15	40
	12%	**	12%	11%	9%	14%	**	**	**	**	8%	14%	**	19%	8%	8%	16%	8%	12%
														noqr			oq		
AGE OVER 13	109	**	21	88	51	58	**	**	**	**	39	48	**	24	25	35	49	60	109
	31%	**	31%	31%	29%	33%	**	**	**	**	29%	34%	**	23%	32%	33%	30%	32%	31%
No minimum age	27	**	3	23	14	12	**	**	**	**	12	11	**	5	5	10	11	15	27
	8%	**	5%	8%	8%	7%	**	**	**	**	9%	7%	**	5%	7%	9%	7%	8%	8%
Don't know	73	**	16	56	41	32	**	**	**	**	32	24	**	20	21	22	30	43	73
	21%	**	24%	20%	23%	18%	**	**	**	**	24%	17%	**	19%	26%	21%	18%	23%	21%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Children aged 5-15 with an active profile on Facebook

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	553	342	76	63	72	451	102	553
Effective Weighted Sample	430	322	68	54	66	359	73	430
Total	349	289	36	15	9	300	49	349
Age under 10	6 2%	5 2%	** **	** **	** **	5 2%	1 2%	6 2%
Aged 10	7 2%	6 2%	** **	** **	** **	6 2%	1 3%	7 2%
Aged 11	5 1%	5 2%	** **	** **	** **	4 1%	1 3%	5 1%
Aged 12	22 6%	15 5%	** **	** **	** **	16 5%	5 11%	22 6%
Aged 13	83 24%	70 24%	** **	** **	** **	71 24%	12 25%	83 24%
Aged 14	44 13%	36 12%	** **	** **	** **	38 13%	6 13%	44 13%
Aged 15	11 3%	10 4%	** **	** **	** **	8 3%	3 6%	11 3%
Aged 16	37 11%	31 11%	** **	** **	** **	33 11%	5 9%	37 11%
Aged 17	* *%	- -%	** **	** **	** **	* *%	- -%	* *%
Aged 18 or over	17 5%	13 5%	** **	** **	** **	16 5%	1 2%	17 5%
Yes - but don't know what age	18 5%	12 4%	** **	** **	** **	15 5%	3 5%	18 5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 129**

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**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Children aged 5-15 with an active profile on Facebook

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	553	342	76	63	72	451	102	553
Effective Weighted Sample	430	322	68	54	66	359	73	430
Total	349	289	36	15	9	300	49	349
AGE UNDER 13	40 12%	31 11%	**	**	**	31 10%	9 18%	40 12%
AGE OVER 13	109 31%	91 32%	**	**	**	94 31%	15 31%	109 31%
No minimum age	27 8%	22 8%	**	**	**	20 7%	7 13%	27 8%
Don't know	73 21%	62 21%	**	**	**	69 23%	4 8%	73 21%
		f				f		f

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Children aged 5-15 with an active profile on Facebook

	<b>AGED 8-12 WITH AN ACTIVE PROFILE ON FACEBOOK</b>	
	<b>Total</b>	<b>YES</b>
Unweighted total	553	227
Effective Weighted Sample	430	172
Total	349	122
Age under 10	6 2%	3 2%
Aged 10	7 2%	4 3%
Aged 11	5 1%	3 3%
Aged 12	22 6%	6 5%
Aged 13	83 24%	29 24%
Aged 14	44 13%	12 10%
Aged 15	11 3%	1 1%
Aged 16	37 11%	13 11%
Aged 17	* *%	- -%
Aged 18 or over	17 5%	9 7%
Yes - but don't know what age	18 5%	7 6%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP62 Please think about having a Facebook page or profile. As far you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that?**

Base : Children aged 5-15 with an active profile on Facebook

	<b>AGED 8-12 WITH AN ACTIVE PROFILE ON FACEBOOK</b>	
	<b>Total</b>	<b>YES</b>
Unweighted total	553	227
Effective Weighted Sample	430	172
Total	349	122
AGE UNDER 13	40 12%	16 13%
AGE OVER 13	109 31%	35 29%
No minimum age	27 8%	8 6%
Don't know	73 21%	27 22%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 133**

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

**QP63A Please think about how your child uses his/ her mobile phone on a typical school day. How many calls would you say he/ she makes on his/ her mobile phone - both before and after school? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771	
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592	
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488	
None	207	**	95	101	105	102	**	**	46	49	57	45	33	66	49	59	99	108	207	
	42%	**	61%	32%	44%	41%	**	**	58%	64%	36%	28%	35%	46%	44%	43%	42%	43%	42%	
			c					jk	jk											
Up to 2	161	**	38	119	77	85	**	**	20	19	55	64	34	50	40	38	83	78	161	
	33%	**	24%	38%	32%	34%	**	**	25%	24%	35%	40%	36%	35%	35%	28%	35%	31%	33%	
			b					hi												
Up to 5	77	**	14	63	39	38	**	**	9	5	29	33	15	20	15	27	35	42	77	
	16%	**	9%	20%	16%	15%	**	**	12%	6%	19%	21%	16%	14%	13%	20%	15%	17%	16%	
			b					i	i											
Up to 10	36	**	8	28	17	19	**	**	4	4	13	15	11	9	6	10	20	16	36	
	7%	**	5%	9%	7%	8%	**	**	5%	5%	8%	9%	12%	6%	5%	7%	8%	6%	7%	
Up to 15	2	**	1	1	1	2	**	**	-	1	1	1	1	*	1	-	1	1	2	
	1%	**	1%	*%	*%	1%	**	**	-%	1%	*%	*%	1%	*%	1%	-%	1%	*%	1%	
Up to 20	3	**	-	3	1	2	**	**	-	-	1	2	-	*	1	2	*	3	3	
	1%	**	-%	1%	*%	1%	**	**	-%	-%	*%	2%	-%	*%	1%	2%	*%	1%	1%	
Over 20	1	**	-	1	1	-	**	**	-	-	1	-	-	-	-	1	-	1	1	
	*%	**	-%	*%	*%	-%	**	**	-%	-%	1%	-%	-%	-%	-%	1%	-%	*%	*%	
Mean number of calls	2.0	**	1.2	2.5	2.0	2.0	**	**	1.3	1.2	2.4	2.6	2.3	1.6	1.8	2.4	1.9	2.1	2.0	
			b					hi	hi				m			m				
Standard deviation	3.38	**	2.36	3.77	3.62	3.13	**	**	2.20	2.52	4.15	3.36	2.91	2.31	3.03	4.63	2.58	3.99	3.38	
Standard error	.12	**	.15	.17	.19	.16	**	**	.21	.23	.27	.21	.26	.16	.23	.29	.14	.19	.12	
Columns Tested:		a,b,c	d,e	f,g,h,i,j,k	l,m,n,o,p,q,r															

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 133

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

**QP63A Please think about how your child uses his/ her mobile phone on a typical school day. How many calls would you say he/ she makes on his/ her mobile phone - both before and after school? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	NATION							ALL g
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND d	URBAN e	RURAL f	
Significance Level: 95%								
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
None	207 42%	179 44%	** **	** **	4 35%	179 42%	29 44%	207 42%
Up to 2	161 33%	134 33%	** **	** **	4 32%	138 33%	24 36%	161 33%
Up to 5	77 16%	63 15%	** **	** **	2 19%	68 16%	9 14%	77 16%
Up to 10	36 7%	30 7%	** **	** **	1 11%	32 8%	4 6%	36 7%
Up to 15	2 1%	2 *%	** **	** **	* 1%	2 1%	- -%	2 1%
Up to 20	3 1%	3 1%	** **	** **	* 1%	3 1%	* *%	3 1%
Over 20	1 *%	1 *%	** **	** **	- -%	1 *%	- -%	1 *%
Mean number of calls	2.0	2.0	**	**	2.6 f	2.1	1.5	2.0
Standard deviation	3.38	3.47	**	**	3.86	3.52	2.18	3.38
Standard error	.12	.16	**	**	.38	.14	.19	.12
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP63B And how many calls would you say he/ she makes using his/ her mobile phone on a Saturday or Sunday? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
None	142	**	68	65	72	70	**	**	32	36	36	29	19	46	37	40	65	77	142
	29%	**	44%	20%	30%	28%	**	**	41%	46%	23%	18%	20%	32%	33%	29%	27%	31%	29%
			c						jk	jk				l	l			l	
Up to 2	147	**	52	92	73	74	**	**	25	28	47	44	34	43	30	40	77	70	147
	30%	**	34%	29%	30%	30%	**	**	31%	36%	30%	28%	36%	30%	26%	29%	32%	28%	30%
Up to 5	111	**	22	86	52	59	**	**	15	8	37	50	20	29	30	31	49	61	111
	23%	**	14%	27%	22%	24%	**	**	18%	10%	23%	31%	21%	20%	27%	23%	21%	25%	23%
			b						i	hi									
Up to 10	64	**	11	52	36	27	**	**	7	4	28	24	14	23	9	18	37	27	64
	13%	**	7%	16%	15%	11%	**	**	9%	5%	18%	15%	15%	16%	8%	13%	15%	11%	13%
			b						i	i				n			n		
Up to 15	8	**	*	8	3	5	**	**	*	*	3	5	3	*	1	3	3	5	8
	2%	**	*%	2%	1%	2%	**	**	*%	*%	2%	3%	3%	*%	1%	3%	1%	2%	2%
									m										
Up to 20	8	**	1	6	3	4	**	**	-	1	3	3	1	2	3	1	3	5	8
	2%	**	1%	2%	1%	2%	**	**	-%	2%	2%	2%	1%	2%	3%	1%	1%	2%	2%
Over 20	9	**	1	8	2	7	**	**	-	1	2	6	3	*	1	4	3	6	9
	2%	**	1%	3%	1%	3%	**	**	-%	1%	1%	4%	3%	*%	1%	3%	1%	2%	2%
					d								m						
Mean number of calls	3.6	**	2.0	4.5	3.3	3.9	**	**	2.0	2.0	4.0	4.9	4.2	3.0	3.3	4.0	3.5	3.7	3.6
				b					hi	hi			m						
Standard deviation	5.41	**	3.62	6.02	4.87	5.89	**	**	2.66	4.42	5.60	6.38	5.69	3.95	5.33	6.49	4.74	5.99	5.41
Standard error	.19	**	.23	.27	.25	.30	**	**	.25	.40	.36	.41	.50	.27	.40	.41	.26	.29	.19
Columns Tested:		a,b,c	d,e	f,g,h,i,j,k	l,m,n,o,p,q,r														

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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.

**QP63B And how many calls would you say he/ she makes using his/ her mobile phone on a Saturday or Sunday? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
None	142 29%	118 29%	**	**	3 23%	126 30%	16 24%	142 29%
Up to 2	147 30%	126 31%	**	**	3 29%	123 29%	24 37%	147 30%
Up to 5	111 23%	94 23%	**	**	3 23%	92 22%	18 28%	111 23%
Up to 10	64 13%	53 13%	**	**	2 14%	58 14%	5 8%	64 13%
Up to 15	8 2%	6 2%	**	**	* 3%	8 2%	1 1%	8 2%
Up to 20	8 2%	6 1%	**	**	* 4%	7 2%	1 1%	8 2%
Over 20	9 2%	8 2%	**	**	* 4%	9 2%	* 1%	9 2%
Mean number of calls	3.6	3.6	**	**	4.6 f	3.7	2.8	3.6
Standard deviation	5.41	5.47	**	**	6.93	5.63	3.69	5.41
Standard error	.19	.25	**	**	.69	.22	.32	.19
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 135**

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

**QP63A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
None	125	**	61	56	59	65	**	**	27	34	30	26	15	43	32	35	58	67	125
	26%	**	39%	17%	25%	26%	**	**	34%	44%	19%	16%	16%	30%	28%	25%	24%	27%	26%
			c						jk	jk				l	l			l	l
Up to 5	68	**	30	36	42	26	**	**	17	13	24	12	15	20	13	21	35	34	68
	14%	**	19%	11%	17%	11%	**	**	21%	17%	15%	7%	16%	14%	12%	15%	15%	13%	14%
			c		e				k	k	k								
Up to 10	64	**	17	45	26	38	**	**	8	8	18	27	14	23	15	13	37	27	64
	13%	**	11%	14%	11%	15%	**	**	10%	11%	11%	17%	14%	16%	13%	9%	15%	11%	13%
Up to 15	51	**	17	34	26	26	**	**	8	9	17	17	12	7	19	13	20	32	51
	11%	**	11%	11%	11%	10%	**	**	11%	11%	11%	10%	13%	5%	17%	9%	8%	13%	11%
													m		mopr			m	m
Up to 20	50	**	9	41	24	26	**	**	5	4	18	22	9	16	9	17	25	26	50
	10%	**	6%	13%	10%	11%	**	**	7%	5%	12%	14%	10%	11%	8%	12%	10%	10%	10%
				b								i							
Up to 25	28	**	5	22	14	14	**	**	3	2	10	12	7	7	8	6	14	14	28
	6%	**	3%	7%	6%	6%	**	**	4%	2%	6%	8%	7%	5%	7%	4%	6%	6%	6%
Up to 30	16	**	3	13	9	7	**	**	2	1	7	6	1	7	1	7	8	8	16
	3%	**	2%	4%	4%	3%	**	**	3%	2%	4%	3%	1%	5%	1%	5%	3%	3%	3%
Up to 35	16	**	1	15	8	8	**	**	*	*	8	7	1	5	2	7	6	10	16
	3%	**	%	5%	3%	3%	**	**	%	1%	5%	4%	1%	4%	2%	5%	3%	4%	3%
				b						h									
Up to 40	17	**	4	13	8	9	**	**	2	2	6	7	5	3	4	5	8	9	17
	3%	**	2%	4%	3%	4%	**	**	3%	2%	4%	5%	5%	2%	3%	4%	4%	3%	3%
Over 40	53	**	10	43	24	29	**	**	5	4	18	25	15	14	9	14	29	24	53
	11%	**	6%	14%	10%	12%	**	**	7%	5%	12%	15%	16%	10%	8%	10%	12%	10%	11%
				b								hi							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 135**

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

**QP63A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Significance Level: 95%		**					~f	~g	h	i	j	k							
Mean number of calls	17.2	**	10.1	21.3	16.5	17.9	**	**	10.4	9.9	19.9	22.7	19.7	14.1	15.6	20.1	16.3	18.1	17.2
Standard deviation	26.07	**	17.28	29.14	26.50	25.68	**	**	14.53	19.81	30.66	27.61	23.88	17.71	24.09	34.75	20.52	30.46	26.07
Standard error	.94	**	1.12	1.31	1.37	1.29	**	**	1.35	1.79	1.96	1.75	2.10	1.23	1.80	2.18	1.12	1.46	.94
Columns Tested:	a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r																		



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 135

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

**QP63A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
None	125 26%	104 25%	**	**	2 19%	111 26%	14 21%	125 26%
Up to 5	68 14%	61 15%	**	**	2 14%	57 14%	11 17%	68 14%
Up to 10	64 13%	52 13%	**	**	2 17%	52 12%	12 18%	64 13%
Up to 15	51 11%	46 11%	**	**	1 5%	43 10%	8 12%	51 11%
Up to 20	50 10%	43 10%	**	**	1 11%	43 10%	8 12%	50 10%
Up to 25	28 6%	20 5%	**	**	1 9%	23 5%	5 8%	28 6%
Up to 30	16 3%	13 3%	**	**	1 6%	14 3%	2 3%	16 3%
Up to 35	16 3%	14 3%	**	**	* 1%	15 4%	1 1%	16 3%
Up to 40	17 3%	12 3%	**	**	* 1%	15 4%	2 3%	17 3%
Over 40	53 11%	45 11%	**	**	2 17%	49 12%	4 5%	53 11%
Mean number of calls	17.2	17.1	**	**	22.2 f	17.8 f	13.0	17.2
Standard deviation	26.07	26.70	**	**	31.54	27.23	16.21	26.07
Standard error	.94	1.21	**	**	3.14	1.08	1.40	.94

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 136

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

**QP63A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
None	125 26%	32 14%	23 25% a	56 17%
Up to 5	68 14%	24 11%	12 13%	36 11%
Up to 10	64 13%	33 15%	12 13%	45 14%
Up to 15	51 11%	23 10%	11 12%	34 11%
Up to 20	50 10%	32 14%	9 10%	41 13%
Up to 25	28 6%	15 7%	7 8%	22 7%
Up to 30	16 3%	10 5%	1 1%	13 4%
Up to 35	16 3%	12 5%	4 4%	15 5%
Up to 40	17 3%	10 4%	3 3%	13 4%
Over 40	53 11%	34 15%	9 10%	43 14%
Mean number of calls	17.2	23.7 b	15.3	21.3 b
Standard deviation	26.07	32.12	19.10	29.14
Standard error	.94	1.72	1.61	1.31
Columns Tested: a,b,c				

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 137**

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

**QP64A How many text messages would you say he/ she sends from the phone on a typical school day - both before and after school? EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771	
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592	
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488	
None	108	**	58	40	66	42	**	**	34	24	29	12	15	34	31	29	49	59	108	
	22%	**	37%	13%	28%	17%	**	**	43%	31%	18%	7%	16%	23%	27%	21%	21%	24%	22%	
			c		e			jk	jk	k				l						
Up to 2	75	**	36	36	36	39	**	**	15	21	20	16	12	29	22	12	41	34	75	
	15%	**	23%	11%	15%	16%	**	**	20%	27%	13%	10%	13%	20%	19%	9%	17%	14%	15%	
			c					k	jk					o	o		o		o	
Up to 5	73	**	31	41	35	38	**	**	14	17	20	21	20	13	14	26	33	40	73	
	15%	**	20%	13%	15%	15%	**	**	18%	22%	13%	13%	21%	9%	12%	19%	14%	16%	15%	
			c						jk				m			m		m		
Up to 10	81	**	18	63	44	37	**	**	10	8	34	30	18	19	16	28	37	44	81	
	17%	**	11%	20%	18%	15%	**	**	13%	10%	21%	18%	19%	13%	14%	20%	15%	18%	17%	
				b					i											
Up to 15	14	**	1	11	6	7	**	**	*	1	6	5	3	6	1	3	9	4	14	
	3%	**	1%	4%	3%	3%	**	**	%	2%	4%	3%	4%	4%	1%	2%	4%	2%	3%	
Up to 20	48	**	4	43	16	32	**	**	2	2	14	29	8	21	8	11	29	19	48	
	10%	**	3%	14%	7%	13%	**	**	3%	3%	9%	18%	9%	14%	7%	8%	12%	8%	10%	
			b		d						hij			oq						
Over 20	89	**	7	82	36	53	**	**	3	4	34	49	18	22	20	28	41	49	89	
	18%	**	4%	26%	15%	21%	**	**	4%	5%	21%	30%	19%	15%	18%	20%	17%	19%	18%	
			b						hi	hi										
Mean number of texts	15.4	**	4.7	21.3	12.8	17.9	**	**	3.9	5.5	17.7	24.8	17.3	14.4	15.3	15.1	15.6	15.2	15.4	
				b		d					hi	hij								
Standard deviation	24.56	**	9.46	28.00	21.92	26.69	**	**	7.03	11.43	25.44	29.96	28.82	22.60	26.21	22.03	25.23	23.95	24.56	
Standard error	.88	**	.61	1.26	1.13	1.34	**	**	.66	1.03	1.63	1.90	2.54	1.56	1.95	1.39	1.37	1.15	.88	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 137

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

**QP64A How many text messages would you say he/ she sends from the phone on a typical school day - both before and after school? EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
None	108	90	**	**	3	92	16	108
	22%	22%	**	**	24%	22%	25%	22%
Up to 2	75	65	**	**	2	64	11	75
	15%	16%	**	**	14%	15%	17%	15%
Up to 5	73	57	**	**	2	62	11	73
	15%	14%	**	**	17%	15%	17%	15%
Up to 10	81	68	**	**	1	73	8	81
	17%	17%	**	**	12%	17%	13%	17%
Up to 15	14	12	**	**	1	12	2	14
	3%	3%	**	**	6%	3%	3%	3%
Up to 20	48	41	**	**	1	43	5	48
	10%	10%	**	**	7%	10%	7%	10%
Over 20	89	77	**	**	2	77	12	89
	18%	19%	**	**	20%	18%	18%	18%
Mean number of texts	15.4	15.6	**	**	15.8	15.4	15.3	15.4
Standard deviation	24.56	24.86	**	**	25.61	24.48	25.24	24.56
Standard error	.88	1.13	**	**	2.55	.97	2.18	.88

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

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP64B And how many text messages would you say he/ she sends from the phone on a Saturday or Sunday? EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771	
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592	
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488	
None	88	**	42	38	55	34	**	**	26	16	25	13	13	24	23	28	37	51	88	
	18%	**	27%	12%	23%	14%	**	**	33%	20%	16%	8%	14%	17%	21%	20%	16%	20%	18%	
			c		e			jk	k	k										
Up to 2	57	**	32	20	27	29	**	**	13	19	13	7	10	22	16	8	33	24	57	
	12%	**	21%	6%	11%	12%	**	**	17%	24%	8%	5%	11%	16%	14%	6%	14%	10%	12%	
			c					jk	jk					oq	o		o		o	
Up to 5	62	**	35	27	31	31	**	**	18	17	12	14	14	22	12	15	35	27	62	
	13%	**	22%	8%	13%	13%	**	**	23%	22%	8%	9%	14%	15%	11%	11%	15%	11%	13%	
			c					jk	jk											
Up to 10	68	**	21	46	37	30	**	**	9	11	28	18	13	14	18	22	27	41	68	
	14%	**	13%	15%	16%	12%	**	**	12%	15%	18%	11%	14%	10%	16%	16%	11%	16%	14%	
Up to 15	22	**	7	15	11	10	**	**	5	2	6	9	6	3	4	9	9	13	22	
	4%	**	5%	5%	5%	4%	**	**	7%	2%	4%	5%	6%	2%	4%	6%	4%	5%	4%	
													m			m				
Up to 20	49	**	5	43	22	26	**	**	1	4	21	22	9	14	11	15	23	26	49	
	10%	**	3%	14%	9%	11%	**	**	2%	5%	13%	14%	9%	10%	10%	11%	10%	10%	10%	
				b						hi	hi									
Over 20	144	**	15	128	57	86	**	**	6	9	51	77	30	45	27	41	75	69	144	
	29%	**	9%	40%	24%	35%	**	**	8%	11%	33%	48%	31%	31%	24%	30%	31%	28%	29%	
				b		d					hi	hij								
Mean number of texts	31.0	**	8.9	43.2	27.1	34.8	**	**	7.5	10.3	37.9	48.3	33.7	31.4	27.7	31.4	32.3	29.8	31.0	
				b						hi	hi									
Standard deviation	64.84	**	18.60	76.67	64.05	65.51	**	**	16.61	20.44	76.51	76.72	77.14	69.39	53.34	59.61	72.41	56.80	64.84	
Standard error	2.34	**	1.21	3.45	3.32	3.28	**	**	1.55	1.84	4.89	4.87	6.79	4.80	3.98	3.75	3.94	2.73	2.34	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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.

**QP64B And how many text messages would you say he/ she sends from the phone on a Saturday or Sunday? EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	NATION							
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND d	URBAN e	RURAL f	ALL g
Significance Level: 95%								
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
None	88 18%	73 18%	** **	** **	2 17%	74 17%	14 22%	88 18%
Up to 2	57 12%	49 12%	** **	** **	1 13%	49 12%	7 11%	57 12%
Up to 5	62 13%	52 13%	** **	** **	1 11%	56 13%	6 9%	62 13%
Up to 10	68 14%	54 13%	** **	** **	2 15%	58 14%	10 16%	68 14%
Up to 15	22 4%	18 4%	** **	** **	1 6%	17 4%	4 6%	22 4%
Up to 20	49 10%	43 10%	** **	** **	2 14%	43 10%	5 8%	49 10%
Over 20	144 29%	122 30%	** **	** **	3 25%	125 30%	18 28%	144 29%
Mean number of texts	31.0	31.3	**	**	35.2	31.5	27.8	31.0
Standard deviation	64.84	66.49	**	**	78.54	66.67	51.80	64.84
Standard error	2.34	3.02	**	**	7.82	2.64	4.47	2.34

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 139**

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

**QP64A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND. EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	
		~a	b	c	d	e	5-7 ~f	5-7 ~g	8-11 h	8-11 i	12-15 j	12-15 k	l	m	n	o	p	q	r	
Significance Level: 95%																				
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771	
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592	
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488	
None	76	**	38	31	48	28	**	**	25	13	20	11	10	22	20	24	32	44	76	
	16%	**	24%	10%	20%	11%	**	**	32%	17%	13%	7%	11%	15%	18%	17%	14%	18%	16%	
			c		e			ijk	k	k										
Up to 10	50	**	30	18	25	26	**	**	12	18	12	6	9	18	16	7	27	23	50	
	10%	**	19%	6%	10%	10%	**	**	15%	23%	8%	3%	9%	13%	14%	5%	11%	9%	10%	
			c					k	jk					o	o		o		o	
Up to 20	47	**	22	21	22	24	**	**	11	11	11	10	6	20	13	8	26	20	47	
	10%	**	14%	7%	9%	10%	**	**	14%	15%	7%	6%	7%	14%	11%	6%	11%	8%	10%	
			c					k	jk					o			o			
Up to 30	32	**	16	16	15	17	**	**	6	9	8	8	7	3	9	13	10	22	32	
	7%	**	10%	5%	6%	7%	**	**	8%	12%	5%	5%	7%	2%	8%	9%	4%	9%	7%	
			c					jk					m		m	mp		mp	m	
Up to 40	30	**	12	17	18	12	**	**	6	6	11	7	9	9	5	7	18	12	30	
	6%	**	8%	5%	7%	5%	**	**	8%	7%	7%	4%	9%	6%	4%	5%	8%	5%	6%	
Up to 50	25	**	11	14	15	9	**	**	6	5	10	4	7	6	5	7	13	12	25	
	5%	**	7%	4%	6%	4%	**	**	7%	6%	6%	3%	8%	4%	5%	5%	5%	5%	5%	
Up to 60	7	**	1	6	4	3	**	**	1	-	3	3	1	2	*	3	4	3	7	
	1%	**	1%	2%	2%	1%	**	**	1%	-%	2%	2%	1%	2%	*%	2%	2%	1%	1%	
Up to 70	20	**	5	16	12	8	**	**	2	3	10	6	4	2	5	9	7	14	20	
	4%	**	3%	5%	5%	3%	**	**	3%	3%	6%	3%	4%	2%	4%	6%	3%	5%	4%	
																m				
Up to 80	8	**	3	5	4	4	**	**	3	*	2	3	2	1	-	5	3	5	8	
	2%	**	2%	2%	2%	1%	**	**	3%	*%	1%	2%	2%	1%	-%	3%	1%	2%	2%	
																n				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 139**

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

**QP64A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND. EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Up to 90	29	**	4	25	13	16	**	**	1	3	12	14	5	7	8	9	13	17	29
	6%	**	3%	8%	5%	7%	**	**	2%	4%	8%	8%	6%	5%	7%	6%	5%	7%	6%
			b							h	h								
Up to 100	6	**	-	6	4	2	**	**	-	-	4	2	2	2	*	2	4	2	6
	1%	**	-%	2%	2%	1%	**	**	-%	-%	3%	1%	2%	1%	*%	1%	2%	1%	1%
Up to 110	7	**	1	6	1	6	**	**	-	1	1	4	1	1	2	2	2	5	7
	1%	**	1%	2%	*%	2%	**	**	-%	2%	1%	3%	1%	1%	2%	2%	1%	2%	1%
Up to 120	5	**	-	5	2	3	**	**	-	-	2	3	1	2	1	1	3	2	5
	1%	**	-%	2%	1%	1%	**	**	-%	-%	2%	2%	1%	1%	1%	*%	1%	1%	1%
Over 120	138	**	14	123	54	84	**	**	6	8	48	76	27	44	26	40	71	67	138
	28%	**	9%	39%	22%	34%	**	**	8%	10%	30%	47%	29%	30%	23%	29%	30%	27%	28%
			b		d					hi	hij								
Mean number of texts	138.9	**	41.1	192.9	118.3	158.8	**	**	34.4	47.9	164.4	220.5	153.6	135.0	132.0	138.4	142.4	135.5	138.9
			b		d					hi	hij								
Standard deviation	238.57	**	79.69	275.96	224.57	250.24	**	**	59.48	96.03	264.35	284.87	278.78	239.04	228.00	217.89	255.13	222.06	238.57
Standard error	8.59	**	5.17	12.43	11.63	12.54	**	**	5.55	8.66	16.89	18.09	24.55	16.53	16.99	13.70	13.88	10.67	8.59

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 139

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

**QP64A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND. EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	NATION							
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND d	URBAN e	RURAL f	ALL g
Significance Level: 95%								
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
None	76 16%	63 15%	** **	** **	2 17%	63 15%	13 20%	76 16%
Up to 10	50 10%	43 10%	** **	** **	2 13%	45 11%	5 8%	50 10%
Up to 20	47 10%	41 10%	** **	** **	1 5%	39 9%	7 11%	47 10%
Up to 30	32 7%	26 6%	** **	** **	1 7%	28 7%	4 6%	32 7%
Up to 40	30 6%	24 6%	** **	** **	1 7%	26 6%	4 7%	30 6%
Up to 50	25 5%	20 5%	** **	** **	* 3%	20 5%	5 7%	25 5%
Up to 60	7 1%	5 1%	** **	** **	* 3%	6 1%	1 2%	7 1%
Up to 70	20 4%	16 4%	** **	** **	* 2%	18 4%	2 3%	20 4%
Up to 80	8 2%	7 2%	** **	** **	* 1%	7 2%	1 1%	8 2%
Up to 90	29 6%	25 6%	** **	** **	1 9%	26 6%	4 5%	29 6%
Up to 100	6 1%	6 1%	** **	** **	* 1%	6 1%	- -%	6 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 139

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

**QP64A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND. EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Up to 110	7	4	**	**	*	5	1	7
	1%	1%	**	**	3%	1%	2%	1%
Up to 120	5	5	**	**	*	4	1	5
	1%	1%	**	**	1%	1%	2%	1%
Over 120	138	119	**	**	3	122	16	138
	28%	29%	**	**	25%	29%	25%	28%
Mean number of texts	138.9	140.7	**	**	149.3	140.0	132.0	138.9
Standard deviation	238.57	242.92	**	**	271.02	241.34	221.43	238.57
Standard error	8.59	11.04	**	**	26.97	9.56	19.13	8.59

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP64A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND. EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE</b>	<b>NOT SMART- PHONE</b>	<b>ALL MOBILE PHONES</b>
Significance Level: 95%		a	b	c
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
None	76 16%	15 7%	15 17%	31 10%
			ac	
Up to 10	50 10%	10 5%	7 8%	18 6%
Up to 20	47 10%	12 5%	9 10%	21 7%
Up to 30	32 7%	8 4%	8 9%	16 5%
			a	
Up to 40	30 6%	12 5%	5 6%	17 5%
Up to 50	25 5%	7 3%	7 8%	14 4%
			a	
Up to 60	7 1%	5 2%	1 2%	6 2%
Up to 70	20 4%	11 5%	4 5%	16 5%
Up to 80	8 2%	2 1%	3 3%	5 2%
Up to 90	29 6%	17 8%	8 9%	25 8%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP64A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND. EXPLANATION THAT COUNT OF TEXT MESSAGES SHOULD EXCLUDE ANY INSTANT MESSAGES - E.G. BLACKBERRY BBM, APPLE IMESSAGE, OR THROUGH APPLICATIONS SUCH AS PING, WINDOWS LIVE MESSENGER, YAHOO MESSENGER, WHATS APP. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a mobile phone

	<b><u>AGED 12-15 MOBILE PHONE OWNERSHIP</u></b>			
	<b>Total</b>	<b>SMART- PHONE</b>	<b>NOT SMART- PHONE</b>	<b>ALL MOBILE PHONES</b>
Significance Level: 95%		a	b	c
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
Up to 100	6 1%	4 2%	2 2%	6 2%
Up to 110	7 1%	5 2%	1 1%	6 2%
Up to 120	5 1%	3 1%	2 2%	5 2%
Over 120	138 28%	104 46%	18 20%	123 39%
Mean number of texts	138.9	230.4 b	98.3	192.9 b
Standard deviation	238.57	303.05	160.94	275.96
Standard error	8.59	16.22	13.55	12.43
Columns Tested: a,b,c				

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 141**

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

**QP65 Thinking now about using a smartphone to send messages through BlackBerry Messenger/ BBMs or Apple iMessage or through instant messaging applications such as Ping, Windows Live Messenger, Yahoo Messenger or Whats App. How many of these types of Instant Messages would you say your child sends on a typical school day? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a smartphone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE									
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r			
Significance Level: 95%																						
Unweighted total	444	8	87	349	203	241	3	5	39	48	161	188	71	134	103	136	205	239	444			
Effective Weighted Sample	340	6	63	273	155	185	3	3	29	34	124	149	59	105	78	99	165	177	340			
Total	282	3	54	225	128	154	1	1	26	28	100	124	52	91	65	73	143	138	282			
None	(0.0)	94 34%	** **	** **	66 29%	50 39%	44 29%	** **	** **	** **	** **	** **	36 13%	30 11%	24%	** **	30 11%	23 9%	25 9%	46 16%	48 17%	94 34%
1-5 a day	(3.0)	58 21%	** **	** **	48 22%	25 20%	33 22%	** **	** **	** **	** **	21 21%	27 22%	** **	18 20%	12 18%	12 16%	35 24%	24 17%	58 21%		
6-20 a day	(13.0)	41 15%	** **	** **	35 15%	18 14%	24 15%	** **	** **	** **	** **	15 15%	20 16%	** **	10 11%	12 19%	14 19%	15 11%	26 19%	41 15%		
21-50 a day	(35.0)	31 11%	** **	** **	29 13%	9 7%	22 15%	** **	** **	** **	** **	8 8%	21 17%	** **	14 15%	5 7%	6 9%	21 14%	11 8%	31 11%		
51-99 a day	(75.0)	19 7%	** **	** **	16 7%	7 6%	11 7%	** **	** **	** **	** **	7 7%	9 7%	** **	4 4%	5 8%	6 9%	7 5%	11 8%	19 7%		
100 or more a day	(125.0)	23 8%	** **	** **	21 9%	10 8%	13 8%	** **	** **	** **	** **	9 9%	12 9%	** **	6 7%	4 6%	8 11%	11 8%	12 9%	23 8%		
Don't know		15 5%	** **	** **	10 4%	9 7%	6 4%	** **	** **	** **	** **	5 5%	5 4%	** **	8 8%	5 7%	2 2%	9 6%	6 5%	15 5%		
Mean number of instant messages	22.7	**	**	25.1	20.2	24.8	**	**	**	**	22.7	27.1	**	21.3	19.8	26.9	21.9	23.7	22.7			
Standard deviation	37.32	**	**	38.63	36.93	37.63	**	**	**	**	38.72	38.61	**	35.49	34.34	41.46	36.38	38.37	37.32			
Standard error	1.83	**	**	2.12	2.71	2.49	**	**	**	**	3.16	2.87	**	3.25	3.54	3.61	2.65	2.55	1.83			

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 141**

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

**QP65 Thinking now about using a smartphone to send messages through BlackBerry Messenger/ BBMs or Apple iMessage or through instant messaging applications such as Ping, Windows Live Messenger, Yahoo Messenger or Whats App. How many of these types of Instant Messages would you say your child sends on a typical school day? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a smartphone

		NATION							
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
			a	~b	~c	~d	e	~f	g
Significance Level: 95%									
Unweighted total		444	279	50	57	58	375	69	444
Effective Weighted Sample		340	261	45	50	52	293	50	340
Total		282	238	24	14	7	250	31	282
None	(0.0)	94	79	**	**	**	81	**	94
		34%	33%	**	**	**	32%	**	34%
1-5 a day	(3.0)	58	50	**	**	**	51	**	58
		21%	21%	**	**	**	20%	**	21%
6-20 a day	(13.0)	41	33	**	**	**	36	**	41
		15%	14%	**	**	**	14%	**	15%
21-50 a day	(35.0)	31	30	**	**	**	30	**	31
		11%	13%	**	**	**	12%	**	11%
51-99 a day	(75.0)	19	18	**	**	**	18	**	19
		7%	7%	**	**	**	7%	**	7%
100 or more a day	(125.0)	23	20	**	**	**	21	**	23
		8%	8%	**	**	**	9%	**	8%
Don't know		15	9	**	**	**	13	**	15
		5%	4%	**	**	**	5%	**	5%
Mean number of instant messages		22.7	23.6	**	**	**	24.0	**	22.7
Standard deviation		37.32	37.48	**	**	**	38.00	**	37.32
Standard error		1.83	2.28	**	**	**	2.03	**	1.83
Columns Tested:			a,b,c,d,e,f,g						

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 142**

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

**QP66 And how many of these types of Instant Messages would you say your child sends on a typical weekend day? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a smartphone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE								
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r		
Significance Level: 95%																					
Unweighted total	444	8	87	349	203	241	3	5	39	48	161	188	71	134	103	136	205	239	444		
Effective Weighted Sample	340	6	63	273	155	185	3	3	29	34	124	149	59	105	78	99	165	177	340		
Total	282	3	54	225	128	154	1	1	26	28	100	124	52	91	65	73	143	138	282		
None	(0.0)	88 31%	** **	** **	61 27%	47 37%	41 26%	e	** **	** **	** **	** **	33 33%	28 22%	** **	28 30%	22 34%	22 30%	44 31%	44 32%	88 31%
1-5 a day	(3.0)	45 16%	** **	** **	34 15%	24 19%	21 13%	** **	** **	** **	** **	** **	19 19%	15 12%	** **	15 16%	7 11%	10 14%	28 20%	17 12%	45 16%
6-20 a day	(13.0)	36 13%	** **	** **	30 13%	14 11%	21 14%	** **	** **	** **	** **	** **	12 12%	18 14%	** **	10 11%	9 13%	11 16%	16 11%	20 14%	36 13%
21-50 a day	(35.0)	35 12%	** **	** **	32 14%	10 8%	24 16%	d	** **	** **	** **	** **	9 9%	23 18%	** **	10 11%	8 12%	10 13%	17 12%	18 13%	35 12%
51-99 a day	(75.0)	22 8%	** **	** **	20 9%	8 6%	14 9%	** **	** **	** **	** **	** **	8 8%	12 10%	** **	6 7%	6 9%	6 8%	10 7%	12 9%	22 8%
100 or more a day	(125.0)	37 13%	** **	** **	33 15%	13 10%	24 16%	** **	** **	** **	** **	** **	11 11%	22 17%	** **	13 14%	7 11%	11 15%	19 13%	18 13%	37 13%
Don't know		20 7%	** **	** **	15 7%	11 9%	9 6%	** **	** **	** **	** **	** **	7 7%	7 6%	** **	9 10%	6 9%	3 4%	10 7%	9 7%	20 7%
Mean number of instant messages	30.9	**	**	34.5	24.4	36.2	d	**	**	**	**	27.5	40.0	**	31.9	30.2	33.2	30.1	31.8	30.9	
Standard deviation	43.93	**	**	45.05	41.15	45.51	**	**	**	**	42.49	46.41	**	45.45	42.76	44.87	44.23	43.77	43.93		
Standard error	2.17	**	**	2.50	3.05	3.03	**	**	**	**	3.52	3.48	**	4.20	4.48	3.94	3.23	2.94	2.17		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 142**

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

**QP66 And how many of these types of Instant Messages would you say your child sends on a typical weekend day? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a smartphone

		NATION							
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%			a	~b	~c	~d	e	~f	g
Unweighted total		444	279	50	57	58	375	69	444
Effective Weighted Sample		340	261	45	50	52	293	50	340
Total		282	238	24	14	7	250	31	282
None	(0.0)	88 31%	73 31%	**	**	**	76 30%	**	88 31%
1-5 a day	(3.0)	45 16%	37 16%	**	**	**	40 16%	**	45 16%
6-20 a day	(13.0)	36 13%	29 12%	**	**	**	30 12%	**	36 13%
21-50 a day	(35.0)	35 12%	30 13%	**	**	**	31 12%	**	35 12%
51-99 a day	(75.0)	22 8%	21 9%	**	**	**	22 9%	**	22 8%
100 or more a day	(125.0)	37 13%	33 14%	**	**	**	35 14%	**	37 13%
Don't know		20 7%	14 6%	**	**	**	17 7%	**	20 7%
Mean number of instant messages		30.9	32.5	**	**	**	32.8	**	30.9
Standard deviation		43.93	44.62	**	**	**	44.84	**	43.93
Standard error		2.17	2.75	**	**	**	2.41	**	2.17

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



**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 143**

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

**QP65-66 INSTANT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a smartphone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	444	8	87	349	203	241	3	5	39	48	161	188	71	134	103	136	205	239	444	
Effective Weighted Sample	340	6	63	273	155	185	3	3	29	34	124	149	59	105	78	99	165	177	340	
Total	282	3	54	225	128	154	1	1	26	28	100	124	52	91	65	73	143	138	282	
None	85 30%	** **	** **	59 26%	45 35%	40 26%	** **	** **	** **	** **	32 32%	27 22%	** **	28 30%	21 33%	21 29%	42 29%	43 31%	85 30%	
Up to 10	5 2%	** **	** **	4 2%	4 3%	1 1%	** **	** **	** **	** **	3 3%	1 1%	** **	3 3%	1 1%	1 1%	4 3%	1 1%	5 2%	
Up to 20	2 1%	** **	** **	2 1%	1 1%	1 1%	** **	** **	** **	** **	1 1%	1 1%	** **	- -%	- -%	* 1%	2 1%	* *%	2 1%	
Up to 30	40 14%	** **	** **	31 14%	20 16%	20 13%	** **	** **	** **	** **	16 16%	15 12%	** **	12 13%	7 11%	9 13%	24 17%	16 12%	40 14%	
Up to 50	11 4%	** **	** **	10 4%	3 3%	7 5%	** **	** **	** **	** **	3 3%	7 5%	** **	3 3%	4 5%	2 3%	5 3%	6 4%	11 4%	
Up to 70	2 1%	** **	** **	2 1%	- -%	2 1%	** **	** **	** **	** **	- -%	2 2%	** **	1 1%	1 2%	- -%	1 1%	1 1%	2 1%	
Up to 100	20 7%	** **	** **	16 7%	9 7%	11 7%	** **	** **	** **	** **	7 7%	9 7%	** **	6 7%	4 6%	8 11%	8 6%	12 8%	20 7%	
Up to 120	17 6%	** **	** **	14 6%	7 5%	10 7%	** **	** **	** **	** **	6 6%	9 7%	** **	4 4%	6 9%	5 7%	6 4%	11 8%	17 6%	
Over 120	78 28%	** **	** **	71 32%	27 21%	51 33%	** **	** **	** **	** **	24 24%	47 38%	** **	25 28%	16 25%	22 30%	40 28%	38 27%	78 28%	
Don't know	20 7%	** **	** **	15 7%	11 9%	9 6%	** **	** **	** **	** **	8 8%	7 6%	** **	10 11%	6 9%	3 5%	11 8%	10 7%	20 7%	
Mean number of instant messages	168.6	**	**	186.7	145.4	187.3	**	**	**	**	163.4	205.2	**	160.4	153.9	197.3	160.2	177.3	168.6	
Standard deviation	263.54	**	**	272.80	261.43	264.65	**	**	**	**	275.34	270.52	**	256.47	243.01	286.80	260.47	267.40	263.54	
Standard error	13.08	**	**	15.18	19.43	17.64	**	**	**	**	22.87	20.28	**	23.81	25.47	25.25	19.10	18.03	13.08	
Columns Tested:		a,b,c	d,e	f,g,h,i,j,k	l,m,n,o,p,q,r															

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 143**

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

**QP65-66 INSTANT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a smartphone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	444	279	50	57	58	375	69	444
Effective Weighted Sample	340	261	45	50	52	293	50	340
Total	282	238	24	14	7	250	31	282
None	85 30%	72 30%	**	**	**	74 29%	**	85 30%
Up to 10	5 2%	3 1%	**	**	**	4 2%	**	5 2%
Up to 20	2 1%	2 1%	**	**	**	2 1%	**	2 1%
Up to 30	40 14%	35 15%	**	**	**	37 15%	**	40 14%
Up to 50	11 4%	8 4%	**	**	**	8 3%	**	11 4%
Up to 70	2 1%	2 1%	**	**	**	2 1%	**	2 1%
Up to 100	20 7%	15 7%	**	**	**	18 7%	**	20 7%
Up to 120	17 6%	14 6%	**	**	**	15 6%	**	17 6%
Over 120	78 28%	72 30%	**	**	**	75 30%	**	78 28%
Don't know	20 7%	14 6%	**	**	**	17 7%	**	20 7%
Mean number of instant messages	168.6	175.3	**	**	**	178.0	**	168.6
Standard deviation	263.54	265.55	**	**	**	267.96	**	263.54
Standard error	13.08	16.34	**	**	**	14.41	**	13.08

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 144**

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

**QP65-66 INSTANT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

Base : Parents whose child has a smartphone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE ~b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	444	349	-	349
Effective Weighted Sample	340	273	-	273
Total	282	225	-	225
None	85 30%	59 26%	- -%	59 26%
Up to 10	5 2%	4 2%	- -%	4 2%
Up to 20	2 1%	2 1%	- -%	2 1%
Up to 30	40 14%	31 14%	- -%	31 14%
Up to 50	11 4%	10 4%	- -%	10 4%
Up to 70	2 1%	2 1%	- -%	2 1%
Up to 100	20 7%	16 7%	- -%	16 7%
Up to 120	17 6%	14 6%	- -%	14 6%
Over 120	78 28%	71 32%	- -%	71 32%
Don't know	20 7%	15 7%	- -%	15 7%
Mean number of instant messages	168.6	186.7	-	186.7
Standard deviation	263.54	272.80	-	272.80
Standard error	13.08	15.18	-	15.18
Columns Tested: a,b,c				

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP67 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Limit how often credit can be put on the phone	187	**	60	122	79	108	**	**	28	32	50	72	36	67	32	53	103	85	187
	38%	**	38%	39%	33%	44%	**	**	35%	41%	32%	45%	38%	46%	28%	38%	43%	34%	38%
						d					j			nq			nq		n
No calls to premium rate numbers	114	**	34	77	47	67	**	**	12	22	35	43	30	31	19	34	61	53	114
	23%	**	22%	24%	20%	27%	**	**	15%	28%	22%	27%	31%	22%	17%	24%	26%	21%	23%
						d				h		h		nq					
Regularly check what they're doing with the phone	103	**	43	57	48	55	**	**	18	26	29	28	27	28	20	28	55	48	103
	21%	**	28%	18%	20%	22%	**	**	22%	33%	18%	18%	28%	20%	18%	20%	23%	19%	21%
			c						jk				q						
No texts to premium rate numbers	102	**	32	68	44	57	**	**	13	19	31	37	25	29	17	30	55	47	102
	21%	**	20%	22%	18%	23%	**	**	16%	25%	20%	23%	27%	20%	15%	22%	23%	19%	21%
													n						
Only calls/ texts to an agreed list of people	83	**	44	35	38	45	**	**	19	25	18	16	17	23	17	26	40	43	83
	17%	**	28%	11%	16%	18%	**	**	24%	33%	12%	10%	17%	16%	15%	19%	17%	17%	17%
			c						jk	jk									
Child is responsible for paying top-ups/ bills	72	**	20	52	38	34	**	**	11	8	27	26	13	19	17	23	32	40	72
	15%	**	13%	16%	16%	14%	**	**	14%	11%	17%	16%	14%	13%	15%	17%	14%	16%	15%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP67 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Only to make/ receive voice calls or send texts, nothing else	60	**	29	28	30	30	**	**	12	18	17	11	15	19	10	16	34	26	60
	12%	**	19%	9%	12%	12%	**	**	15%	23%	11%	7%	15%	13%	9%	12%	14%	10%	12%
			c						k	jk									
No going online/ internet sites/ no WAP browsing	47	**	21	23	23	24	**	**	8	13	14	9	8	14	8	17	22	25	47
	10%	**	14%	7%	10%	10%	**	**	11%	17%	9%	6%	9%	10%	7%	12%	9%	10%	10%
			c						k										
No downloading of apps/ applications onto the phone	47	**	23	22	21	26	**	**	10	13	11	11	10	17	7	12	28	20	47
	10%	**	14%	7%	9%	11%	**	**	12%	17%	7%	7%	11%	12%	7%	9%	12%	8%	10%
			c						jk										
Can only visit certain websites on the phone	23	**	4	18	12	11	**	**	2	2	9	9	7	7	4	5	14	9	23
	5%	**	3%	6%	5%	4%	**	**	3%	2%	6%	5%	8%	5%	3%	3%	6%	3%	5%
Other	27	**	10	14	13	14	**	**	5	5	8	6	3	8	7	9	11	16	27
	6%	**	7%	4%	5%	6%	**	**	6%	7%	5%	4%	3%	6%	6%	7%	5%	7%	6%
ANY RULES OR RESTRICTIONS	354	**	120	224	166	187	**	**	55	64	108	116	72	107	71	104	179	175	354
	72%	**	77%	71%	69%	76%	**	**	70%	83%	69%	72%	76%	75%	63%	76%	75%	70%	72%
									hjk				n	n		n	n		n
No, do not have ANY rules or restrictions	134	**	36	93	74	60	**	**	24	13	48	45	23	37	41	34	60	75	134
	28%	**	23%	29%	31%	24%	**	**	30%	17%	31%	28%	24%	25%	37%	24%	25%	30%	28%
									i		i	i			lmopr				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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.

**QP67 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?**

Base : Parents whose child has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Limit how often credit can be put on the phone	187 38%	151 37%	**	**	5 41%	157 37%	31 47%	187 38%
No calls to premium rate numbers	114 23%	97 23%	**	**	4 33%	98 23%	16 25%	114 23%
					aeg			
Regularly check what they're doing with the phone	103 21%	86 21%	**	**	3 26%	88 21%	15 23%	103 21%
No texts to premium rate numbers	102 21%	88 21%	**	**	4 33%	87 21%	15 22%	102 21%
					aeg			
Only calls/ texts to an agreed list of people	83 17%	70 17%	**	**	3 25%	71 17%	12 19%	83 17%
Child is responsible for paying top-ups/ bills	72 15%	58 14%	**	**	1 11%	58 14%	15 22%	72 15%
						ade		
Only to make/ receive voice calls or send texts, nothing else	60 12%	49 12%	**	**	2 18%	47 11%	13 20%	60 12%
						aeg		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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.

**QP67 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?**

Base : Parents whose child has a mobile phone

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
No going online/ internet sites/ no WAP browsing	47 10%	41 10%	**	**	2 15%	40 9%	7 11%	47 10%
No downloading of apps/ applications onto the phone	47 10%	41 10%	**	**	2 16% eg	40 9%	7 11%	47 10%
Can only visit certain websites on the phone	23 5%	18 4%	**	**	1 6%	21 5%	2 3%	23 5%
Other	27 6%	23 6%	**	**	* 3%	25 6%	2 3%	27 6%
ANY RULES OR RESTRICTIONS	354 72%	291 71%	**	**	9 76%	303 72%	51 78%	354 72%
No, do not have ANY rules or restrictions	134 28%	120 29%	**	**	3 24%	120 28%	15 22%	134 28%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 146**

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

**QP67 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?**

Base : Parents whose child has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
Limit how often credit can be put on the phone	187 38%	82 36%	41 45%	122 39%
No calls to premium rate numbers	114 23%	55 25%	22 24%	77 24%
Regularly check what they're doing with the phone	103 21%	45 20%	11 13%	57 18%
No texts to premium rate numbers	102 21%	48 21%	20 22%	68 22%
Only calls/ texts to an agreed list of people	83 17%	17 7%	18 20% ac	35 11%
Child is responsible for paying top-ups/ bills	72 15%	36 16%	16 18%	52 16%
Only to make/ receive voice calls or send texts, nothing else	60 12%	8 4%	20 22% ac	28 9% a

Columns Tested: a,b,c



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 146

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

**QP67 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?**

Base : Parents whose child has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
No going online/ internet sites/ no WAP browsing	47 10%	14 6%	9 10%	23 7%
No downloading of apps/ applications onto the phone	47 10%	14 6%	7 8%	22 7%
Can only visit certain websites on the phone	23 5%	16 7%	2 2%	18 6%
Other	27 6%	9 4%	5 6%	14 4%
ANY RULES OR RESTRICTIONS	354 72%	155 69%	68 75%	224 71%
No, do not have ANY rules or restrictions	134 28%	70 31%	22 25%	93 29%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP68A EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - What they see or read on their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Very concerned	17	**	6	11	11	6	**	**	3	4	8	3	7	4	3	3	11	6	17
	4%	**	4%	3%	4%	3%	**	**	4%	5%	5%	2%	7%	3%	3%	2%	5%	2%	4%
													oq						
Fairly concerned	67	**	17	49	30	37	**	**	9	8	21	28	13	19	15	20	32	35	67
	14%	**	11%	15%	13%	15%	**	**	12%	10%	13%	17%	13%	13%	13%	15%	13%	14%	14%
TOTAL CONCERNED	84	**	23	59	41	43	**	**	12	11	29	30	20	24	17	23	43	41	84
	17%	**	15%	19%	17%	17%	**	**	15%	14%	18%	19%	21%	16%	15%	17%	18%	16%	17%
Neither/ nor	37	**	8	29	16	21	**	**	1	7	15	14	10	13	8	7	23	14	37
	8%	**	5%	9%	7%	9%	**	**	1%	9%	9%	9%	11%	9%	7%	5%	10%	6%	8%
									h	h	h	h	o						
Not very concerned	155	**	45	108	78	77	**	**	24	20	53	55	33	48	29	46	81	74	155
	32%	**	29%	34%	32%	31%	**	**	31%	26%	34%	34%	35%	33%	26%	33%	34%	30%	32%
Not at all concerned	208	**	79	120	104	104	**	**	42	37	58	61	30	59	58	61	89	119	208
	43%	**	50%	38%	43%	42%	**	**	53%	48%	37%	38%	32%	41%	52%	44%	37%	48%	43%
			c						jk						lp	l		lp	l
TOTAL NOT CONCERNED	363	**	123	227	182	181	**	**	66	57	111	116	63	107	87	107	170	193	363
	74%	**	79%	72%	76%	73%	**	**	83%	74%	71%	72%	66%	74%	77%	78%	71%	77%	74%
									jk						l	l		l	
Don't know	4	**	2	2	2	2	**	**	-	2	2	-	2	1	*	1	3	1	4
	1%	**	1%	1%	1%	1%	**	**	-%	3%	1%	-%	2%	1%	*%	1%	1%	1%	1%
									k										
TOTAL NEITHER/ NOR OR DON'T KNOW	41	**	10	31	18	24	**	**	1	9	16	14	12	14	8	7	26	15	41
	8%	**	6%	10%	7%	9%	**	**	1%	12%	10%	9%	13%	9%	7%	5%	11%	6%	8%
									h	h	h	h	oq				oq		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP68A EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - What they see or read on their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Very concerned	17 4%	14 3%	**	**	1 5%	14 3%	3 4%	17 4%
Fairly concerned	67 14%	61 15%	**	**	2 16%	57 14%	10 15%	67 14%
TOTAL CONCERNED	84 17%	75 18%	**	**	3 21%	72 17%	12 19%	84 17%
Neither/ nor	37 8%	29 7%	**	**	1 5%	33 8%	4 7%	37 8%
Not very concerned	155 32%	130 32%	**	**	4 36%	132 31%	23 35%	155 32%
Not at all concerned	208 43%	174 42%	**	**	4 38%	184 43%	24 37%	208 43%
TOTAL NOT CONCERNED	363 74%	304 74%	**	**	9 73%	316 75%	47 72%	363 74%
Don't know	4 1%	3 1%	**	**	- -%	3 1%	2 3%	4 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	41 8%	32 8%	**	**	1 5%	35 8%	6 9%	41 8%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP68A EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - What they see or read on their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
Very concerned	17 4%	7 3%	4 4%	11 3%
Fairly concerned	67 14%	41 18% b	7 8%	49 15% b
<b>TOTAL CONCERNED</b>	<b>84 17%</b>	<b>48 22% b</b>	<b>11 12%</b>	<b>59 19%</b>
Neither/ nor	37 8%	20 9%	8 9%	29 9%
Not very concerned	155 32%	74 33%	33 36%	108 34%
Not at all concerned	208 43%	82 37%	38 41%	120 38%
<b>TOTAL NOT CONCERNED</b>	<b>363 74%</b>	<b>156 69%</b>	<b>70 77%</b>	<b>227 72%</b>
Don't know	4 1%	- -%	2 2% a	2 1%
<b>TOTAL NEITHER/ NOR OR DON'T KNOW</b>	<b>41 8%</b>	<b>20 9%</b>	<b>10 11%</b>	<b>31 10%</b>

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP68B EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - How much time they spend using the phone**

Base : Parents whose child aged 5-15 has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Very concerned	31 6%	** **	11 7%	20 6%	11 5%	20 8%	** **	** **	5 6%	6 8%	6 4%	13 8%	8 8%	7 5%	5 4%	12 9%	15 6%	17 7%	31 6%
Fairly concerned	61 12%	** **	16 10%	44 14%	24 10%	37 15%	** **	** **	8 10%	8 10%	16 10%	28 17%	19 21%	21 14%	9 8%	12 9%	40 17%	21 8%	61 12%
TOTAL CONCERNED	92 19%	** **	27 17%	63 20%	35 15%	56 23%	** **	** **	13 17%	14 18%	22 14%	41 26%	27 29%	27 19%	13 12%	24 17%	55 23%	37 15%	92 19%
Neither/ nor	25 5%	** **	7 4%	19 6%	15 6%	11 4%	** **	** **	3 3%	4 5%	12 8%	7 4%	6 6%	8 5%	8 7%	5 3%	13 6%	12 5%	25 5%
Not very concerned	151 31%	** **	36 23%	113 36%	79 33%	72 29%	** **	** **	17 22%	19 25%	62 39%	51 32%	27 29%	44 30%	35 31%	46 33%	71 30%	80 32%	151 31%
Not at all concerned	218 45%	** **	86 55%	120 38%	109 45%	108 44%	** **	** **	46 58%	40 52%	59 38%	62 38%	34 36%	65 45%	56 50%	63 46%	99 41%	119 48%	218 45%
TOTAL NOT CONCERNED	369 76%	** **	123 78%	233 74%	189 78%	180 73%	** **	** **	63 80%	59 77%	120 77%	113 70%	61 64%	109 76%	91 81%	109 79%	170 71%	199 80%	369 76%
Don't know	2 *%	** **	- -%	2 *%	2 1%	* *%	** **	** **	- -%	- -%	2 1%	- -%	1 1%	- -%	* *%	1 *%	1 *%	1 *%	2 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	27 6%	** **	7 4%	20 6%	16 7%	11 4%	** **	** **	3 3%	4 5%	14 9%	7 4%	6 7%	8 5%	8 7%	5 4%	14 6%	13 5%	27 6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP68B EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - How much time they spend using the phone**

Base : Parents whose child aged 5-15 has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Very concerned	31 6%	27 7%	**	**	1 5%	27 6%	4 6%	31 6%
Fairly concerned	61 12%	51 12%	**	**	2 15%	53 12%	8 12%	61 12%
TOTAL CONCERNED	92 19%	78 19%	**	**	2 20%	80 19%	12 19%	92 19%
Neither/ nor	25 5%	23 5%	**	**	1 10%	18 4%	7 11%	25 5%
Not very concerned	151 31%	126 31%	**	**	4 37%	134 32%	17 26%	151 31%
Not at all concerned	218 45%	183 44%	**	**	4 34%	190 45%	28 42%	218 45%
TOTAL NOT CONCERNED	369 76%	309 75%	**	**	8 71%	324 77%	45 68%	369 76%
Don't know	2 *%	2 *%	**	**	- -%	1 *%	1 2%	2 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	27 6%	25 6%	**	**	1 10%	19 4%	9 13%	27 6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 150**

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

**QP68B EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - How much time they spend using the phone**

Base : Parents whose child aged 5-15 has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
Very concerned	31 6%	17 7%	3 4%	20 6%
Fairly concerned	61 12%	37 16%	7 7%	44 14%
<b>TOTAL CONCERNED</b>	<b>92 19%</b>	<b>53 24%</b>	<b>10 11%</b>	<b>63 20%</b>
Neither/ nor	25 5%	15 7%	4 5%	19 6%
Not very concerned	151 31%	77 34%	35 39%	113 36%
Not at all concerned	218 45%	80 35%	41 45%	120 38%
<b>TOTAL NOT CONCERNED</b>	<b>369 76%</b>	<b>156 70%</b>	<b>76 83%</b>	<b>233 74%</b>
Don't know	2 *%	1 *%	1 1%	2 *%
<b>TOTAL NEITHER/ NOR OR DON'T KNOW</b>	<b>27 6%</b>	<b>15 7%</b>	<b>5 6%</b>	<b>20 6%</b>

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 151**

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

**QP68C EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - Who they are in contact with using their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Very concerned	22 5%	** **	8 5%	14 4%	13 5%	10 4%	** **	** **	2 3%	6 8%	11 7%	4 2%	12 12%	3 2%	2 2%	5 4%	15 6%	8 3%	22 5%
Fairly concerned	70 14%	** **	18 12%	50 16%	26 11%	43 18%	** **	** **	9 12%	9 12%	17 11%	33 21%	14 15%	26 18%	12 10%	18 13%	40 17%	29 12%	70 14%
TOTAL CONCERNED	92 19%	** **	26 17%	64 20%	39 16%	53 21%	** **	** **	11 14%	15 19%	28 18%	37 23%	26 27%	29 20%	14 12%	23 17%	55 23%	37 15%	92 19%
Neither/ nor	26 5%	** **	7 4%	19 6%	15 6%	10 4%	** **	** **	3 4%	3 4%	12 8%	7 4%	8 8%	8 5%	6 6%	4 3%	15 6%	11 4%	26 5%
Not very concerned	143 29%	** **	35 22%	106 33%	68 28%	76 30%	** **	** **	15 19%	20 26%	51 33%	55 34%	28 30%	39 27%	31 27%	45 33%	68 28%	76 30%	143 29%
Not at all concerned	226 46%	** **	88 57%	127 40%	117 49%	108 44%	** **	** **	49 62%	39 51%	64 41%	63 39%	32 34%	68 47%	61 54%	65 47%	100 42%	126 50%	226 46%
TOTAL NOT CONCERNED	369 76%	** **	123 79%	233 73%	185 77%	184 74%	** **	** **	64 81%	59 76%	116 74%	117 73%	60 64%	107 74%	91 81%	111 80%	167 70%	202 81%	369 76%
Don't know	1 *%	** **	- -%	1 *%	1 *%	* *%	** **	** **	- -%	- -%	1 1%	- -%	1 1%	- -%	* *%	- -%	1 *%	* *%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	27 6%	** **	7 4%	20 6%	16 7%	11 4%	** **	** **	3 4%	3 4%	13 8%	7 4%	8 9%	8 5%	7 6%	4 3%	16 7%	11 4%	27 6%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 151**

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

**QP68C EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - Who they are in contact with using their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Very concerned	22 5%	18 4%	** **	** **	1 6%	19 4%	4 6%	22 5%
Fairly concerned	70 14%	61 15%	** **	** **	2 15%	61 14%	9 13%	70 14%
TOTAL CONCERNED	92 19%	79 19%	** **	** **	3 21%	79 19%	13 19%	92 19%
Neither/ nor	26 5%	20 5%	** **	** **	* 3%	22 5%	4 6%	26 5%
Not very concerned	143 29%	120 29%	** **	** **	5 42% aeg	123 29%	21 32%	143 29%
Not at all concerned	226 46%	191 46% d	** **	** **	4 33%	199 47% d	26 40%	226 46% d
TOTAL NOT CONCERNED	369 76%	311 76%	** **	** **	9 76%	322 76%	47 72%	369 76%
Don't know	1 *%	1 *%	** **	** **	- -%	- -%	1 2% eg	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	27 6%	21 5%	** **	** **	* 3%	22 5%	6 9%	27 6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 152**

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

**QP68C EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - Who they are in contact with using their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
Very concerned	22 5%	9 4%	5 5%	14 4%
Fairly concerned	70 14%	42 19% b	8 8%	50 16% b
TOTAL CONCERNED	92 19%	52 23% b	12 14%	64 20%
Neither/ nor	26 5%	13 6%	6 6%	19 6%
Not very concerned	143 29%	69 31%	35 39%	106 33%
Not at all concerned	226 46%	91 40%	36 40%	127 40%
TOTAL NOT CONCERNED	369 76%	160 71%	72 79%	233 73%
Don't know	1 *%	- -%	1 1%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	27 6%	13 6%	7 7%	20 6%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP68D EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - How much money is spent on their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Very concerned	32 7%	** **	10 7%	22 7%	13 5%	19 8%	** **	** **	4 5%	6 8%	9 6%	13 8%	8 8%	9 6%	3 3%	13 9%	17 7%	16 6%	32 7%
Fairly concerned	65 13%	** **	15 10%	49 16%	28 11%	37 15%	** **	** **	8 10%	7 10%	20 13%	30 18%	17 18%	18 12%	9 8%	21 15%	35 15%	30 12%	65 13%
TOTAL CONCERNED	97 20%	** **	26 16%	72 23%	41 17%	57 23%	** **	** **	12 15%	14 17%	29 18%	43 27%	25 26%	27 18%	13 11%	33 24%	52 22%	46 18%	97 20%
Neither/ nor	28 6%	** **	11 7%	17 5%	14 6%	14 6%	** **	** **	6 7%	5 6%	8 5%	9 6%	4 4%	9 6%	8 7%	7 5%	13 5%	16 6%	28 6%
Not very concerned	130 27%	** **	35 23%	92 29%	63 26%	67 27%	** **	** **	15 19%	20 26%	47 30%	44 27%	30 31%	37 26%	30 26%	33 24%	67 28%	63 25%	130 27%
Not at all concerned	232 47%	** **	85 54%	136 43%	121 50%	111 45%	** **	** **	46 59%	39 50%	71 45%	65 40%	35 37%	72 50%	61 55%	64 46%	107 45%	125 50%	232 47%
TOTAL NOT CONCERNED	361 74%	** **	120 77%	227 72%	184 77%	177 71%	** **	** **	61 77%	59 76%	118 76%	109 68%	65 68%	109 76%	91 81%	97 71%	173 73%	188 75%	361 74%
Don't know	1 *%	** **	- -%	1 *%	1 *%	* *%	** **	** **	- -%	- -%	1 1%	- -%	1 1%	- -%	* *%	- -%	1 *%	* *%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	30 6%	** **	11 7%	18 6%	15 6%	14 6%	** **	** **	6 7%	5 6%	9 6%	9 6%	5 5%	9 6%	9 8%	7 5%	14 6%	16 6%	30 6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP68D EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - How much money is spent on their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Very concerned	32 7%	29 7%	**	**	1 7%	28 7%	4 7%	32 7%
Fairly concerned	65 13%	57 14%	**	**	1 12%	56 13%	9 14%	65 13%
TOTAL CONCERNED	97 20%	85 21%	**	**	2 19%	84 20%	13 20%	97 20%
Neither/ nor	28 6%	22 5%	**	**	1 8%	23 5%	6 8%	28 6%
Not very concerned	130 27%	107 26%	**	**	5 38%	117 28%	13 20%	130 27%
Not at all concerned	232 47%	195 47%	**	**	4 34%	199 47%	32 50%	232 47%
TOTAL NOT CONCERNED	361 74%	303 74%	**	**	9 73%	316 75%	45 69%	361 74%
Don't know	1 *%	1 *%	**	**	- -%	- -%	1 2%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	30 6%	23 6%	**	**	1 8%	23 5%	7 11%	30 6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 154

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

**QP68D EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - How much money is spent on their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
Very concerned	32 7%	12 5%	10 11% a	22 7%
Fairly concerned	65 13%	44 19% b	6 6%	49 16% b
TOTAL CONCERNED	97 20%	55 25%	16 18%	72 23%
Neither/ nor	28 6%	11 5%	7 7%	17 5%
Not very concerned	130 27%	65 29%	26 28%	92 29%
Not at all concerned	232 47%	94 42%	42 46%	136 43%
TOTAL NOT CONCERNED	361 74%	159 71%	67 74%	227 72%
Don't know	1 *%	- -%	1 1%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	30 6%	11 5%	8 8%	18 6%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 155**

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

**QP68E EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - Them giving out their personal details to inappropriate people**

Base : Parents whose child aged 5-15 has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Very concerned	50	**	16	33	22	28	**	**	6	10	16	16	15	15	5	15	30	19	50
	10%	**	10%	10%	9%	11%	**	**	7%	13%	11%	10%	16%	11%	4%	11%	13%	8%	10%
													nq	n		n	nq		n
Fairly concerned	68	**	15	52	30	38	**	**	9	6	21	31	13	22	12	21	35	32	68
	14%	**	10%	16%	12%	15%	**	**	11%	7%	13%	19%	14%	15%	10%	15%	15%	13%	14%
				b								i							
TOTAL CONCERNED	118	**	31	84	52	66	**	**	15	16	37	47	28	37	16	35	66	52	118
	24%	**	20%	27%	22%	27%	**	**	18%	21%	24%	29%	30%	26%	15%	26%	28%	21%	24%
													nq	n		n	nq		n
Neither/ nor	21	**	7	14	11	10	**	**	3	4	7	6	9	4	2	6	13	8	21
	4%	**	4%	4%	4%	4%	**	**	4%	5%	5%	4%	9%	3%	2%	4%	5%	3%	4%
													mnqr						
Not very concerned	133	**	37	95	63	70	**	**	18	19	45	50	26	38	35	34	65	69	133
	27%	**	24%	30%	26%	28%	**	**	23%	25%	29%	31%	28%	27%	31%	25%	27%	27%	27%
Not at all concerned	215	**	81	124	114	102	**	**	43	38	66	58	30	64	59	63	94	121	215
	44%	**	52%	39%	47%	41%	**	**	55%	49%	42%	36%	32%	45%	52%	46%	39%	49%	44%
			c						k	k				l	lp	l		lp	l
TOTAL NOT CONCERNED	349	**	119	218	177	172	**	**	61	57	111	108	56	103	93	96	159	190	349
	71%	**	76%	69%	74%	69%	**	**	77%	74%	71%	67%	59%	71%	83%	70%	67%	76%	71%
														l	lmopr			lp	l
Don't know	1	**	-	1	1	*	**	**	-	-	1	-	1	-	*	-	1	*	1
	*%	**	-%	*%	*%	*%	**	**	-%	-%	1%	-%	1%	-%	*%	-%	*%	*%	*%
TOTAL NEITHER/ NOR OR DON'T KNOW	22	**	7	15	12	10	**	**	3	4	8	6	10	4	2	6	14	8	22
	4%	**	4%	5%	5%	4%	**	**	4%	5%	5%	4%	10%	3%	2%	4%	6%	3%	4%
													mnopr						

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 155

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

**QP68E EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - Them giving out their personal details to inappropriate people**

Base : Parents whose child aged 5-15 has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Very concerned	50 10%	41 10%	** **	** **	2 17%	43 10%	7 11%	50 10%
Fairly concerned	68 14%	57 14%	** **	** **	2 13%	58 14%	10 15%	68 14%
TOTAL CONCERNED	118 24%	97 24%	** **	** **	4 30%	100 24%	17 27%	118 24%
Neither/ nor	21 4%	16 4%	** **	** **	1 6%	19 4%	2 3%	21 4%
Not very concerned	133 27%	112 27%	** **	** **	4 32%	112 26%	21 33%	133 27%
Not at all concerned	215 44%	184 45%	** **	** **	4 32%	192 45%	23 36%	215 44%
TOTAL NOT CONCERNED	349 71%	296 72%	** **	** **	8 64%	304 72%	45 69%	349 71%
Don't know	1 *%	1 *%	** **	** **	- -%	- -%	1 2%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	22 4%	18 4%	** **	** **	1 6%	19 4%	3 5%	22 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 156

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

**QP68E EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - Them giving out their personal details to inappropriate people**

Base : Parents whose child aged 5-15 has a mobile phone

	Total	AGED 12-15 MOBILE PHONE OWNERSHIP		
		SMART- PHONE a	NOT SMART- PHONE b	ALL MOBILE PHONES c
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
Very concerned	50 10%	20 9%	13 14%	33 10%
Fairly concerned	68 14%	39 17%	13 14%	52 16%
TOTAL CONCERNED	118 24%	58 26%	26 29%	84 27%
Neither/ nor	21 4%	10 4%	4 4%	14 4%
Not very concerned	133 27%	68 30%	25 28%	95 30%
Not at all concerned	215 44%	89 40%	35 38%	124 39%
TOTAL NOT CONCERNED	349 71%	157 70%	60 66%	218 69%
Don't know	1 *%	- -%	1 1%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	22 4%	10 4%	5 5%	15 5%

Columns Tested: a,b,c



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 157**

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

**QP68F EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Very concerned	43 9%	** **	16 10%	27 8%	16 6%	28 11%	** **	** **	5 7%	11 15%	10 7%	16 10%	12 13%	11 8%	8 7%	12 9%	23 10%	20 8%	43 9%
Fairly concerned	75 15%	** **	14 9%	59 19%	36 15%	40 16%	** **	** **	7 9%	7 9%	29 18%	30 19%	17 18%	26 18%	10 9%	24 17%	42 18%	33 13%	75 15%
TOTAL CONCERNED	119 24%	** **	31 20%	85 27%	51 21%	67 27%	** **	** **	12 16%	18 24%	39 25%	47 29%	29 30%	37 26%	18 16%	35 26%	66 28%	53 21%	119 24%
Neither/ nor	29 6%	** **	12 8%	17 5%	14 6%	15 6%	** **	** **	5 6%	7 10%	9 6%	7 5%	5 5%	9 6%	9 8%	6 5%	14 6%	15 6%	29 6%
Not very concerned	122 25%	** **	32 21%	89 28%	62 26%	60 24%	** **	** **	20 25%	12 16%	42 27%	47 29%	27 28%	35 24%	29 25%	32 23%	62 26%	60 24%	122 25%
Not at all concerned	217 44%	** **	81 52%	125 39%	112 46%	105 42%	** **	** **	42 53%	39 51%	65 42%	60 37%	33 35%	63 44%	57 50%	64 47%	96 40%	121 48%	217 44%
TOTAL NOT CONCERNED	339 69%	** **	114 73%	214 68%	174 72%	165 67%	** **	** **	62 78%	52 67%	107 69%	107 66%	60 63%	98 68%	85 76%	96 70%	158 66%	181 72%	339 69%
Don't know	1 *%	** **	- -%	1 *%	1 *%	* *%	** **	** **	- -%	- -%	1 1%	- -%	1 1%	- -%	* *%	- -%	1 *%	* *%	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	31 6%	** **	12 8%	18 6%	15 6%	15 6%	** **	** **	5 6%	7 10%	10 6%	7 5%	6 6%	9 6%	9 8%	6 5%	15 6%	16 6%	31 6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 157**

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

**QP68F EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Very concerned	43 9%	32 8%	** **	** **	2 19% aefg	38 9%	6 8%	43 9%
Fairly concerned	75 15%	66 16%	** **	** **	1 11%	67 16%	8 12%	75 15%
TOTAL CONCERNED	119 24%	99 24%	** **	** **	4 31%	105 25%	13 21%	119 24%
Neither/ nor	29 6%	24 6%	** **	** **	1 7%	24 6%	6 9%	29 6%
Not very concerned	122 25%	100 24%	** **	** **	4 31%	104 25%	18 28%	122 25%
Not at all concerned	217 44%	187 45% d	** **	** **	4 31%	190 45% d	27 41%	217 44% d
TOTAL NOT CONCERNED	339 69%	287 70%	** **	** **	7 62%	294 70%	45 68%	339 69%
Don't know	1 *%	1 *%	** **	** **	- -%	- -%	1 2% eg	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	31 6%	26 6%	** **	** **	1 7%	24 6%	7 11% e	31 6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 158

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

**QP68F EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
Very concerned	43 9%	20 9%	6 7%	27 8%
Fairly concerned	75 15%	41 18%	18 20%	59 19%
<b>TOTAL CONCERNED</b>	<b>119 24%</b>	<b>61 27%</b>	<b>24 27%</b>	<b>85 27%</b>
Neither/ nor	29 6%	12 5%	4 5%	17 5%
Not very concerned	122 25%	62 27%	26 29%	89 28%
Not at all concerned	217 44%	90 40%	35 38%	125 39%
<b>TOTAL NOT CONCERNED</b>	<b>339 69%</b>	<b>152 68%</b>	<b>61 67%</b>	<b>214 68%</b>
Don't know	1 *%	- -%	1 1%	1 *%
<b>TOTAL NEITHER/ NOR OR DON'T KNOW</b>	<b>31 6%</b>	<b>12 5%</b>	<b>5 6%</b>	<b>18 6%</b>

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QP68G EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - The possibility of them bullying others or making negative comments about other people via their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Very concerned	24	**	7	17	11	13	**	**	2	5	9	8	8	4	2	10	12	12	24
	5%	**	4%	5%	4%	5%	**	**	2%	6%	6%	5%	8%	3%	1%	8%	5%	5%	5%
													mn			mn			
Fairly concerned	46	**	10	34	21	24	**	**	5	5	15	18	7	19	8	12	26	20	46
	9%	**	6%	11%	9%	10%	**	**	6%	6%	10%	11%	8%	13%	7%	9%	11%	8%	9%
TOTAL CONCERNED	69	**	16	50	32	37	**	**	7	10	25	26	15	23	9	22	38	32	69
	14%	**	10%	16%	13%	15%	**	**	9%	12%	16%	16%	16%	16%	8%	16%	16%	13%	14%
														n		n			
Neither/ nor	28	**	11	17	15	13	**	**	4	7	11	6	9	7	6	6	16	12	28
	6%	**	7%	5%	6%	5%	**	**	5%	9%	7%	4%	9%	5%	5%	5%	7%	5%	6%
Not very concerned	131	**	33	97	62	69	**	**	19	14	43	54	32	36	31	32	68	63	131
	27%	**	21%	31%	26%	28%	**	**	24%	18%	27%	34%	33%	25%	28%	23%	29%	25%	27%
				b								i							
Not at all concerned	259	**	96	152	131	128	**	**	49	47	77	75	38	78	65	77	116	142	259
	53%	**	62%	48%	54%	52%	**	**	62%	61%	49%	47%	41%	54%	58%	56%	49%	57%	53%
			c						jk	k				l	l	l		lp	l
TOTAL NOT CONCERNED	390	**	129	249	193	197	**	**	68	60	120	129	70	114	97	109	184	205	390
	80%	**	82%	78%	80%	79%	**	**	87%	78%	77%	80%	74%	79%	86%	79%	77%	82%	80%
															lp				
Don't know	1	**	-	1	1	*	**	**	-	-	1	-	1	-	*	-	1	*	1
	*%	**	-%	*%	*%	*%	**	**	-%	-%	1%	-%	1%	-%	*%	-%	*%	*%	*%
TOTAL NEITHER/ NOR OR DON'T KNOW	29	**	11	18	16	14	**	**	4	7	12	6	10	7	6	6	17	13	29
	6%	**	7%	6%	7%	6%	**	**	5%	9%	7%	4%	10%	5%	6%	5%	7%	5%	6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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.

**QP68G EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - The possibility of them bullying others or making negative comments about other people via their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Very concerned	24 5%	16 4%	** **	** **	2 15% aefg	20 5%	3 5%	24 5%
Fairly concerned	46 9%	41 10%	** **	** **	1 7%	40 10%	5 8%	46 9%
TOTAL CONCERNED	69 14%	56 14%	** **	** **	3 22% a	61 14%	9 13%	69 14%
Neither/ nor	28 6%	24 6%	** **	** **	1 5%	22 5%	6 9%	28 6%
Not very concerned	131 27%	109 26%	** **	** **	4 34%	113 27%	18 27%	131 27%
Not at all concerned	259 53%	221 54% d	** **	** **	5 39%	227 54% d	31 48%	259 53% d
TOTAL NOT CONCERNED	390 80%	329 80%	** **	** **	9 73%	340 80%	49 75%	390 80%
Don't know	1 *%	1 *%	** **	** **	- -%	- -%	1 2% eg	1 *%
TOTAL NEITHER/ NOR OR DON'T KNOW	29 6%	26 6%	** **	** **	1 5%	22 5%	7 11% e	29 6%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 160**

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

**QP68G EXTENT OF CONCERN ABOUT CHILD'S MOBILE USE - The possibility of them bullying others or making negative comments about other people via their mobile phone**

Base : Parents whose child aged 5-15 has a mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	771	349	141	493
Effective Weighted Sample	592	273	112	386
Total	488	225	91	317
Very concerned	24 5%	11 5%	5 6%	17 5%
Fairly concerned	46 9%	26 11%	8 9%	34 11%
<b>TOTAL CONCERNED</b>	<b>69 14%</b>	<b>37 16%</b>	<b>14 15%</b>	<b>50 16%</b>
Neither/ nor	28 6%	12 5%	5 5%	17 5%
Not very concerned	131 27%	69 31%	28 31%	97 31%
Not at all concerned	259 53%	107 48%	44 48%	152 48%
<b>TOTAL NOT CONCERNED</b>	<b>390 80%</b>	<b>176 78%</b>	<b>72 79%</b>	<b>249 78%</b>
Don't know	1 *%	- -%	1 1%	1 *%
<b>TOTAL NEITHER/ NOR OR DON'T KNOW</b>	<b>29 6%</b>	<b>12 5%</b>	<b>6 6%</b>	<b>18 6%</b>

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 161**

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

**QP69 Could your child's mobile phone be used to go online?**

Base : Parents whose child has a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	771	40	238	493	373	398	13	27	115	123	245	248	129	209	180	253	338	433	771
Effective Weighted Sample	592	28	181	386	289	303	11	17	90	91	190	197	106	166	136	187	272	321	592
Total	488	15	156	317	240	248	5	10	79	77	156	161	95	144	112	138	239	250	488
Yes	274	**	53	217	132	142	**	**	29	24	101	116	52	83	58	82	135	140	274
	56%	**	34%	69%	55%	57%	**	**	37%	31%	65%	72%	55%	58%	52%	59%	56%	56%	56%
			b							hi	hi								
No	209	**	102	96	107	102	**	**	50	52	54	43	43	58	54	55	101	108	209
	43%	**	65%	30%	44%	41%	**	**	63%	67%	34%	26%	45%	40%	48%	40%	42%	43%	43%
			c						jk	jk									
Don't know	4	**	1	3	1	3	**	**	-	1	1	2	-	3	*	1	3	2	4
	1%	**	1%	1%	1%	1%	**	**	-%	1%	1%	1%	-%	2%	*%	1%	1%	1%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 161**

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

**QP69 Could your child's mobile phone be used to go online?**

Base : Parents whose child has a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	d	e	f	g
Unweighted total	771	484	91	95	101	637	134	771
Effective Weighted Sample	592	454	80	84	92	498	98	592
Total	488	411	42	23	12	423	65	488
Yes	274	232	**	**	7	246	28	274
	56%	56%	**	**	58%	58%	43%	56%
		f			f	f		f
No	209	176	**	**	5	174	36	209
	43%	43%	**	**	40%	41%	55%	43%
							adeg	
Don't know	4	4	**	**	*	3	1	4
	1%	1%	**	**	2%	1%	2%	1%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 162**

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

**QP70 Is access to the internet on your child's phone limited to exclude websites that are aimed at people aged 18 or over? IF NECESSARY - Either through the mobile phone network operator or through a specific app. IF YES: Who did this/ set this up?**

Base : Parents who say their child's mobile phone can be used to go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 ~n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	433	10	89	334	206	227	4	6	45	44	157	177	71	123	95	144	194	239	433	
Effective Weighted Sample	333	8	63	263	159	174	4	4	33	30	123	140	59	96	71	109	155	180	333	
Total	274	4	53	217	132	142	2	2	29	24	101	116	52	83	58	82	135	140	274	
Yes - I/ someone in the household/ friend etc organised this	29 10%	** **	** **	22 10%	11 9%	17 12%	** **	** **	** **	** **	10 10%	12 10%	** **	9 11%	** **	9 11%	14 11%	15 10%	29 10%	
Yes - already activated when the phone was purchased	59 22%	** **	** **	46 21%	29 22%	31 22%	** **	** **	** **	** **	21 21%	25 22%	** **	20 24%	** **	17 21%	34 25%	26 18%	59 22%	
TOTAL 'YES'	88 32%	** **	** **	68 31%	40 30%	48 34%	** **	** **	** **	** **	31 31%	37 32%	** **	29 35%	** **	26 32%	48 36%	40 29%	88 32%	
No	144 52%	** **	** **	118 54%	71 53%	74 52%	** **	** **	** **	** **	54 54%	63 54%	** **	41 50%	** **	39 48%	70 52%	74 53%	144 52%	
Don't know	42 15%	** **	** **	32 15%	21 16%	21 15%	** **	** **	** **	** **	15 15%	17 14%	** **	13 15%	** **	16 20%	17 13%	25 18%	42 15%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 162**

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

**QP70 Is access to the internet on your child's phone limited to exclude websites that are aimed at people aged 18 or over? IF NECESSARY - Either through the mobile phone network operator or through a specific app. IF YES: Who did this/ set this up?**

Base : Parents who say their child's mobile phone can be used to go online

	Total	NATION						
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	URBAN e	RURAL ~f	ALL g
Significance Level: 95%								
Unweighted total	433	274	44	56	59	372	61	433
Effective Weighted Sample	333	257	39	49	53	291	44	333
Total	274	232	22	14	7	246	28	274
Yes - I/ someone in the household/ friend etc organised this	29 10%	23 10%	**	**	**	25 10%	**	29 10%
Yes - already activated when the phone was purchased	59 22%	54 23%	**	**	**	54 22%	**	59 22%
TOTAL 'YES'	88 32%	76 33%	**	**	**	79 32%	**	88 32%
No	144 52%	122 53%	**	**	**	128 52%	**	144 52%
Don't know	42 15%	34 14%	**	**	**	39 16%	**	42 15%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 163**

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

**QP70 Is access to the internet on your child's phone limited to exclude websites that are aimed at people aged 18 or over? IF NECESSARY - Either through the mobile phone network operator or through a specific app. IF YES: Who did this/ set this up?**

Base : Parents whose child aged 12-15 has a smartphone that can be used to go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	304	-	-	304	141	163	-	-	-	-	141	163	53	86	71	94	139	165	304	
Effective Weighted Sample	239	-	-	239	110	129	-	-	-	-	110	129	45	71	53	70	116	123	239	
Total	197	-	-	197	90	107	-	-	-	-	90	107	40	61	43	52	101	96	197	
Yes - I/ someone in the household/ friend etc organised this	20 10%	- -%	- -%	20 10%	9 10%	11 10%	- -%	- -%	- -%	- -%	9 10%	11 10%	** **	** **	** **	** **	11 11%	9 9%	20 10%	
Yes - already activated when the phone was purchased	43 22%	- -%	- -%	43 22%	19 21%	23 22%	- -%	- -%	- -%	- -%	19 21%	23 22%	** **	** **	** **	** **	25 25%	17 18%	43 22%	
TOTAL 'YES'	63 32%	- -%	- -%	63 32%	28 32%	34 32%	- -%	- -%	- -%	- -%	28 32%	34 32%	** **	** **	** **	** **	36 36%	26 27%	63 32%	
No	105 53%	- -%	- -%	105 53%	47 52%	58 54%	- -%	- -%	- -%	- -%	47 52%	58 54%	** **	** **	** **	** **	51 51%	54 56%	105 53%	
Don't know	29 15%	- -%	- -%	29 15%	14 16%	15 14%	- -%	- -%	- -%	- -%	14 16%	15 14%	** **	** **	** **	** **	13 13%	16 17%	29 15%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 163**

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

**QP70 Is access to the internet on your child's phone limited to exclude websites that are aimed at people aged 18 or over? IF NECESSARY - Either through the mobile phone network operator or through a specific app. IF YES: Who did this/ set this up?**

Base : Parents whose child aged 12-15 has a smartphone that can be used to go online

	NATION							
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	URBAN e	RURAL ~f	ALL g
Significance Level: 95%								
Unweighted total	304	200	34	35	35	267	37	304
Effective Weighted Sample	239	187	31	30	31	214	27	239
Total	197	168	16	9	4	181	16	197
Yes - I/ someone in the household/ friend etc organised this	20 10%	17 10%	**	**	**	19 10%	**	20 10%
Yes - already activated when the phone was purchased	43 22%	37 22%	**	**	**	40 22%	**	43 22%
TOTAL 'YES'	63 32%	54 32%	**	**	**	58 32%	**	63 32%
No	105 53%	90 54%	**	**	**	95 52%	**	105 53%
Don't know	29 15%	23 14%	**	**	**	28 15%	**	29 15%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 164**

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

**QP71 And can you tell me why that is?**

Base : Parents who say their child's mobile phone can be used to go online and controls or filters are not set on the phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	r
Unweighted total	231	4	46	181	112	119	2	2	26	20	84	97	39	65	55	72	104	127	231
Effective Weighted Sample	177	3	30	144	85	92	2	1	18	12	66	78	33	51	41	53	84	93	177
Total	144	2	25	118	71	74	1	1	15	10	54	63	29	41	35	39	70	74	144
Trust my child to be sensible/ responsible	78	**	**	68	39	40	**	**	**	**	**	**	**	**	**	**	42	36	78
	54%	**	**	58%	55%	54%	**	**	**	**	**	**	**	**	**	**	60%	49%	54%
Didn't know this was possible	42	**	**	36	16	26	**	**	**	**	**	**	**	**	**	**	15	27	42
	29%	**	**	30%	23%	35%	**	**	**	**	**	**	**	**	**	**	21%	37%	29%
																		p	
Child too old for setting these controls	9	**	**	9	5	4	**	**	**	**	**	**	**	**	**	**	4	5	9
	6%	**	**	8%	8%	5%	**	**	**	**	**	**	**	**	**	**	6%	7%	6%
Don't know how to do this	8	**	**	6	4	4	**	**	**	**	**	**	**	**	**	**	4	4	8
	6%	**	**	5%	6%	6%	**	**	**	**	**	**	**	**	**	**	6%	5%	6%
Child is always supervised when using their phone to go online	5	**	**	3	3	2	**	**	**	**	**	**	**	**	**	**	3	2	5
	3%	**	**	3%	5%	2%	**	**	**	**	**	**	**	**	**	**	5%	2%	3%
Child too young to use the internet on their phone	4	**	**	1	2	2	**	**	**	**	**	**	**	**	**	**	2	2	4
	3%	**	**	1%	3%	2%	**	**	**	**	**	**	**	**	**	**	2%	3%	3%
Wouldn't work/ they'd find a way around any controls	2	**	**	2	1	1	**	**	**	**	**	**	**	**	**	**	1	2	2
	2%	**	**	2%	2%	2%	**	**	**	**	**	**	**	**	**	**	1%	2%	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 164**

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

**QP71 And can you tell me why that is?**

Base : Parents who say their child's mobile phone can be used to go online and controls or filters are not set on the phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	r
Unweighted total	231	4	46	181	112	119	2	2	26	20	84	97	39	65	55	72	104	127	231
Effective Weighted Sample	177	3	30	144	85	92	2	1	18	12	66	78	33	51	41	53	84	93	177
Total	144	2	25	118	71	74	1	1	15	10	54	63	29	41	35	39	70	74	144
Child learns how to use their phone safely at school	2 1%	** **	** **	2 1%	1 1%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 2%	1 1%	2 1%
Child is too young for this to be a problem	1 1%	** **	** **	- -%	1 2%	* *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	1 1%	1 1%
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	50 35%	** **	** **	41 35%	20 29%	30 40%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 27%	31 42%	50 35%
Other	13 9%	** **	** **	9 7%	8 11%	5 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 9%	6 8%	13 9%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 164**

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

**QP71 And can you tell me why that is?**

Base : Parents who say their child's mobile phone can be used to go online and controls or filters are not set on the phone

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	231	145	21	30	35	196	35	231
Effective Weighted Sample	177	137	19	26	32	153	26	177
Total	144	122	10	8	4	128	16	144
Trust my child to be sensible/ responsible	78 54%	67 55%	**	**	**	71 55%	**	78 54%
Didn't know this was possible	42 29%	35 29%	**	**	**	37 29%	**	42 29%
Child too old for setting these controls	9 6%	9 7%	**	**	**	9 7%	**	9 6%
Don't know how to do this	8 6%	7 6%	**	**	**	5 4%	**	8 6%
Child is always supervised when using their phone to go online	5 3%	4 3%	**	**	**	5 4%	**	5 3%
Child too young to use the internet on their phone	4 3%	3 3%	**	**	**	3 3%	**	4 3%
Wouldn't work/ they'd find a way around any controls	2 2%	2 2%	**	**	**	1 1%	**	2 2%
Child learns how to use their phone safely at school	2 1%	1 1%	**	**	**	1 1%	**	2 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 164**

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

**QP71 And can you tell me why that is?**

Base : Parents who say their child's mobile phone can be used to go online and controls or filters are not set on the phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	231	145	21	30	35	196	35	231
Effective Weighted Sample	177	137	19	26	32	153	26	177
Total	144	122	10	8	4	128	16	144
Child is too young for this to be a problem	1 1%	- -%	**	**	**	1 1%	**	1 1%
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	50 35%	42 34%	**	**	**	41 32%	**	50 35%
Other	13 9%	10 8%	**	**	**	12 9%	**	13 9%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 165**

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

**QP72 Does your child ever play games at home in any of these ways?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
On a hand held games player (e.g. Sony PSP/ Nintendo DS)	614 61%	181 66%	244 67%	189 52%	321 64%	293 59%	91 68%	89 64%	127 68%	117 66%	102 56%	87 48%	127 61%	174 64%	137 65%	177 57%	301 63%	313 60%	614 61%
On a games console connected to a TV (e.g. Xbox/ PlayStation/ Wii)	730 73%	181 66%	279 77%	270 74%	420 84%	310 62%	102 76%	79 57%	159 85%	120 68%	159 88%	110 60%	156 75%	199 74%	157 74%	218 70%	355 74%	375 72%	730 73%
On a computer/ laptop/ netbook	403 40%	91 33%	145 40%	168 46%	217 43%	186 37%	46 35%	45 32%	76 41%	69 39%	95 52%	73 40%	91 44%	121 45%	85 40%	107 34%	212 44%	191 37%	403 40%
On a tablet computer (e.g. iPad)	72 7%	16 6%	28 8%	29 8%	37 7%	36 7%	8 6%	9 6%	14 7%	14 8%	15 8%	13 7%	28 13%	22 8%	14 7%	9 3%	49 10%	23 4%	72 7%
On a mobile phone or Smartphone (e.g. BlackBerry or iPhone)	227 23%	36 13%	67 18%	124 34%	123 24%	104 21%	15 11%	21 15%	39 21%	27 15%	68 38%	55 30%	51 25%	66 24%	48 23%	62 20%	117 24%	110 21%	227 23%
On a portable media player (e.g. iPod Touch/ Archos)	85 9%	8 3%	28 8%	50 14%	51 10%	34 7%	3 3%	4 3%	14 8%	14 8%	33 18%	16 9%	22 11%	21 8%	27 13%	16 5%	43 9%	42 8%	85 9%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 165**

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

**QP72 Does your child ever play games at home in any of these ways?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
On a Personal Digital Assistant/ PDA (e.g. Palm)	3	-	1	1	1	2	-	-	-	1	1	1	2	-	-	1	2	1	3
	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
On an MP3 player (e.g. iPod)	27	3	10	13	16	10	1	2	6	4	9	4	9	7	5	5	16	11	27
	3%	1%	3%	4%	3%	2%	1%	1%	3%	2%	5%	2%	5%	2%	3%	2%	3%	2%	3%
USE HANDHELD PLAYER OR CONSOLE CONNECTED TO TV AT HOME	834	218	323	293	456	377	116	102	171	152	169	124	173	222	181	257	396	438	834
	83%	80%	89%	80%	91%	75%	87%	73%	92%	85%	93%	68%	83%	82%	85%	83%	83%	84%	83%
ANY OF THESE DEVICES USED TO PLAY GAMES AT HOME	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
	87%	83%	91%	86%	94%	80%	90%	76%	94%	88%	98%	74%	87%	85%	90%	86%	86%	88%	87%
No, never/ Does not play games at home	132	47	33	52	30	102	14	33	12	21	4	48	26	41	20	45	67	65	132
	13%	17%	9%	14%	6%	20%	10%	24%	6%	12%	2%	26%	13%	15%	10%	14%	14%	12%	13%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 165**

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

**QP72 Does your child ever play games at home in any of these ways?**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
On a hand held games player (e.g. Sony PSP/ Nintendo DS)	614 61%	518 61%	56 62%	25 63%	15 73% abeg	528 61%	87 64%	614 61%
On a games console connected to a TV (e.g. Xbox/ PlayStation/ Wii)	730 73%	616 72%	67 75%	31 78%	16 80% aeg	633 73%	98 73%	730 73%
On a computer/ laptop/ netbook	403 40%	349 41% b	24 27%	19 48% b	11 56% abefg	343 40% b	60 45% b	403 40% b
On a tablet computer (e.g. iPad)	72 7%	62 7%	4 4%	4 9%	3 14% abeg	55 6%	17 13% abeg	72 7%
On a mobile phone or Smartphone (e.g. BlackBerry or iPhone)	227 23%	205 24% b	6 7%	10 26% b	6 28% b	197 23% b	29 22% b	227 23% b
On a portable media player (e.g. iPod Touch/ Archos)	85 9%	74 9% b	2 2%	6 14% abeg	3 17% abeg	68 8% b	17 13% beg	85 9% b

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 165**

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

**QP72 Does your child ever play games at home in any of these ways?**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
On a Personal Digital Assistant/ PDA (e.g. Palm)	3 *%	3 *%	- -%	- -%	* *%	3 *%	- -%	3 *%
On an MP3 player (e.g. iPod)	27 3%	23 3% b	* *%	2 4% b	2 9% abefg	22 3% b	5 3% b	27 3% b
USE HANDHELD PLAYER OR CONSOLE CONNECTED TO TV AT HOME	834 83%	701 82%	80 89% a	35 87%	18 90% aeg	722 83%	111 83%	834 83%
ANY OF THESE DEVICES USED TO PLAY GAMES AT HOME	870 87%	733 86%	82 91%	36 90%	19 93% aefg	754 87%	115 86%	870 87%
No, never/ Does not play games at home	132 13%	118 14% d	8 9%	4 10%	1 7%	112 13% d	19 14% d	132 13% d

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 166**

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

**QP73A Please think about the time your child spends playing these games on a typical school day. How many hours would you say he/she spends playing these games on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506	
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152	
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870	
None	164	54	68	42	67	97	24	30	27	41	16	26	32	52	40	39	84	80	164	
	19%	24%	20%	13%	14%	24%	20%	28%	15%	26%	9%	19%	17%	23%	21%	15%	20%	17%	19%	
		c	c		d	d	j	hj	j	hj		j		o	o		o			
Up to 1 hour	524	150	202	172	269	255	81	69	102	100	86	86	119	131	110	165	249	274	524	
	60%	66%	61%	55%	57%	64%	68%	65%	58%	64%	48%	64%	65%	57%	57%	62%	60%	60%	60%	
		c			d	d	hj	j	j	j		j	m							
Up to 2 hours	109	17	46	46	77	32	11	5	32	14	34	12	21	32	24	32	52	57	109	
	13%	7%	14%	15%	16%	8%	10%	5%	18%	9%	19%	9%	11%	14%	13%	12%	13%	12%	13%	
			a	a	e				fgik		fgik									
Up to 3 hours	37	1	10	26	31	6	1	1	9	1	21	4	7	8	8	13	15	21	37	
	4%	1%	3%	8%	6%	2%	1%	1%	5%	1%	12%	3%	4%	3%	4%	5%	4%	5%	4%	
			a	ab	e				fgi		fg hik	f								
Up to 4 hours	17	1	3	12	15	2	1	-	3	*	11	1	2	3	3	8	6	11	17	
	2%	1%	1%	4%	3%	*%	1%	-%	2%	*%	6%	1%	1%	1%	2%	3%	1%	2%	2%	
				ab	e						fg hik									
Up to 5 hours	10	2	3	5	6	3	1	1	2	1	4	1	1	3	1	4	5	5	10	
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	2%	1%	1%	1%	
Up to 6 hours	3	-	*	3	2	1	-	-	-	*	2	1	-	1	2	1	1	2	3	
	*%	-%	*%	1%	*%	*%	-%	-%	-%	*%	1%	1%	-%	*%	1%	*%	*%	1%	*%	
Up to 7 hours	1	-	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	1	1	
	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%	-%	1%	-%	-%	*%	*%	
Up to 8 hours	*	-	-	*	*	-	-	-	-	-	*	-	-	*	-	-	*	-	*	
	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%	*%	
Over 8 hours	*	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-	*	
	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 166**

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

**QP73A Please think about the time your child spends playing these games on a typical school day. How many hours would you say he/she spends playing these games on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
Don't know	5	1	-	4	3	3	1	*	-	-	2	3	-	-	3	2	-	5	5
	1%	*%	-%	1%	1%	1%	1%	*%	-%	-%	1%	2%	-%	-%	2%	1%	-%	1%	1%
				b							h				mp	p		p	
Mean number of hours	1.0	.7	.9	1.3	1.2	.7	.8	.6	1.1	.7	1.6	.8	.9	1.0	1.0	1.1	.9	1.0	1.0
			a	ab	e		g		fgik		fgihk	gi				lp		lp	
Standard deviation	1.05	.71	.96	1.27	1.19	.79	.72	.70	1.09	.72	1.39	.92	.86	1.13	1.11	1.06	1.02	1.08	1.05
Standard error	.03	.03	.04	.06	.04	.03	.05	.05	.07	.05	.08	.06	.05	.06	.06	.05	.04	.04	.03
Columns Tested:	a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r																		

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 166

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

**QP73A Please think about the time your child spends playing these games on a typical school day. How many hours would you say he/she spends playing these games on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
None	164 19%	148 20%	6 7%	7 18%	3 17%	141 19%	22 19%	164 19%
		b		b	b	b	b	b
Up to 1 hour	524 60%	432 59%	57 70%	23 63%	12 65%	453 60%	71 61%	524 60%
			aeg					
Up to 2 hours	109 13%	91 12%	14 17%	2 6%	2 11%	97 13%	12 10%	109 13%
		c	cf			c		c
Up to 3 hours	37 4%	32 4%	2 2%	2 4%	1 4%	30 4%	6 6%	37 4%
Up to 4 hours	17 2%	14 2%	1 1%	1 4%	* *%	15 2%	2 1%	17 2%
				d				
Up to 5 hours	10 1%	9 1%	- -%	1 2%	- -%	8 1%	1 1%	10 1%
				b				
Up to 6 hours	3 *%	2 *%	1 1%	* 1%	* 1%	3 *%	- -%	3 *%
Up to 7 hours	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Up to 8 hours	* *%	- -%	- -%	* 1%	- -%	* *%	- -%	* *%
				aeg				
Over 8 hours	* *%	- -%	- -%	* 1%	- -%	* *%	- -%	* *%
				aeg				

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 166**

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

**QP73A Please think about the time your child spends playing these games on a typical school day. How many hours would you say he/she spends playing these games on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1506	204	156	169	1242	264	1506	
Effective Weighted Sample	1152	171	136	152	971	190	1152	
Total	870	82	36	19	754	115	870	
Don't know	5	1	-	*	4	1	5	
	1%	1%	-%	1%	1%	1%	1%	
Mean number of hours	1.0	1.0	1.2	.9	1.0	.9	1.0	
			ag					
Standard deviation	1.05	.85	1.83	.91	1.07	.96	1.05	
Standard error	.03	.06	.15	.07	.03	.06	.03	

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 167**

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

**QP73B And how many hours would you say he/she spends playing these games on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
None	47 5%	8 3%	11 3%	28 9% ab	16 3%	32 8% d	2 2%	5 5%	5 3%	6 4%	8 5%	20 15% fghij	8 4%	15 7%	7 4%	17 6%	23 6%	24 5%	47 5%
Up to 1 hour	421 48%	135 60% bc	163 49% c	123 39%	176 37%	245 62% d	63 53% hj	71 67% fhj	67 39% j	96 61% hj	45 25%	78 58% hj	97 53% n	114 49%	82 43%	128 48%	210 51% n	210 46%	421 48%
Up to 2 hours	198 23%	52 23%	83 25%	62 20%	130 28% e	67 17%	35 29% gk	18 17%	51 29% gik	32 21%	45 25% gk	17 13%	47 26%	46 20%	53 28% mo	52 20%	93 22%	105 23%	198 23%
Up to 3 hours	80 9%	14 6%	36 11% a	30 10%	53 11% e	28 7%	8 6%	6 6%	23 13% fgk	14 9%	22 13% fgk	8 6%	12 7%	28 12% l	18 9%	22 8%	40 10%	40 9%	80 9%
Up to 4 hours	45 5%	11 5%	15 5%	20 6%	37 8% e	8 2%	7 6% ik	3 3%	12 7% ik	3 2%	18 10% gik	2 1%	7 4%	10 4%	13 7%	15 6%	17 4%	28 6%	45 5%
Up to 5 hours	32 4%	3 1%	13 4% a	17 5% a	21 5%	11 3%	1 1%	2 2%	8 5% f	5 3%	12 7% fg	5 3%	5 3%	5 2%	8 4%	14 5% mp	10 2%	22 5% mp	32 4%
Up to 6 hours	17 2%	1 *% a	6 2%	10 3% a	13 3% e	4 1%	* *% e	1 1%	5 3% f	1 1%	8 4% fgi	2 1%	2 1%	7 3%	4 2%	4 1%	9 2%	8 2%	17 2%
Up to 7 hours	4 *% e	- -% ab	- -% ab	4 1% ab	4 1% e	- -% e	- -% e	- -% e	- -% e	- -% e	4 2% fghi	- -% fghi	- -% fghi	2 1% fghi	1 *% fghi	1 *% fghi	2 *% fghi	2 *% fghi	4 *% fghi
Up to 8 hours	8 1%	1 1%	3 1%	4 1%	7 1% e	1 *% e	1 1% e	- -% e	3 2% e	* *% e	3 2% e	1 1% e	1 *% e	2 1% e	1 1% e	3 1% e	3 1% e	5 1% e	8 1% e

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 167**

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

**QP73B And how many hours would you say he/she spends playing these games on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
Over 8 hours	13 2%	1 1%	* **%	12 4% ab	13 3% e	1 *% e	1 1%	- -%	* **%	- -%	11 6%	1 1%	3 2%	2 1%	2 1%	6 2%	5 1%	9 2%	13 2%
Don't know	4 *% ab	- -%	- -%	4 1% ab	2 *% e	2 1%	- -%	- -%	- -%	- -%	2 1%	2 2%	- -%	- -%	2 1% p	2 1% p	- -%	4 1% p	4 *% p
Mean number of hours	1.9	1.5	1.8 a	2.3 ab	2.4 e	1.3	1.8 gik	1.3	2.1 fgik	1.4	3.1 fghik	1.3	1.7	1.8	2.0 l	2.0 l	1.8	2.0 lp	1.9
Standard deviation	1.93	1.67	1.45	2.43	2.24	1.27	2.02	1.10	1.61	1.15	2.70	1.51	1.73	1.97	1.82	2.09	1.87	1.98	1.93
Standard error	.05	.08	.06	.11	.08	.05	.13	.07	.10	.07	.16	.10	.10	.10	.10	.09	.07	.07	.05

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 167**

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

**QP73B And how many hours would you say he/she spends playing these games on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
None	47 5%	42 6%	2 3%	1 3%	1 7%	43 6%	4 3%	47 5%
Up to 1 hour	421 48%	353 48%	41 50%	20 55% d	8 41%	362 48%	58 51%	421 48%
Up to 2 hours	198 23%	165 23%	18 22%	10 27%	5 26%	169 22%	29 25%	198 23%
Up to 3 hours	80 9%	62 8%	13 15% acefg	3 8%	3 15% afg	72 10%	8 7%	80 9%
Up to 4 hours	45 5%	40 6% cd	4 5% c	* 1% 1%	* 2% 2%	38 5% c	7 6% c	45 5% c
Up to 5 hours	32 4%	31 4% b	* 1% 1%	1 1% 1%	* 2% 2%	27 4% b	5 5% b	32 4% b
Up to 6 hours	17 2%	14 2%	2 2%	1 2%	1 4%	14 2%	2 2%	17 2%
Up to 7 hours	4 *%	4 *%	- -%	- -%	* 1%	4 1%	- -%	4 *%
Up to 8 hours	8 1%	6 1%	* *%	1 3% fg	* *%	8 1%	- -%	8 1%
Over 8 hours	13 2%	12 2%	1 1%	1 1%	* 1%	12 2%	1 1%	13 2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 167**

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

**QP73B And how many hours would you say he/she spends playing these games on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
Don't know	4	3	1	-	*	4	*	4
	*%	*%	1%	-%	1%	1%	*%	*%
Mean number of hours	1.9	1.9	1.9	1.8	1.9	1.9	1.8	1.9
Standard deviation	1.93	1.91	2.16	1.91	1.95	1.97	1.62	1.93
Standard error	.05	.06	.15	.15	.15	.06	.10	.05
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 168**

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

**QP73A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
None	21 2%	5 2%	7 2%	9 3%	7 1%	14 3%	- -%	5 5%	4 2%	3 2%	3 2%	6 5%	3 1%	8 3%	5 2%	6 2%	10 3%	10 2%	21 2%
Up to 5 hours	368 42%	117 52%	141 42%	110 35%	147 31%	221 56%	56 47%	61 57%	52 30%	89 57%	39 22%	71 53%	88 48%	104 45%	71 37%	106 40%	192 46%	176 39%	368 42%
Up to 10 hours	253 29%	70 31%	105 32%	78 25%	152 32%	101 25%	42 35%	28 26%	64 37%	41 26%	46 26%	32 23%	55 30%	57 25%	63 33%	78 29%	112 27%	141 31%	253 29%
Up to 15 hours	97 11%	18 8%	37 11%	43 14%	63 13%	34 8%	10 9%	8 7%	23 13%	14 9%	30 17%	12 9%	17 10%	30 13%	22 12%	28 11%	47 11%	50 11%	97 11%
Up to 20 hours	53 6%	9 4%	25 8%	18 6%	38 8%	15 4%	7 6%	3 2%	16 9%	9 6%	16 9%	3 2%	7 4%	11 5%	14 7%	21 8%	18 4%	35 8%	53 6%
Up to 25 hours	28 3%	1 *%	7 2%	20 7%	25 5%	4 1%	* *%	1 1%	7 4%	- -%	17 10%	3 2%	8 4%	9 4%	5 3%	7 3%	17 4%	12 3%	28 3%
Up to 30 hours	16 2%	1 *%	6 2%	10 3%	12 3%	4 1%	- -%	1 1%	5 3%	1 1%	8 4%	2 2%	2 1%	5 2%	4 2%	5 2%	7 2%	9 2%	16 2%
Up to 35 hours	7 1%	1 1%	2 1%	4 1%	6 1%	2 *%	1 1%	1 1%	2 1%	* *%	3 2%	1 1%	1 *%	1 *%	- -%	5 2%	2 *%	5 1%	7 1%
Up to 40 hours	10 1%	1 *%	2 *%	8 2%	9 2%	1 *%	1 1%	- -%	2 1%	- -%	7 4%	1 1%	2 1%	3 1%	1 1%	3 1%	5 1%	5 1%	10 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 168**

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

**QP73A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
Over 40 hours	10 1%	1 1%	1 *%	8 3% ab	9 2% e	1 *%	1 1%	- -%	1 *%	* *%	7 4% ghik	1 1%	1 *%	2 1%	4 2%	4 1%	3 1%	8 2%	10 1%
Don't know	5 1%	1 *%	- -%	4 1% b	3 1%	3 1%	1 1%	* *%	- -%	- -%	2 1%	3 2% h	- -%	- -%	3 2% mp	2 1%	- -%	5 1%	5 1%
Mean number of hours	8.7	6.6	8.0	11.0	10.8	6.2	7.4	5.6	9.7	6.2	14.2	6.7	7.7	8.4	9.0	9.4	8.1	9.2	8.7
Standard deviation	8.37	5.97	6.83	10.58	9.60	5.73	6.76	4.79	7.81	4.97	11.61	7.10	7.15	8.49	8.51	8.90	7.93	8.73	8.37
Standard error	.22	.27	.30	.48	.34	.22	.42	.32	.47	.31	.70	.49	.42	.44	.47	.39	.31	.30	.22

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 168**

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

**QP73A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
None	21 2%	18 2%	1 1%	1 2%	1 5% f	19 3%	1 1%	21 2%
Up to 5 hours	368 42%	312 43%	33 40%	17 46%	6 35%	315 42%	53 46% d	368 42%
Up to 10 hours	253 29%	215 29%	20 25%	11 30%	7 35% b	221 29%	32 28%	253 29%
Up to 15 hours	97 11%	78 11%	15 19% acdeg	2 6%	2 10%	84 11%	14 12%	97 11%
Up to 20 hours	53 6%	42 6%	7 9%	3 7%	1 7%	48 6%	5 5%	53 6%
Up to 25 hours	28 3%	26 4%	2 2%	* 1%	1 3%	25 3%	3 3%	28 3%
Up to 30 hours	16 2%	15 2%	1 1%	1 2%	1 3%	13 2%	4 3%	16 2%
Up to 35 hours	7 1%	6 1%	* *%	1 2%	* *%	7 1%	1 1%	7 1%
Up to 40 hours	10 1%	9 1%	* *%	1 2% f	- -%	10 1%	- -%	10 1%
Over 40 hours	10 1%	8 1%	1 2%	1 3%	* 1%	10 1%	1 1%	10 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 168**

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

**QP73A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents whose child ever plays games at home on any type of game playing device

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
Don't know	5 1%	4 1%	1 1%	- -%	* 1%	4 1%	1 1%	5 1%
Mean number of hours	8.7	8.7	8.8	9.5	8.3	8.8	8.2	8.7
Standard deviation	8.37	8.34	7.31	11.58	7.30	8.50	7.47	8.37
Standard error	.22	.27	.52	.93	.56	.24	.46	.22

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 169**

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

**QP74 Do you have any of these rules or restrictions about the games your child plays at home - whether on a games player or console, a computer, or any other device?**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
Only games with appropriate age rating	441	146	191	104	237	204	80	66	97	94	60	44	100	124	91	126	224	218	441
	51%	65%	58%	33%	50%	51%	67%	63%	56%	60%	34%	32%	55%	54%	48%	48%	54%	48%	51%
		bc	c				hjk	jk	jk	jk							oq		
No games with nudity/ sexual content	304	96	133	75	164	140	49	47	67	65	47	27	64	78	68	93	142	161	304
	35%	43%	40%	24%	35%	35%	41%	44%	39%	42%	27%	20%	35%	34%	36%	35%	35%	35%	35%
		c	c				jk	jk	jk	jk									
No games with drug use	286	97	123	66	143	144	48	49	58	65	37	30	60	73	66	87	134	153	286
	33%	43%	37%	21%	30%	36%	40%	46%	33%	42%	21%	22%	33%	32%	35%	33%	32%	33%	33%
		c	c			d	jk	hjk	jk	jk									
No games with violence	281	98	124	60	142	140	49	49	61	63	32	28	59	79	61	83	138	144	281
	32%	43%	37%	19%	30%	35%	41%	46%	35%	40%	18%	21%	32%	34%	32%	31%	33%	31%	32%
		c	c				jk	hjk	jk	jk									
No games with swearing/ bad language	278	95	123	60	139	139	47	48	59	64	34	27	59	72	64	82	131	147	278
	32%	42%	37%	19%	30%	35%	39%	45%	34%	41%	19%	20%	32%	31%	33%	31%	32%	32%	32%
		c	c				jk	hjk	jk	jk									
Regularly check on what they're playing	272	81	118	73	154	118	41	40	66	52	47	26	56	76	62	77	132	140	272
	31%	36%	36%	23%	33%	30%	35%	38%	38%	33%	26%	19%	31%	33%	32%	29%	32%	31%	31%
		c	c				k	jk	jk	k									
No games after a certain time	268	81	114	72	167	101	47	34	68	46	51	21	58	81	60	68	139	129	268
	31%	36%	34%	23%	35%	25%	39%	32%	39%	29%	29%	15%	32%	35%	31%	26%	34%	28%	31%
		c	c		e		ijk	k	ijk	k	k			oq			oq		
No online game playing	132	51	54	27	68	63	29	21	25	29	14	12	32	31	34	34	63	69	132
	15%	23%	16%	9%	15%	16%	25%	20%	14%	19%	8%	9%	18%	13%	18%	13%	15%	15%	15%
		bc	c				hjk	jk	j	jk									

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 169**

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

**QP74 Do you have any of these rules or restrictions about the games your child plays at home - whether on a games player or console, a computer, or any other device?**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
No online game playing with people they don't already know	125	39	60	26	69	56	23	15	30	30	15	11	30	32	27	36	62	63	125
	14%	17%	18%	8%	15%	14%	19%	15%	17%	19%	9%	8%	17%	14%	14%	13%	15%	14%	14%
		c	c				jk		jk	jk									
Only a game that an adult or parent has played/ tried first	90	37	40	13	51	39	19	18	23	18	10	3	16	26	23	25	42	47	90
	10%	16%	12%	4%	11%	10%	16%	17%	13%	11%	5%	2%	9%	11%	12%	9%	10%	10%	10%
		c	c				jk	jk	jk	jk									
Can only play when supervised/ not on their own	89	46	37	5	49	40	25	21	20	17	4	1	14	26	19	30	40	49	89
	10%	20%	11%	2%	10%	10%	21%	20%	11%	11%	2%	1%	7%	11%	10%	11%	10%	11%	10%
		bc	c				hijk	hijk	jk	jk									
Other	26	8	12	6	18	8	3	4	9	3	6	*	5	6	4	11	11	15	26
	3%	3%	4%	2%	4%	2%	3%	4%	5%	2%	3%	3%	3%	3%	2%	4%	3%	3%	3%
								k	k	k									
ANY RULES OR RESTRICTIONS	657	196	268	193	367	290	106	90	143	125	118	75	142	182	134	199	323	333	657
	76%	87%	81%	62%	78%	73%	89%	85%	82%	80%	67%	56%	78%	79%	70%	75%	78%	73%	76%
		bc	c		e		ijk	jk	jk	jk	k			n			nq		
No, do not have ANY rules or restrictions	213	30	64	119	104	109	14	16	31	32	59	60	41	49	58	66	89	124	213
	24%	13%	19%	38%	22%	27%	11%	15%	18%	20%	33%	44%	22%	21%	30%	25%	22%	27%	24%
			a	ab		d			f	fghi	fghij				mp			p	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 169**

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

**QP74 Do you have any of these rules or restrictions about the games your child plays at home - whether on a games player or console, a computer, or any other device?**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
Only games with appropriate age rating	441 51%	372 51%	40 49%	19 53%	11 57%	380 50%	62 54%	441 51%
No games with nudity/ sexual content	304 35%	264 36%	16 19%	13 37%	11 58%	249 33%	54 47%	304 35%
		b		b	abcefg	b	abeg	b
No games with drug use	286 33%	246 33%	17 21%	13 36%	11 56%	236 31%	51 44%	286 33%
		b		b	abcefg	b	abeg	b
No games with violence	281 32%	241 33%	18 21%	14 38%	10 52%	233 31%	49 42%	281 32%
		b		b	abceg	b	abeg	b
No games with swearing/ bad language	278 32%	240 33%	17 21%	11 32%	10 54%	228 30%	50 43%	278 32%
		b		b	abceg	b	abceg	b
Regularly check on what they're playing	272 31%	228 31%	24 29%	12 32%	9 47%	224 30%	48 42%	272 31%
					abceg		abeg	
No games after a certain time	268 31%	216 29%	30 36%	14 39%	8 46%	219 29%	49 42%	268 31%
				ae	aeg		aeg	
No online game playing	132 15%	117 16%	7 9%	4 11%	4 21%	107 14%	25 21%	132 15%
		b			bce	b	bceg	b

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 169**

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

**QP74 Do you have any of these rules or restrictions about the games your child plays at home - whether on a games player or console, a computer, or any other device?**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
No online game playing with people they don't already know	125 14%	111 15% b	5 6%	5 13% b	4 24% abceg	98 13% b	27 23% abceg	125 14% b
Only a game that an adult or parent has played/ tried first	90 10%	75 10%	6 8%	6 16% abeg	2 13%	73 10%	17 15% be	90 10%
Can only play when supervised/ not on their own	89 10%	74 10%	7 9%	5 15%	2 13%	75 10%	14 12%	89 10%
Other	26 3%	21 3%	3 4%	2 5%	* 2%	23 3%	3 2%	26 3%
ANY RULES OR RESTRICTIONS	657 76%	550 75%	60 73%	31 86% abefg	16 84% abeg	570 76%	87 76%	657 76%
No, do not have ANY rules or restrictions	213 24%	183 25% cd	22 27% cd	5 14%	3 16%	185 24% cd	28 24% c	213 24% cd

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 170

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

**QP75 Does your child ever play games at home over the internet on any of these devices which is often referred to as online game playing? IF NECESSARY - Please think about the types of games that can be played online where more than one person can play in the same game at the same time, wherever they are in the world.**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
Yes	279	40	95	145	176	103	20	20	55	40	102	43	65	76	62	77	141	139	279
	32%	18%	29%	46%	37%	26%	17%	19%	31%	26%	57%	32%	35%	33%	32%	29%	34%	30%	32%
			a	ab	e				fg	f	ghik	fg							
No	581	186	233	162	289	292	99	86	118	115	71	90	115	150	128	188	265	316	581
	67%	82%	70%	52%	61%	73%	83%	81%	68%	73%	40%	67%	63%	65%	67%	71%	64%	69%	67%
		bc	c		d		hijk	hjk	j	j		j				lp			
Don't know	10	-	3	7	7	3	-	-	2	1	5	2	3	4	2	*	7	3	10
	1%	-%	1%	2%	1%	1%	-%	-%	1%	1%	3%	1%	2%	2%	1%	-%	2%	1%	1%
				a							fg		o	o			o		

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 170**

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

**QP75 Does your child ever play games at home over the internet on any of these devices which is often referred to as online game playing? IF NECESSARY - Please think about the types of games that can be played online where more than one person can play in the same game at the same time, wherever they are in the world.**

Base : Parents whose child ever plays games at home on any type of game playing device

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
Yes	279	228	30	14	8	238	41	279
	32%	31%	37%	38%	42%	32%	36%	32%
					aeg			
No	581	498	51	21	10	508	73	581
	67%	68%	62%	60%	55%	67%	63%	67%
		d				d		d
Don't know	10	8	1	1	1	9	1	10
	1%	1%	1%	2%	4%	1%	1%	1%
					aeg			

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 171**

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

**QP76 When your child plays games at home over the internet, which of these describes how they are playing?**

Base : Parents whose child ever plays games at home over the internet

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	~k	l	m	n	o	p	q	r
Unweighted total	493	103	158	232	299	194	50	53	90	68	159	73	100	125	108	160	225	268	493
Effective Weighted Sample	364	81	116	179	224	140	40	41	65	51	125	54	78	95	81	113	172	194	364
Total	279	40	95	145	176	103	20	20	55	40	102	43	65	76	62	77	141	139	279
On their own/ against the computer or games player	201	34	63	104	125	76	**	**	**	**	73	**	49	55	41	56	104	97	201
	72%	85%	66%	72%	71%	73%	**	**	**	**	71%	**	76%	72%	67%	72%	74%	70%	72%
		bc																	
Against someone else they have met in person who is playing elsewhere	125	5	36	84	91	35	**	**	**	**	65	**	31	40	30	26	70	55	125
	45%	13%	38%	58%	52%	34%	**	**	**	**	64%	**	48%	52%	48%	33%	50%	40%	45%
			a	ab	e								o	oq	o		oq		o
Against someone else in the same room as them	103	9	30	64	72	31	**	**	**	**	46	**	24	26	25	28	50	53	103
	37%	23%	31%	44%	41%	30%	**	**	**	**	45%	**	37%	34%	40%	37%	35%	38%	37%
				ab	e														
Against one or more other people they have not met in person who are playing elsewhere	72	5	18	50	54	18	**	**	**	**	42	**	14	21	17	20	34	38	72
	26%	11%	19%	34%	31%	17%	**	**	**	**	42%	**	21%	27%	28%	27%	24%	27%	26%
				ab	e														
Don't know	5	*	3	2	2	3	**	**	**	**	1	**	*	2	1	2	2	3	5
	2%	*%	3%	2%	1%	3%	**	**	**	**	1%	**	1%	2%	2%	2%	1%	2%	2%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 171**

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

**QP76 When your child plays games at home over the internet, which of these describes how they are playing?**

Base : Parents whose child ever plays games at home over the internet

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	493	289	70	64	70	396	97	493
Effective Weighted Sample	364	266	61	58	64	300	67	364
Total	279	228	30	14	8	238	41	279
On their own/ against the computer or games player	201 72%	164 72%	** **	** **	** **	171 72%	** **	201 72%
Against someone else they have met in person who is playing elsewhere	125 45%	105 46%	** **	** **	** **	109 46%	** **	125 45%
Against someone else in the same room as them	103 37%	85 37%	** **	** **	** **	83 35%	** **	103 37%
Against one or more other people they have not met in person who are playing elsewhere	72 26%	63 28%	** **	** **	** **	62 26%	** **	72 26%
Don't know	5 2%	4 2%	** **	** **	** **	3 1%	** **	5 2%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 172**

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

**QP77 Are there any parental controls set on the handheld games player? IF NECESSARY - To stop your child playing games above a certain age rating or to restrict or prevent them going online**

Base : Parents whose child ever plays games at home on a handheld games player

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1085	397	388	300	561	524	205	192	195	193	161	139	210	281	243	351	491	594	1085	
Effective Weighted Sample	822	312	296	235	431	391	166	147	152	143	127	108	162	217	185	262	379	446	822	
Total	614	181	244	189	321	293	91	89	127	117	102	87	127	174	137	177	301	313	614	
Yes	87 14%	26 14%	35 14%	26 14%	45 14%	42 14%	12 13%	14 15%	16 13%	19 16%	17 16%	10 11%	22 18%	25 14%	19 14%	20 11%	47 16%	39 13%	87 14%	
No	510 83%	150 83%	202 83%	158 83%	264 82%	246 84%	77 84%	73 81%	105 82%	97 83%	82 80%	76 87%	102 81%	144 83%	112 82%	151 86%	246 82%	264 84%	510 83%	
Don't know	18 3%	5 3%	7 3%	5 3%	12 4%	6 2%	2 2%	3 4%	6 5%	1 1%	4 4%	2 2%	2 2%	5 3%	5 4%	5 3%	7 2%	11 3%	18 3%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 172**

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

**QP77 Are there any parental controls set on the handheld games player? IF NECESSARY - To stop your child playing games above a certain age rating or to restrict or prevent them going online**

Base : Parents whose child ever plays games at home on a handheld games player

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1085	700	142	110	133	883	202	1085
Effective Weighted Sample	822	634	117	96	119	684	144	822
Total	614	518	56	25	15	528	87	614
Yes	87	75	8	2	3	75	12	87
	14%	14%	13%	8%	17%	14%	14%	14%
					c			
No	510	429	47	22	11	440	69	510
	83%	83%	83%	89%	77%	83%	80%	83%
				d				
Don't know	18	14	2	1	1	13	5	18
	3%	3%	3%	3%	6%	2%	6%	3%
					e		e	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 173**

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

**QP78 Are there any parental controls set on the games console that is connected to a TV? IF NECESSARY - To stop your child playing games or watching DVDs above a certain age rating or to restrict or prevent them going online**

Base : Parents whose child ever plays games at home on a games console connected to a TV

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1254	390	440	424	717	537	218	172	247	193	252	172	246	314	272	422	560	694	1254	
Effective Weighted Sample	959	310	339	331	554	404	179	132	193	146	196	134	194	244	208	317	439	524	959	
Total	730	181	279	270	420	310	102	79	159	120	159	110	156	199	157	218	355	375	730	
Yes	120 16%	36 20%	45 16%	39 15%	68 16%	52 17%	22 21%	14 18%	23 15%	22 18%	23 15%	16 15%	28 18%	33 17%	30 19%	28 13%	62 17%	58 16%	120 16%	
No	583 80%	137 76%	225 81%	221 82%	334 80%	249 80%	75 74%	62 79%	130 82%	95 79%	130 82%	91 83%	122 79%	157 79%	123 78%	182 83%	279 79%	304 81%	583 80%	
Don't know	27 4%	8 4%	9 3%	9 3%	17 4%	10 3%	5 5%	3 4%	6 4%	4 3%	6 4%	3 3%	5 3%	9 4%	5 3%	8 4%	14 4%	13 3%	27 4%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 173**

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

**QP78 Are there any parental controls set on the games console that is connected to a TV? IF NECESSARY - To stop your child playing games or watching DVDs above a certain age rating or to restrict or prevent them going online**

Base : Parents whose child ever plays games at home on a games console connected to a TV

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1254	813	164	131	146	1033	221	1254
Effective Weighted Sample	959	739	140	114	131	806	159	959
Total	730	616	67	31	16	633	98	730
Yes	120 16%	105 17%	8 11%	3 11%	3 19%	103 16%	17 17%	120 16%
No	583 80%	490 80%	57 86%	25 80%	11 71%	510 81%	73 75%	583 80%
Don't know	27 4%	20 3%	2 3%	3 9%	2 10%	19 3%	7 8%	27 4%
Columns Tested: a,b,c,d,e,f,g				aeg	abeg		aeg	

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 174**

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

**QP79 And can you tell me why there are no parental controls set on the handheld games player?**

Base : Parents whose child ever plays games at home on a handheld games player with no controls set on the handheld games player

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	901	328	321	252	465	436	172	156	161	160	132	120	169	233	198	301	402	499	901
Effective Weighted Sample	684	256	245	198	356	328	139	118	125	120	103	95	131	181	151	225	312	375	684
Total	510	150	202	158	264	246	77	73	105	97	82	76	102	144	112	151	246	264	510
Trust my child to be sensible/ responsible	162	11	66	85	82	80	7	4	36	31	39	46	34	52	40	36	86	76	162
	32%	7%	33%	54%	31%	33%	9%	5%	34%	32%	48%	60%	33%	36%	36%	24%	35%	29%	32%
			a	ab					fg	fg	fghi	fghi	o	o	o	o			o
Child is always supervised/ always an adult present	151	57	72	23	77	74	31	26	37	35	10	13	34	43	29	45	77	74	151
	30%	38%	35%	15%	29%	30%	40%	36%	35%	36%	12%	18%	33%	30%	26%	30%	31%	28%	30%
		c	c				jk	jk	jk	jk									
Didn't know this was possible	115	37	44	35	63	52	17	19	23	20	22	12	17	31	27	40	48	66	115
	23%	25%	22%	22%	24%	21%	23%	27%	22%	21%	27%	16%	17%	22%	24%	26%	20%	25%	23%
Child is too young for this to be a problem	68	47	20	1	35	33	26	22	9	11	-	1	16	18	15	19	34	34	68
	13%	31%	10%	1%	13%	13%	33%	30%	9%	11%	0%	1%	15%	13%	14%	12%	14%	13%	13%
		bc	c				hijk	hijk	jk	jk									
Child only plays age appropriate/ children's games	26	11	14	2	13	13	6	5	7	7	*	1	6	7	3	11	12	14	26
	5%	7%	7%	1%	5%	5%	7%	7%	7%	7%	0%	2%	6%	5%	3%	7%	5%	5%	5%
		c	c				j	j	j	j									
Don't know how to do this	17	6	4	7	10	6	4	2	3	1	3	3	3	4	4	6	7	10	17
	3%	4%	2%	4%	4%	3%	5%	3%	2%	1%	4%	4%	3%	3%	4%	4%	3%	4%	3%
Child too old for setting these controls	14	1	1	12	9	5	-	1	1	-	8	4	6	1	2	5	7	7	14
	3%	1%	1%	7%	3%	2%	0%	1%	1%	0%	9%	5%	5%	1%	2%	3%	3%	3%	3%
				ab							fghi	fhi	m						

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 174**

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

**QP79 And can you tell me why there are no parental controls set on the handheld games player?**

Base : Parents whose child ever plays games at home on a handheld games player with no controls set on the handheld games player

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	901	328	321	252	465	436	172	156	161	160	132	120	169	233	198	301	402	499	901
Effective Weighted Sample	684	256	245	198	356	328	139	118	125	120	103	95	131	181	151	225	312	375	684
Total	510	150	202	158	264	246	77	73	105	97	82	76	102	144	112	151	246	264	510
Wouldn't work/ they'd find a way around any controls	6 1%	* *%	2 1%	4 3% a	5 2%	2 1%	* *%	- -%	* *%	1 1%	4 5% fgh	* *%	3 3% nq	1 1%	- -%	1 1%	5 2%	1 *%	6 1%
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	128 25%	43 28%	46 23%	39 25%	71 27%	57 23%	21 27%	21 30%	25 24%	21 22%	25 30%	14 19%	19 18%	35 24%	30 27%	44 29% l	54 22%	74 28% l	128 25%
Other	12 2%	5 3%	4 2%	4 2%	4 1%	9 4%	1 2%	3 5%	2 1%	2 2%	1 1%	3 4%	5 5% m	1 1%	2 2%	4 3%	6 3%	6 2%	12 2%
Don't know	24 5%	3 2%	11 5% a	10 6% a	12 5%	11 5%	1 1%	2 3%	5 4%	6 7%	7 8% f	3 4%	3 3%	8 6%	4 4%	8 5%	11 5%	12 5%	24 5%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 174

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

**QP79 And can you tell me why there are no parental controls set on the handheld games player?**

Base : Parents whose child ever plays games at home on a handheld games player with no controls set on the handheld games player

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	~c	d	e	f	g
Unweighted total	901	581	118	96	106	740	161	901
Effective Weighted Sample	684	527	98	84	95	574	114	684
Total	510	429	47	22	11	440	69	510
Trust my child to be sensible/ responsible	162 32%	137 32%	18 39%	** **	2 15%	142 32%	20 29%	162 32%
		d	d			d	d	d
Child is always supervised/ always an adult present	151 30%	131 30%	10 22%	** **	2 21%	138 31%	13 19%	151 30%
		f				df		f
Didn't know this was possible	115 23%	92 21%	13 28%	** **	4 33%	94 21%	21 31%	115 23%
					aeg		ae	
Child is too young for this to be a problem	68 13%	55 13%	8 16%	** **	2 18%	56 13%	11 16%	68 13%
Child only plays age appropriate/ children's games	26 5%	23 5%	1 2%	** **	2 16%	24 5%	2 3%	26 5%
					abefg			
Don't know how to do this	17 3%	13 3%	1 3%	** **	* 4%	12 3%	4 6%	17 3%
Child too old for setting these controls	14 3%	12 3%	1 2%	** **	* 2%	12 3%	1 2%	14 3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 174**

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

**QP79 And can you tell me why there are no parental controls set on the handheld games player?**

Base : Parents whose child ever plays games at home on a handheld games player with no controls set on the handheld games player

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	~c	d	e	f	g
Unweighted total	901	581	118	96	106	740	161	901
Effective Weighted Sample	684	527	98	84	95	574	114	684
Total	510	429	47	22	11	440	69	510
Wouldn't work/ they'd find a way around any controls	6 1%	4 1%	1 3%	** **	- -%	4 1%	2 3%	6 1%
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	128 25%	102 24%	14 31%	** **	4 34% ae	103 23%	25 36% aeg	128 25%
Other	12 2%	11 2%	1 1%	** **	1 5%	10 2%	3 4%	12 2%
Don't know	24 5%	20 5%	2 3%	** **	1 5%	20 4%	4 6%	24 5%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 175**

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

**QP80 And can you tell me why there are no parental controls set on the games console connected to a TV?**

Base : Parents whose child ever plays games at home on a games console connected to a TV with no controls set on the games console connected to a TV

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	995	298	353	344	566	429	162	136	200	153	204	140	194	249	209	343	443	552	995
Effective Weighted Sample	768	237	274	274	440	328	133	104	157	117	161	113	153	196	161	261	349	421	768
Total	583	137	225	221	334	249	75	62	130	95	130	91	122	157	123	182	279	304	583
Child is always supervised/ always an adult present	204	62	98	43	114	89	35	27	55	43	24	19	46	50	41	66	96	107	204
	35%	45%	44%	20%	34%	36%	47%	43%	42%	46%	19%	21%	38%	32%	34%	36%	35%	35%	35%
		c	c				jk	jk	jk	jk									
Trust my child to be sensible/ responsible	201	11	69	121	122	79	7	3	43	26	72	49	49	57	44	51	106	95	201
	34%	8%	31%	55%	37%	32%	10%	5%	33%	28%	55%	54%	40%	36%	36%	28%	38%	31%	34%
			a	ab					fg	fg	fghi	fghi	oq				o		o
Didn't know this was possible	107	22	45	39	60	46	11	11	26	19	23	16	15	27	22	43	42	65	107
	18%	16%	20%	18%	18%	19%	15%	18%	20%	20%	17%	18%	12%	17%	18%	24%	15%	21%	18%
																lp		lp	
Child is too young for this to be a problem	63	43	20	1	32	31	23	20	9	11	1	1	14	19	10	20	33	30	63
	11%	31%	9%	1%	10%	13%	30%	32%	7%	11%	*%	1%	12%	12%	8%	11%	12%	10%	11%
		bc	c				hijk	hijk	jk	jk									
Don't know how to do this	24	9	9	7	15	9	4	4	7	2	5	2	5	6	5	9	11	14	24
	4%	6%	4%	3%	5%	4%	5%	7%	5%	2%	4%	2%	4%	4%	4%	5%	4%	4%	4%
Child only plays age appropriate/ children's games	20	4	10	5	10	10	2	2	6	4	2	3	5	4	5	4	10	10	20
	3%	3%	5%	2%	3%	4%	3%	4%	5%	4%	1%	4%	4%	3%	4%	2%	4%	3%	3%
Child too old for setting these controls	20	*	*	19	12	7	*	-	-	*	12	7	5	7	3	5	12	8	20
	3%	*%	*%	9%	4%	3%	1%	-%	-%	*%	9%	8%	4%	4%	3%	3%	4%	3%	3%
				ab							fghi	fghi							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 175**

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

**QP80 And can you tell me why there are no parental controls set on the games console connected to a TV?**

Base : Parents whose child ever plays games at home on a games console connected to a TV with no controls set on the games console connected to a TV

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	995	298	353	344	566	429	162	136	200	153	204	140	194	249	209	343	443	552	995	
Effective Weighted Sample	768	237	274	274	440	328	133	104	157	117	161	113	153	196	161	261	349	421	768	
Total	583	137	225	221	334	249	75	62	130	95	130	91	122	157	123	182	279	304	583	
Wouldn't work/ they'd find a way around any controls	9 2%	3 2%	1 *%	5 2%	7 2%	2 1%	2 3%	* 1%	1 1%	* *%	4 3%	1 2%	2 2%	1 1%	2 2%	4 2%	4 1%	6 2%	9 2%	
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	125 21%	31 22%	51 23%	43 20%	70 21%	55 22%	15 20%	15 25%	30 23%	21 22%	25 19%	18 20%	19 16%	32 20%	25 21%	48 27%	51 18%	74 24%	125 21%	
Other	17 3%	6 4%	7 3%	4 2%	8 2%	9 4%	2 3%	3 5%	4 3%	3 4%	2 1%	3 3%	5 4%	5 3%	* *%	6 3%	10 4%	7 2%	17 3%	
Don't know	22 4%	6 4%	8 4%	8 4%	16 5%	6 2%	3 4%	3 4%	6 5%	2 2%	7 6%	1 1%	3 3%	7 5%	4 4%	7 4%	11 4%	11 4%	22 4%	

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 175

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

**QP80 And can you tell me why there are no parental controls set on the games console connected to a TV?**

Base : Parents whose child ever plays games at home on a games console connected to a TV with no controls set on the games console connected to a TV

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	995	648	138	104	105	830	165	995
Effective Weighted Sample	768	590	118	89	95	654	119	768
Total	583	490	57	25	11	510	73	583
Child is always supervised/ always an adult present	204 35%	175 36% df	15 27%	10 41% bdf	3 25%	185 36% bdf	19 26%	204 35% f
Trust my child to be sensible/ responsible	201 34%	170 35% d	22 38% d	7 27%	2 20%	178 35% d	23 31%	201 34% d
Didn't know this was possible	107 18%	80 16%	16 28% aeg	6 25%	4 35% aeg	85 17%	21 29% aeg	107 18%
Child is too young for this to be a problem	63 11%	54 11%	5 9%	2 6%	2 18% ceg	53 10%	10 14%	63 11%
Don't know how to do this	24 4%	18 4%	5 9% aeg	1 5%	1 6%	18 4%	6 8% ae	24 4%
Child only plays age appropriate/ children's games	20 3%	17 3%	1 2%	* 2%	1 8% abfg	19 4%	* 1%	20 3%
Child too old for setting these controls	20 3%	16 3%	3 4%	1 4%	- -%	18 3%	2 2%	20 3%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 175

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

**QP80 And can you tell me why there are no parental controls set on the games console connected to a TV?**

Base : Parents whose child ever plays games at home on a games console connected to a TV with no controls set on the games console connected to a TV

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	995	648	138	104	105	830	165	995
Effective Weighted Sample	768	590	118	89	95	654	119	768
Total	583	490	57	25	11	510	73	583
Wouldn't work/ they'd find a way around any controls	9 2%	8 2%	* 1%	1 2%	* 1%	8 2%	1 1%	9 2%
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	125 21%	95 19%	18 32% aeg	7 29% ae	4 36% aeg	99 19%	26 35% aeg	125 21%
Other	17 3%	15 3% b	- -%	1 4% b	1 5% b	15 3%	2 3%	17 3%
Don't know	22 4%	18 4%	3 6%	1 4%	* 2%	18 4%	4 5%	22 4%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 176**

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

**QP81A EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games that they are playing**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
Very concerned	37	9	16	12	23	14	5	4	8	8	9	3	7	10	5	15	17	20	37
	4%	4%	5%	4%	5%	4%	4%	3%	5%	5%	5%	2%	4%	4%	2%	6%	4%	4%	4%
Fairly concerned	105	17	41	47	72	33	10	7	28	12	34	13	27	28	25	24	55	50	105
	12%	8%	12%	15%	15%	8%	8%	7%	16%	8%	19%	10%	15%	12%	13%	9%	13%	11%	12%
TOTAL CONCERNED	142	26	57	59	95	47	15	11	37	20	43	16	34	38	30	39	72	70	142
	16%	12%	17%	19%	20%	12%	13%	10%	21%	13%	24%	12%	19%	17%	16%	15%	17%	15%	16%
Neither/ nor	53	6	20	28	34	19	4	1	11	8	18	9	13	17	10	13	30	23	53
	6%	3%	6%	9%	7%	5%	4%	1%	7%	5%	10%	7%	7%	7%	5%	5%	7%	5%	6%
Not very concerned	174	38	65	70	102	72	21	18	40	25	41	29	36	53	37	47	89	85	174
	20%	17%	20%	23%	22%	18%	17%	16%	23%	16%	23%	21%	20%	23%	19%	18%	22%	18%	20%
Not at all concerned	491	153	186	152	237	253	78	75	86	100	73	78	98	120	110	162	218	272	491
	56%	68%	56%	48%	50%	64%	65%	70%	49%	64%	41%	58%	54%	52%	57%	61%	53%	60%	56%
TOTAL NOT CONCERNED	664	191	252	222	339	325	98	92	126	125	115	107	134	173	147	210	307	357	664
	76%	85%	76%	71%	72%	82%	82%	87%	72%	80%	65%	79%	74%	75%	77%	79%	75%	78%	76%
Don't know	10	3	3	4	3	7	1	2	-	3	2	2	1	2	4	3	2	8	10
	1%	1%	1%	1%	1%	2%	1%	2%	-%	2%	1%	1%	*%	1%	2%	1%	1%	2%	1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 176

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

**QP81A EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games that they are playing**

Base : Parents whose child ever plays games at home on any type of game playing device

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
Very concerned	37 4%	31 4%	2 3%	3 7%	1 7%	30 4%	7 6%	37 4%
Fairly concerned	105 12%	92 13%	6 8%	5 13%	2 11%	84 11%	21 18%	105 12%
<b>TOTAL CONCERNED</b>	142 16%	123 17%	9 10%	7 20%	3 18%	114 15%	28 24%	142 16%
Neither/ nor	53 6%	43 6%	6 8%	3 8%	2 8%	44 6%	9 8%	53 6%
Not very concerned	174 20%	142 19%	19 23%	8 23%	5 25%	151 20%	22 19%	174 20%
Not at all concerned	491 56%	417 57%	48 58%	17 48%	9 49%	436 58%	54 47%	491 56%
<b>TOTAL NOT CONCERNED</b>	664 76%	559 76%	66 81%	25 71%	14 74%	588 78%	77 67%	664 76%
Don't know	10 1%	9 1%	1 1%	* 1%	- -%	8 1%	2 1%	10 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 177**

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

**QP81B EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - How much time they spend playing games**

Base : Parents whose child ever plays games at home on any type of game playing device

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1506	489	524	493	811	695	258	231	273	251	280	213	288	372	330	516	660	846	1506
Effective Weighted Sample	1152	387	404	386	628	524	210	177	213	191	220	166	229	287	253	388	516	640	1152
Total	870	226	331	313	471	398	119	106	174	157	178	135	182	230	192	265	413	457	870
Very concerned	54 6%	13 6%	23 7%	19 6%	37 8%	17 4%	7 6%	6 5%	12 7%	10 7%	18 10%	1 1%	11 6%	16 7%	7 4%	20 8%	27 7%	27 6%	54 6%
Fairly concerned	99 11%	18 8%	31 9%	50 16%	67 14%	32 8%	11 9%	7 6%	21 12%	11 7%	35 20%	15 11%	27 15%	28 12%	22 11%	22 8%	55 13%	44 10%	99 11%
TOTAL CONCERNED	153 18%	31 14%	54 16%	69 22%	104 22%	50 12%	18 15%	12 12%	33 19%	21 13%	53 30%	16 12%	39 21%	44 19%	29 15%	42 16%	82 20%	71 16%	153 18%
Neither/ nor	47 5%	7 3%	22 7%	18 6%	31 7%	16 4%	5 4%	2 2%	15 9%	7 5%	12 7%	6 5%	12 6%	15 7%	9 5%	12 4%	27 6%	21 5%	47 5%
Not very concerned	159 18%	35 16%	57 17%	67 21%	93 20%	66 17%	20 16%	15 14%	37 21%	20 13%	37 21%	30 22%	33 18%	43 19%	36 19%	47 18%	76 19%	82 18%	159 18%
Not at all concerned	501 58%	152 67%	194 59%	155 50%	240 51%	261 65%	77 64%	75 70%	89 51%	106 67%	75 42%	80 60%	98 54%	127 55%	116 60%	161 61%	225 54%	276 60%	501 58%
TOTAL NOT CONCERNED	660 76%	187 83%	251 76%	222 71%	333 71%	326 82%	97 81%	90 85%	125 72%	126 80%	111 63%	111 82%	131 72%	170 74%	151 79%	207 78%	301 73%	359 78%	660 76%
Don't know	9 1%	2 1%	3 1%	4 1%	3 1%	6 2%	- -%	2 2%	1 *%	3 2%	2 1%	2 1%	1 *%	2 1%	3 2%	4 1%	2 1%	7 1%	9 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 177

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

**QP81B EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - How much time they spend playing games**

Base : Parents whose child ever plays games at home on any type of game playing device

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1506	977	204	156	169	1242	264	1506
Effective Weighted Sample	1152	888	171	136	152	971	190	1152
Total	870	733	82	36	19	754	115	870
Very concerned	54 6%	46 6%	3 4%	3 9%	1 7%	47 6%	8 7%	54 6%
Fairly concerned	99 11%	85 12%	7 9%	5 13%	2 13%	80 11%	19 16%	99 11%
TOTAL CONCERNED	153 18%	131 18%	10 13%	8 22%	4 20%	127 17%	26 23%	153 18%
Neither/ nor	47 5%	37 5%	6 7%	2 6%	2 9%	34 5%	13 11%	47 5%
Not very concerned	159 18%	133 18%	14 17%	8 22%	5 24%	140 19%	19 16%	159 18%
Not at all concerned	501 58%	423 58%	52 63%	17 48%	9 47%	445 59%	56 49%	501 58%
TOTAL NOT CONCERNED	660 76%	556 76%	65 80%	25 70%	13 72%	585 78%	75 65%	660 76%
Don't know	9 1%	9 1%	- -%	* 1%	- -%	8 1%	1 1%	9 1%

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



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 178**

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

**QP81C EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - Who they are playing online games with through the games player**

Base : Parents whose child ever plays games at home on any type of game playing device (and who were able to answer the question)

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	978	249	339	390	546	432	129	120	177	162	240	150	173	253	218	334	426	552	978
Effective Weighted Sample	738	197	255	303	418	321	103	94	134	120	190	113	138	195	168	242	333	408	738
Total	567	111	211	245	319	248	57	55	111	100	151	94	115	158	130	165	273	294	567
Very concerned	27 5%	5 4%	14 6%	9 4%	15 5%	12 5%	2 4%	2 4%	6 5%	8 8%	7 4%	2 2%	5 4%	10 6%	5 3%	7 5%	15 6%	12 4%	27 5%
Fairly concerned	41 7%	6 5%	12 6%	24 10%	28 9%	13 5%	2 3%	4 7%	8 7%	4 4%	18 12%	5 5%	9 7%	15 10%	6 4%	12 7%	24 9%	18 6%	41 7%
TOTAL CONCERNED	69 12%	10 9%	26 12%	32 13%	43 13%	26 10%	4 7%	6 12%	14 12%	12 12%	25 17%	7 8%	14 12%	25 16%	10 8%	20 12%	39 14%	30 10%	69 12%
Neither/ nor	36 6%	4 4%	10 5%	22 9%	24 8%	12 5%	3 5%	2 3%	8 7%	3 3%	14 9%	8 8%	9 8%	9 6%	9 7%	9 5%	18 7%	18 6%	36 6%
Not very concerned	109 19%	18 16%	31 15%	61 25%	70 22%	39 16%	9 17%	8 15%	18 16%	12 12%	42 28%	19 20%	26 22%	32 20%	25 19%	26 16%	58 21%	51 17%	109 19%
Not at all concerned	345 61%	76 68%	143 68%	126 52%	180 56%	165 67%	40 71%	36 66%	72 64%	71 71%	68 45%	58 62%	66 57%	90 57%	83 64%	106 64%	156 57%	189 64%	345 61%
TOTAL NOT CONCERNED	455 80%	94 84%	173 82%	187 77%	250 78%	205 82%	50 88%	44 81%	90 81%	84 84%	111 73%	77 82%	92 80%	122 77%	108 84%	132 80%	214 78%	240 82%	455 80%
Don't know	8 1%	3 3%	2 1%	3 1%	2 1%	6 2%	* 1%	2 5%	* 5%	2 2%	1 1%	2 2%	1 1%	1 1%	2 2%	4 3%	2 1%	6 2%	8 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 178

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

**QP81C EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - Who they are playing online games with through the games player**

Base : Parents whose child ever plays games at home on any type of game playing device (and who were able to answer the question)

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	978	622	119	111	126	804	174	978
Effective Weighted Sample	738	568	101	99	113	619	123	738
Total	567	480	48	26	14	489	78	567
Very concerned	27 5%	23 5%	2 4%	1 6%	1 9%	22 4%	6 7%	27 5%
Fairly concerned	41 7%	35 7%	3 6%	2 8%	1 9%	32 7%	9 12%	41 7%
TOTAL CONCERNED	69 12%	58 12%	5 9%	3 14%	3 18%	54 11%	15 19%	69 12%
Neither/ nor	36 6%	31 6%	2 4%	3 11%	1 7%	25 5%	11 14%	36 6%
Not very concerned	109 19%	87 18%	13 27%	6 23%	3 24%	94 19%	15 20%	109 19%
Not at all concerned	345 61%	297 62%	28 59%	13 50%	7 51%	309 63%	37 47%	345 61%
TOTAL NOT CONCERNED	455 80%	384 80%	41 86%	19 73%	11 75%	403 82%	52 66%	455 80%
Don't know	8 1%	7 1%	* 1%	1 3%	- -%	7 1%	1 1%	8 1%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 179**

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

**QP82 Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

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

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1444	471	510	463	788	656	252	219	267	243	269	194	275	356	314	499	631	813	1444
Effective Weighted Sample	1105	373	394	362	609	496	205	168	209	185	210	152	218	275	241	376	493	615	1105
Total	834	218	323	293	456	377	116	102	171	152	169	124	173	222	181	257	396	438	834
They are only allowed to watch DVDs on the games player of an appropriate age rating	173	45	73	55	103	70	23	21	43	30	37	18	38	51	30	54	89	84	173
	21%	21%	23%	19%	23%	18%	20%	21%	25%	20%	22%	15%	22%	23%	17%	21%	22%	19%	21%
They are not allowed to go online at all through the games player	94	35	38	21	51	42	17	18	21	17	14	7	23	22	21	27	46	48	94
	11%	16%	12%	7%	11%	11%	14%	18%	12%	11%	8%	6%	14%	10%	12%	10%	12%	11%	11%
They are only allowed to visit certain websites/ some online content is restricted on the games player	59	13	25	21	35	23	7	6	15	9	13	8	15	15	12	17	30	29	59
	7%	6%	8%	7%	8%	6%	6%	6%	9%	6%	8%	6%	9%	7%	6%	7%	8%	7%	7%
They are not allowed to watch DVDs on the games player at all	47	14	18	15	24	22	8	6	10	7	6	9	9	11	14	13	20	26	47
	6%	7%	5%	5%	5%	6%	7%	6%	6%	5%	4%	7%	5%	5%	8%	5%	5%	6%	6%
ANY OF THESE RULES OR RESTRICTIONS	270	72	118	80	157	113	38	34	68	49	51	30	62	73	56	78	135	135	270
	32%	33%	36%	27%	34%	30%	33%	33%	40%	33%	30%	24%	36%	33%	31%	30%	34%	31%	32%
Do not have any of these restrictions in place	214	40	65	109	129	85	26	14	37	28	66	43	39	57	48	70	96	118	214
	26%	19%	20%	37%	28%	23%	23%	14%	22%	18%	39%	34%	23%	26%	27%	27%	24%	27%	26%

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 179**

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

**QP82 Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

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

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1444	471	510	463	788	656	252	219	267	243	269	194	275	356	314	499	631	813	1444
Effective Weighted Sample	1105	373	394	362	609	496	205	168	209	185	210	152	218	275	241	376	493	615	1105
Total	834	218	323	293	456	377	116	102	171	152	169	124	173	222	181	257	396	438	834
Only uses games player for playing games	349	106	140	104	170	179	52	54	66	74	52	51	72	92	76	109	164	185	349
	42%	48%	43%	35%	37%	48%	44%	53%	39%	49%	31%	41%	42%	41%	42%	42%	41%	42%	42%
		c	c		d		j	hjk		hj		j							

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 179

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

**QP82 Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

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

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1444	934	199	148	163	1188	256	1444
Effective Weighted Sample	1105	849	167	129	146	929	184	1105
Total	834	701	80	35	18	722	111	834
They are only allowed to watch DVDs on the games player of an appropriate age rating	173 21%	145 21%	13 16%	9 27% b	5 29% abeg	142 20%	31 27% abeg	173 21%
They are not allowed to go online at all through the games player	94 11%	81 12%	6 8%	3 9%	3 17% bceg	73 10%	21 19% abceg	94 11%
They are only allowed to visit certain websites/ some online content is restricted on the games player	59 7%	51 7%	3 4%	2 4%	2 14% abceg	49 7%	10 9%	59 7%
They are not allowed to watch DVDs on the games player at all	47 6%	41 6% b	1 2%	3 9% b	2 9% be	34 5%	12 11% abeg	47 6% b
ANY OF THESE RULES OR RESTRICTIONS	270 32%	230 33% b	19 23%	14 40% be	7 39% be	219 30%	51 46% abeg	270 32% b

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 179**

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

**QP82 Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

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

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1444	934	199	148	163	1188	256	1444
Effective Weighted Sample	1105	849	167	129	146	929	184	1105
Total	834	701	80	35	18	722	111	834
Do not have any of these restrictions in place	214	172	27	9	6	190	24	214
	26%	25%	34%	26%	31%	26%	21%	26%
			aefg		f			
Only uses games player for playing games	349	298	34	12	5	313	37	349
	42%	43%	43%	34%	30%	43%	33%	42%
		df	d			cdf		df

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

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 180**

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

**QP82 Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

Base : Parents whose child ever plays games at home on a handheld games player or on a games console connected to a TV, excluding those whose child only uses the games player for playing games

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	845	250	291	304	492	353	142	108	164	127	186	118	166	207	181	291	373	472	845
Effective Weighted Sample	638	194	222	236	377	262	114	80	127	95	145	91	131	160	136	215	290	350	638
Total	484	113	182	189	286	198	65	48	105	78	117	72	101	130	104	148	231	253	484
They are only allowed to watch DVDs on the games player of an appropriate age rating	173 36%	45 40% c	73 40% c	55 29%	103 36%	70 35%	23 36%	21 45% k	43 41% k	30 39%	37 32%	18 25%	38 37%	51 39%	30 29%	54 36%	89 38%	84 33%	173 36%
They are not allowed to go online at all through the games player	94 19%	35 31% bc	38 21% c	21 11%	51 18%	42 21%	17 26% jk	18 38% hijk	21 20% k	17 22% jk	14 12%	7 10%	23 23%	22 17%	21 20%	27 18%	46 20%	48 19%	94 19%
They are only allowed to visit certain websites/ some online content is restricted on the games player	59 12%	13 12%	25 13%	21 11%	35 12%	23 12%	7 11%	6 14%	15 15%	9 12%	13 11%	8 11%	15 15%	15 11%	12 11%	17 12%	30 13%	29 11%	59 12%
They are not allowed to watch DVDs on the games player at all	47 10%	14 13%	18 10%	15 8%	24 9%	22 11%	8 12% j	6 13% j	10 10%	7 9%	6 5%	9 12%	9 9%	11 9%	14 13%	13 9%	20 9%	26 10%	47 10%
ANY OF THESE RULES OR RESTRICTIONS	270 56%	72 64% c	118 64% c	80 43%	157 55%	113 57%	38 59% jk	34 70% jk	68 65% jk	49 64% jk	51 43%	30 41%	62 61%	73 56%	56 54%	78 53%	135 59%	135 53%	270 56%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 180**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP82 Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

Base : Parents whose child ever plays games at home on a handheld games player or on a games console connected to a TV, excluding those whose child only uses the games player for playing games

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	845	250	291	304	492	353	142	108	164	127	186	118	166	207	181	291	373	472	845
Effective Weighted Sample	638	194	222	236	377	262	114	80	127	95	145	91	131	160	136	215	290	350	638
Total	484	113	182	189	286	198	65	48	105	78	117	72	101	130	104	148	231	253	484
Do not have any of these restrictions in place	214	40	65	109	129	85	26	14	37	28	66	43	39	57	48	70	96	118	214
	44%	36%	36%	57%	45%	43%	41%	30%	35%	36%	57%	59%	39%	44%	46%	47%	41%	47%	44%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 180**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP82 Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

Base : Parents whose child ever plays games at home on a handheld games player or on a games console connected to a TV, excluding those whose child only uses the games player for playing games

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	845	529	104	100	112	679	166	845
Effective Weighted Sample	638	483	89	86	101	522	121	638
Total	484	403	46	23	13	409	75	484
They are only allowed to watch DVDs on the games player of an appropriate age rating	173 36%	145 36%	13 28%	9 40%	5 42% b	142 35%	31 41%	173 36%
They are not allowed to go online at all through the games player	94 19%	81 20%	6 14%	3 13%	3 24%	73 18%	21 28% bceg	94 19%
They are only allowed to visit certain websites/ some online content is restricted on the games player	59 12%	51 13%	3 7%	2 7%	2 19% bceg	49 12%	10 13%	59 12%
They are not allowed to watch DVDs on the games player at all	47 10%	41 10% b	1 3%	3 13% b	2 13% b	34 8%	12 17% abeg	47 10% b
ANY OF THESE RULES OR RESTRICTIONS	270 56%	230 57% b	19 41%	14 60% b	7 56% b	219 54% b	51 68% abeg	270 56% b

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 180**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP82 Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

Base : Parents whose child ever plays games at home on a handheld games player or on a games console connected to a TV, excluding those whose child only uses the games player for playing games

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	845	104	100	112	679	166	845	
Effective Weighted Sample	638	89	86	101	522	121	638	
Total	484	46	23	13	409	75	484	
Do not have any of these restrictions in place	214	27	9	6	190	24	214	
	44%	59%	40%	44%	46%	32%	44%	
	f	acdefg			f		f	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 181**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC0 WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT?**

Base : Parents of children aged 5-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717	
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327	
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001	
Yes, and child conferred with parent as the interview was taking place	299	83	112	103	151	147	40	43	56	56	55	48	61	80	70	88	141	158	299	
	30%	30%	31%	28%	30%	29%	30%	31%	30%	32%	30%	26%	29%	30%	33%	28%	29%	30%	30%	
Yes, but they did not comment during the interview	469	134	171	164	227	242	64	70	88	83	75	89	103	128	91	147	231	238	469	
	47%	49%	47%	45%	45%	48%	48%	50%	47%	47%	41%	49%	49%	47%	43%	48%	48%	46%	47%	
No, they were not present	234	56	80	97	123	111	29	26	42	39	52	46	45	63	51	75	108	126	234	
	23%	20%	22%	27%	25%	22%	22%	19%	22%	22%	29%	25%	21%	23%	24%	24%	22%	24%	23%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 181**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC0 WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT?**

Base : Parents of children aged 5-15

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Yes, and child conferred with parent as the interview was taking place	299 30%	250 29%	29 32%	11 29%	8 39% aeg	253 29%	46 34%	299 30%
Yes, but they did not comment during the interview	469 47%	394 46%	45 50%	22 54% d	8 41%	406 47%	63 47%	469 47%
No, they were not present	234 23%	207 24%	16 18%	7 17%	4 20%	208 24%	25 19%	234 23%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4A Are you confident getting the TV to do what you want it to do?**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
Yes	696	-	344	353	350	346	-	-	174	170	176	177	138	201	147	210	339	357	696
	96%	-%	95%	97%	95%	97%	-%	-%	94%	96%	97%	98%	98%	97%	94%	96%	98%	95%	96%
												h	n				nq		
No	19	-	11	8	13	7	-	-	7	4	5	3	1	3	7	8	5	15	19
	3%	-%	3%	2%	3%	2%	-%	-%	4%	2%	3%	2%	1%	1%	5%	4%	1%	4%	3%
															p			p	
Don't know	8	-	7	1	4	5	-	-	4	3	-	1	1	3	3	2	4	5	8
	1%	-%	2%	*%	1%	1%	-%	-%	2%	2%	-%	1%	1%	1%	2%	1%	1%	1%	1%
			c						j	j									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4A Are you confident getting the TV to do what you want it to do?**

Base : Children aged 8-15 who watch TV at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
Yes	696 96%	591 96%	63 96%	29 99%	14 95%	599 96%	97 97%	696 96%
No	19 3%	18 3%	1 2%	- -%	* 2%	16 3%	3 3%	19 3%
Don't know	8 1%	6 1%	1 2%	* 1%	* 3%	8 1%	* *%	8 1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 183**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
Yes	314	-	168	146	150	165	-	-	84	84	66	80	55	94	60	105	149	166	314
	43%	-%	46%	40%	41%	46%	-%	-%	45%	48%	36%	44%	39%	45%	38%	48%	43%	44%	43%
No	264	-	98	166	144	119	-	-	54	43	90	76	57	71	59	77	128	136	264
	36%	-%	27%	46%	39%	33%	-%	-%	29%	25%	50%	42%	40%	34%	38%	35%	37%	36%	36%
Don't know	129	-	84	44	61	68	-	-	41	44	20	24	26	39	31	33	65	64	129
	18%	-%	23%	12%	17%	19%	-%	-%	22%	25%	11%	13%	19%	19%	20%	15%	19%	17%	18%
Not Applicable	17	-	12	6	12	5	-	-	7	5	5	*	3	4	6	5	6	11	17
	2%	-%	3%	2%	3%	2%	-%	-%	4%	3%	3%	***	2%	2%	4%	2%	2%	3%	2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 183**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
Yes	314	257	34	16	7	266	48	314
	43%	42%	52%	56%	48%	43%	48%	43%
			a	aeg				
No	264	232	18	9	5	228	36	264
	36%	38%	27%	31%	35%	36%	36%	36%
		b				b		b
Don't know	129	111	12	4	2	114	15	129
	18%	18%	18%	13%	15%	18%	15%	18%
Not Applicable	17	15	2	*	*	16	1	17
	2%	2%	2%	1%	2%	3%	1%	2%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 184**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1114	-	554	560	558	556	-	-	278	276	280	280	197	298	238	381	495	619	1114
Effective Weighted Sample	871	-	430	441	437	434	-	-	219	212	219	222	161	239	184	291	400	473	871
Total	707	-	350	357	354	352	-	-	179	172	176	181	138	203	151	215	341	365	707
Yes	314	-	168	146	150	165	-	-	84	84	66	80	55	94	60	105	149	166	314
	44%	-%	48%	41%	42%	47%	-%	-%	47%	49%	37%	44%	40%	46%	40%	49%	44%	45%	44%
			c						j	j									
No	264	-	98	166	144	119	-	-	54	43	90	76	57	71	59	77	128	136	264
	37%	-%	28%	47%	41%	34%	-%	-%	30%	25%	51%	42%	41%	35%	39%	36%	37%	37%	37%
			b		e				hi	hi									
Don't know	129	-	84	44	61	68	-	-	41	44	20	24	26	39	31	33	65	64	129
	18%	-%	24%	12%	17%	19%	-%	-%	23%	26%	11%	13%	19%	19%	21%	15%	19%	17%	18%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 184**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1114	730	144	117	123	915	199	1114
Effective Weighted Sample	871	677	125	103	112	730	146	871
Total	707	599	64	29	14	608	99	707
Yes	314 44%	257 43%	34 53% a	16 56% aeg	7 49%	266 44%	48 49%	314 44%
No	264 37%	232 39% b	18 28%	9 31%	5 36%	228 37% b	36 37%	264 37% b
Don't know	129 18%	111 18%	12 19%	4 13%	2 15%	114 19%	15 15%	129 18%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 185**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
Yes	565	-	279	286	283	282	-	-	144	136	139	147	122	159	115	169	282	283	565
	78%	-%	77%	79%	77%	79%	-%	-%	78%	77%	77%	81%	87%	77%	73%	77%	81%	75%	78%
													mnoqr				nq		
No	65	-	23	42	35	30	-	-	11	11	23	19	7	20	16	22	26	38	65
	9%	-%	6%	12%	9%	8%	-%	-%	6%	6%	13%	10%	5%	9%	10%	10%	8%	10%	9%
				b						hi							l		
Don't know	73	-	46	27	37	36	-	-	22	24	15	12	11	20	21	20	31	42	73
	10%	-%	13%	7%	10%	10%	-%	-%	12%	13%	8%	7%	8%	10%	13%	9%	9%	11%	10%
			c						k	k									
Not Applicable	21	-	14	8	12	10	-	-	8	6	4	4	*	8	5	8	8	13	21
	3%	-%	4%	2%	3%	3%	-%	-%	4%	3%	2%	2%	.*%	4%	3%	4%	2%	4%	3%
													l	l	l		l		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 185**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
Yes	565 78%	483 79%	49 74%	23 80%	10 71%	484 78%	81 81%	565 78%
No	65 9%	54 9%	7 10%	2 9%	1 10%	59 9%	5 5%	65 9%
Don't know	73 10%	60 10%	8 13%	2 8%	2 16% ae	61 10%	12 12%	73 10%
Not Applicable	21 3%	18 3%	2 3%	1 4%	* 3%	20 3%	2 2%	21 3%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 186**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Unweighted total	1108	-	554	554	559	549	-	-	278	276	281	273	199	294	239	376	493	615	1108
Effective Weighted Sample	866	-	429	437	438	428	-	-	218	211	220	217	163	235	185	287	398	471	866
Total	703	-	348	355	355	348	-	-	177	171	178	177	140	199	152	211	340	363	703
Yes	565	-	279	286	283	282	-	-	144	136	139	147	122	159	115	169	282	283	565
	80%	-%	80%	81%	80%	81%	-%	-%	81%	79%	78%	83%	87%	80%	76%	80%	83%	78%	80%
													noqr				n		
No	65	-	23	42	35	30	-	-	11	11	23	19	7	20	16	22	26	38	65
	9%	-%	7%	12%	10%	9%	-%	-%	6%	7%	13%	10%	5%	10%	11%	10%	8%	11%	9%
				b						hi					l	l		l	
Don't know	73	-	46	27	37	36	-	-	22	24	15	12	11	20	21	20	31	42	73
	10%	-%	13%	8%	11%	10%	-%	-%	13%	14%	8%	7%	8%	10%	14%	10%	9%	11%	10%
			c						k	k									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 186**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1108	728	145	114	121	908	200	1108
Effective Weighted Sample	866	674	126	100	110	724	147	866
Total	703	597	64	28	14	604	99	703
Yes	565 80%	483 81%	49 76%	23 83%	10 73%	484 80%	81 82%	565 80%
No	65 9%	54 9%	7 10%	2 9%	1 11%	59 10%	5 6%	65 9%
Don't know	73 10%	60 10%	8 13%	2 8%	2 16%	61 10%	12 12%	73 10%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 187**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
Yes	540	-	270	270	263	277	-	-	140	131	124	146	108	159	109	164	267	273	540
	75%	-%	75%	74%	72%	77%	-%	-%	75%	74%	68%	81%	77%	77%	69%	75%	77%	72%	75%
No	66	-	22	44	41	25	-	-	14	8	27	17	12	13	21	20	25	41	66
	9%	-%	6%	12%	11%	7%	-%	-%	7%	5%	15%	9%	8%	7%	13%	9%	7%	11%	9%
				b	e					hi					mp				
Don't know	83	-	47	36	46	37	-	-	23	24	23	13	16	26	19	23	42	41	83
	12%	-%	13%	10%	13%	10%	-%	-%	12%	13%	13%	7%	12%	12%	12%	10%	12%	11%	12%
									k	k	k								
Not Applicable	35	-	23	12	16	19	-	-	9	14	7	5	4	9	9	13	14	22	35
	5%	-%	6%	3%	4%	5%	-%	-%	5%	8%	4%	3%	3%	4%	6%	6%	4%	6%	5%
			c							k									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 187**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
Yes	540	463	44	23	10	462	78	540
	75%	75%	66%	79%	68%	74%	77%	75%
		b		b			b	b
No	66	58	5	1	2	59	6	66
	9%	9%	8%	4%	11%	10%	6%	9%
Don't know	83	64	13	3	2	69	14	83
	12%	10%	20%	11%	15%	11%	14%	12%
			aeg					
Not Applicable	35	29	4	2	1	33	2	35
	5%	5%	6%	6%	6%	5%	2%	5%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 188**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1081	-	538	543	545	536	-	-	273	265	272	271	194	290	231	366	484	597	1081
Effective Weighted Sample	847	-	418	430	430	417	-	-	216	202	214	216	158	233	179	281	391	458	847
Total	689	-	339	350	351	338	-	-	176	163	174	176	136	198	148	206	334	355	689
Yes	540	-	270	270	263	277	-	-	140	131	124	146	108	159	109	164	267	273	540
	78%	-%	80%	77%	75%	82%	-%	-%	79%	80%	71%	83%	80%	80%	74%	79%	80%	77%	78%
						d				j		j							
No	66	-	22	44	41	25	-	-	14	8	27	17	12	13	21	20	25	41	66
	10%	-%	6%	12%	12%	7%	-%	-%	8%	5%	15%	10%	8%	7%	14%	10%	7%	11%	10%
				b	e					hi		mp							
Don't know	83	-	47	36	46	37	-	-	23	24	23	13	16	26	19	23	42	41	83
	12%	-%	14%	10%	13%	11%	-%	-%	13%	15%	13%	7%	12%	13%	13%	11%	13%	12%	12%
									k		k								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 188**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?**

Base : Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1081	713	140	110	118	884	197	1081
Effective Weighted Sample	847	661	122	96	107	706	146	847
Total	689	586	62	27	14	590	98	689
Yes	540	463	44	23	10	462	78	540
	78%	79%	70%	84%	73%	78%	79%	78%
		b		bd				b
No	66	58	5	1	2	59	6	66
	10%	10%	8%	4%	11%	10%	6%	10%
Don't know	83	64	13	3	2	69	14	83
	12%	11%	22%	12%	16%	12%	15%	12%

aeg

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 189**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC5 Which of these things, if any, are things that you don't like about TV?**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
Too many adverts	439	-	197	242	218	222	-	-	105	92	113	130	80	127	93	138	208	232	439
	61%	-%	54%	67%	59%	62%	-%	-%	57%	52%	62%	72%	57%	62%	59%	63%	60%	62%	61%
				b							i	hij							
Seeing things that make me feel sad, frightened or embarrassed	129	-	80	49	60	70	-	-	37	43	23	26	23	43	31	33	66	63	129
	18%	-%	22%	14%	16%	19%	-%	-%	20%	25%	13%	15%	16%	21%	19%	15%	19%	17%	18%
			c						j	jk									
Not enough programmes that I like	142	-	79	63	80	62	-	-	45	34	34	29	25	40	33	44	65	77	142
	20%	-%	22%	17%	22%	17%	-%	-%	25%	19%	19%	16%	18%	19%	21%	20%	19%	21%	20%
									k										
Seeing things that are too old for me	81	-	56	25	37	44	-	-	25	31	12	13	13	22	23	24	35	46	81
	11%	-%	16%	7%	10%	12%	-%	-%	14%	18%	6%	7%	10%	11%	14%	11%	10%	12%	11%
			c						jk	jk									
Programmes that are on too late	141	-	75	66	74	68	-	-	37	38	37	30	22	36	41	43	57	84	141
	20%	-%	21%	18%	20%	19%	-%	-%	20%	22%	20%	16%	15%	17%	26%	19%	16%	22%	20%
															Impr			p	
ANY OF THESE	544	-	264	279	273	270	-	-	141	123	132	147	97	159	119	168	256	287	544
	75%	-%	73%	77%	75%	76%	-%	-%	76%	70%	73%	81%	69%	77%	76%	77%	74%	76%	75%
												ij							
EITHER SEEING THINGS 'SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'	169	-	105	64	80	89	-	-	49	56	31	33	30	54	40	44	84	85	169
	23%	-%	29%	18%	22%	25%	-%	-%	27%	32%	17%	18%	21%	26%	26%	20%	24%	23%	23%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 189**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC5 Which of these things, if any, are things that you don't like about TV?**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
These things don't worry me/ None of these	180	-	97	83	93	87	-	-	44	53	49	34	43	48	38	51	91	89	180
	25%	-%	27%	23%	25%	24%	-%	-%	24%	30%	27%	19%	31%	23%	24%	23%	26%	24%	25%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 189**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC5 Which of these things, if any, are things that you don't like about TV?**

Base : Children aged 8-15 who watch TV at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
Too many adverts	439	369	44	16	11	379	61	439
	61%	60%	66%	55%	74%	61%	61%	61%
				acefg				
Seeing things that make me feel sad, frightened or embarrassed	129	113	6	6	4	108	21	129
	18%	18%	9%	21%	27%	17%	21%	18%
		b		b	abeg	b	b	b
Not enough programmes that I like	142	115	18	4	4	112	30	142
	20%	19%	28%	15%	30%	18%	30%	20%
			aceg		aceg		aceg	
Seeing things that are too old for me	81	72	4	3	3	69	13	81
	11%	12%	7%	9%	18%	11%	13%	11%
				bceg				
Programmes that are on too late	141	121	13	3	4	115	26	141
	20%	20%	20%	11%	28%	19%	26%	20%
		c			ceg	c	ce	c
ANY OF THESE	544	459	53	19	13	463	80	544
	75%	75%	80%	64%	90%	74%	80%	75%
		c	c		abcefg	c	c	c
EITHER SEEING THINGS 'SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'	169	148	9	7	5	144	24	169
	23%	24%	14%	23%	35%	23%	24%	23%
		b			abeg	b	b	b

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 189**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC5 Which of these things, if any, are things that you don't like about TV?**

Base : Children aged 8-15 who watch TV at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
These things don't worry me/ None of these	180	156	13	10	1	160	20	180
	25%	25%	20%	36%	10%	26%	20%	25%
		d	d	abdefg		d	d	d

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 190**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC6A Thinking about when you watch TV at home on a TV set, do you ever... Go online (using any type of device - like a PC, laptop, netbook, mobile phone, iPad, iPod Touch, games console)?**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
Most times when I watch TV	58 8%	- -%	10 3%	47 13%	28 8%	29 8%	- -%	- -%	4 2%	6 3%	24 13%	23 13%	9 6%	20 10%	10 6%	18 8%	29 8%	28 8%	58 8%
Sometimes when I watch TV	260 36%	- -%	94 26%	165 46%	131 36%	128 36%	- -%	- -%	49 26%	46 26%	82 46%	83 46%	65 46%	71 34%	46 29%	78 35%	136 39%	124 33%	260 36%
EVER DO THIS	317 44%	- -%	105 29%	213 59%	160 44%	158 44%	- -%	- -%	53 29%	52 29%	107 59%	106 58%	74 53%	91 44%	56 36%	96 44%	165 48%	152 40%	317 44%
Never when I watch TV	403 56%	- -%	256 71%	147 41%	204 56%	199 56%	- -%	- -%	132 71%	124 70%	72 40%	75 41%	65 46%	116 56%	99 63%	122 56%	181 52%	222 59%	403 56%
Don't know	4 1%	- -%	2 *%	2 1%	3 1%	1 *%	- -%	- -%	* *%	1 1%	2 1%	* *%	1 1%	* *%	2 1%	1 1%	1 *%	3 1%	4 1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 190**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC6A Thinking about when you watch TV at home on a TV set, do you ever... Go online (using any type of device - like a PC, laptop, netbook, mobile phone, iPad, iPod Touch, games console)?**

Base : Children aged 8-15 who watch TV at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
Most times when I watch TV	58 8%	46 7%	7 11%	3 11%	1 8%	47 8%	11 11%	58 8%
Sometimes when I watch TV	260 36%	212 34%	32 49%	11 37%	5 33%	230 37%	30 30%	260 36%
EVER DO THIS	317 44%	257 42%	40 61%	14 48%	6 41%	276 44%	41 41%	317 44%
Never when I watch TV	403 56%	355 58%	25 38%	15 52%	8 57%	344 55%	59 59%	403 56%
Don't know	4 1%	3 *%	1 2%	- -%	* 2%	3 1%	1 1%	4 1%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC6B Thinking about when you watch TV at home on a TV set, do you ever... Talk on a mobile phone?**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
Most times when I watch TV	45 6%	- -%	8 2%	37 10%	19 5%	27 7%	- -%	- -%	5 3%	3 2%	13 7%	24 13%	9 6%	15 7%	9 6%	13 6%	24 7%	22 6%	45 6%
Sometimes when I watch TV	217 30%	- -%	55 15%	161 45%	98 27%	118 33%	- -%	- -%	24 13%	31 18%	75 41%	87 48%	44 32%	62 30%	47 30%	63 29%	106 31%	110 29%	217 30%
EVER DO THIS	262 36%	- -%	64 18%	198 55%	117 32%	145 40%	- -%	- -%	29 16%	34 19%	88 48%	110 61%	53 38%	77 37%	56 35%	76 35%	130 37%	132 35%	262 36%
Never when I watch TV	454 63%	- -%	293 81%	161 44%	245 67%	209 58%	- -%	- -%	155 84%	139 78%	91 50%	70 39%	86 61%	129 62%	100 63%	140 64%	215 62%	239 64%	454 63%
Don't know	8 1%	- -%	5 1%	3 1%	4 1%	4 1%	- -%	- -%	1 1%	4 2%	3 1%	* *%	2 1%	1 *%	2 1%	4 2%	3 1%	5 1%	8 1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC6B Thinking about when you watch TV at home on a TV set, do you ever... Talk on a mobile phone?**

Base : Children aged 8-15 who watch TV at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
Most times when I watch TV	45 6%	37 6%	5 8%	2 7%	1 5%	39 6%	6 6%	45 6%
Sometimes when I watch TV	217 30%	181 30%	20 31%	11 37%	4 27%	189 30%	28 28%	217 30%
EVER DO THIS	262 36%	219 36%	25 39%	13 44%	5 33%	228 37%	34 34%	262 36%
Never when I watch TV	454 63%	391 64%	39 59%	15 53%	9 62%	390 62%	65 65%	454 63%
Don't know	8 1%	5 1%	1 2%	1 3%	1 5%	6 1%	2 2%	8 1%
					aeg			

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 192**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC6C Thinking about when you watch TV at home on a TV set, do you ever... Text or send instant messages with a mobile phone?**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
Most times when I watch TV	104	-	14	90	39	65	-	-	5	9	34	56	21	36	16	31	57	47	104
	14%	-%	4%	25%	11%	18%	-%	-%	3%	5%	19%	31%	15%	17%	10%	14%	16%	13%	14%
			b	d					hi	hij	n								
Sometimes when I watch TV	219	-	58	162	108	111	-	-	28	30	80	81	49	56	48	67	104	115	219
	30%	-%	16%	45%	30%	31%	-%	-%	15%	17%	44%	45%	35%	27%	31%	30%	30%	31%	30%
			b	hi	hi														
EVER DO THIS	323	-	72	251	147	177	-	-	33	39	114	137	70	91	65	98	161	162	323
	45%	-%	20%	69%	40%	49%	-%	-%	18%	22%	63%	76%	50%	44%	41%	45%	46%	43%	45%
			b	hi	hi														
Never when I watch TV	394	-	285	108	215	178	-	-	151	135	65	44	69	115	91	119	184	210	394
	54%	-%	79%	30%	59%	50%	-%	-%	81%	76%	36%	24%	49%	55%	58%	54%	53%	56%	54%
			c	e	jk	jk													
Don't know	7	-	4	3	4	3	-	-	2	3	2	*	2	1	2	3	3	4	7
	1%	-%	1%	1%	1%	1%	-%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 192**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC6C Thinking about when you watch TV at home on a TV set, do you ever... Text or send instant messages with a mobile phone?**

Base : Children aged 8-15 who watch TV at home

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
Most times when I watch TV	104	92	8	2	2	93	11	104
	14%	15%	12%	7%	16%	15%	11%	14%
		c				c		c
Sometimes when I watch TV	219	182	19	13	5	189	30	219
	30%	30%	30%	46%	33%	30%	30%	30%
				abdefg				
EVER DO THIS	323	273	27	16	7	282	41	323
	45%	44%	42%	53%	48%	45%	41%	45%
				f				
Never when I watch TV	394	337	37	13	7	336	58	394
	54%	55%	56%	44%	47%	54%	58%	54%
		c					c	c
Don't know	7	4	1	1	1	5	2	7
	1%	1%	2%	3%	4%	1%	2%	1%
				a	aeg			

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 193**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC6A-C OTHER ACTIVITIES WHEN WATCH TV AT HOME ON A TV SET**

Base : Children aged 8-15 who watch TV at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	-	572	569	576	565	-	-	288	284	288	281	200	305	247	389	505	636	1141
Effective Weighted Sample	892	-	444	448	452	440	-	-	227	217	225	223	164	244	191	297	408	487	892
Total	724	-	362	362	366	358	-	-	185	177	181	181	141	207	157	219	348	376	724
EVER TEXT/ SEND INSTANT MESSAGES ON A MOBILE PHONE	323 45%	- -%	72 20%	251 69%	147 40%	177 49%	- -%	- -%	33 18%	39 22%	114 63%	137 76%	70 50%	91 44%	65 41%	98 45%	161 46%	162 43%	323 45%
EVER GO ONLINE	317 44%	- -%	105 29%	213 59%	160 44%	158 44%	- -%	- -%	53 29%	52 29%	107 59%	106 58%	74 53%	91 44%	56 36%	96 44%	165 48%	152 40%	317 44%
EVER TALK ON A MOBILE PHONE	262 36%	- -%	64 18%	198 55%	117 32%	145 40%	- -%	- -%	29 16%	34 19%	88 48%	110 61%	53 38%	77 37%	56 35%	76 35%	130 37%	132 35%	262 36%
ANY OF THESE	433 60%	- -%	138 38%	295 81%	212 58%	221 62%	- -%	- -%	69 37%	69 39%	143 79%	152 84%	91 65%	124 60%	87 55%	130 59%	216 62%	217 58%	433 60%
NONE OF THESE	285 39%	- -%	220 61%	65 18%	152 41%	133 37%	- -%	- -%	116 63%	104 59%	36 20%	29 16%	48 34%	82 40%	68 44%	86 39%	130 37%	155 41%	285 39%
DONT KNOW	7 1%	- -%	4 1%	3 1%	3 1%	4 1%	- -%	- -%	1 *%	4 2%	2 1%	* *%	1 1%	1 *%	2 1%	3 1%	2 1%	5 1%	7 1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 193**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC6A-C OTHER ACTIVITIES WHEN WATCH TV AT HOME ON A TV SET**

Base : Children aged 8-15 who watch TV at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1141	749	149	118	125	938	203	1141
Effective Weighted Sample	892	695	129	103	114	748	149	892
Total	724	615	66	29	15	624	100	724
EVER TEXT/ SEND INSTANT MESSAGES ON A MOBILE PHONE	323 45%	273 44%	27 42%	16 53% f	7 48%	282 45%	41 41%	323 45%
EVER GO ONLINE	317 44%	257 42%	40 61% adefg	14 48%	6 41%	276 44%	41 41%	317 44%
EVER TALK ON A MOBILE PHONE	262 36%	219 36%	25 39%	13 44%	5 33%	228 37%	34 34%	262 36%
ANY OF THESE	433 60%	359 58%	45 68% a	20 67%	9 63%	376 60%	57 56%	433 60%
NONE OF THESE	285 39%	251 41% bc	20 31%	9 30%	5 33%	243 39%	42 42%	285 39%
DONT KNOW	7 1%	5 1%	1 2%	1 2%	1 4% aeg	5 1%	2 2%	7 1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC7 Do you ever listen to the radio in the following ways at home?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
Through a traditional radio set (including portable sets, radio alarms, etc.)	105 29%	- -%	- -%	105 29%	50 28%	55 30%	- -%	- -%	- -%	- -%	50 28%	55 30%	25 33%	27 26%	24 31%	29 27%	52 29%	52 29%	105 29%
Through your satellite or cable TV service or Freeview	42 11%	- -%	- -%	42 11%	22 12%	20 11%	- -%	- -%	- -%	- -%	22 12%	20 11%	11 14%	11 11%	9 12%	11 10%	22 12%	20 11%	42 11%
Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio with digital sound quality)	38 10%	- -%	- -%	38 10%	20 11%	18 10%	- -%	- -%	- -%	- -%	20 11%	18 10%	13 17%	14 13%	7 9%	4 3%	27 15%	11 6%	38 10%
Through a mobile phone - while at home	33 9%	- -%	- -%	33 9%	16 9%	17 9%	- -%	- -%	- -%	- -%	16 9%	17 9%	10 13%	9 8%	4 6%	10 9%	19 10%	14 8%	33 9%
Over the internet (when broadcast or later or via a podcast)	26 7%	- -%	- -%	26 7%	16 9%	10 5%	- -%	- -%	- -%	- -%	16 9%	10 5%	7 10%	6 5%	7 9%	6 6%	13 7%	12 7%	26 7%
Other way of listening to radio at home	5 1%	- -%	- -%	5 1%	2 1%	3 1%	- -%	- -%	- -%	- -%	2 1%	3 1%	1 2%	2 2%	1 1%	* *%	4 2%	1 1%	5 1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC7 Do you ever listen to the radio in the following ways at home?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
ANY RADIO LISTENING AT HOME	178	-	-	178	86	92	-	-	-	-	86	92	44	52	36	46	96	82	178
	49%	-%	-%	49%	47%	50%	-%	-%	-%	-%	47%	50%	57%	49%	48%	43%	53%	45%	49%
ANY DIGITAL RADIO LISTENING	90	-	-	90	48	42	-	-	-	-	48	42	25	27	19	18	52	38	90
	25%	-%	-%	25%	26%	23%	-%	-%	-%	-%	26%	23%	32%	26%	26%	17%	29%	21%	25%
ONLY TRADITIONAL RADIO LISTENING	76	-	-	76	34	42	-	-	-	-	34	42	15	22	16	23	37	39	76
	21%	-%	-%	21%	19%	23%	-%	-%	-%	-%	19%	23%	20%	20%	21%	22%	20%	22%	21%
Do not listen to radio at home	187	-	-	187	96	91	-	-	-	-	96	91	33	54	40	61	87	101	187
	51%	-%	-%	51%	53%	50%	-%	-%	-%	-%	53%	50%	43%	51%	52%	57%	47%	55%	51%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC7 Do you ever listen to the radio in the following ways at home?**

Base : Children aged 12-15

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
Through a traditional radio set (including portable sets, radio alarms, etc.)	105 29%	86 28%	**	**	**	85 27%	19 38%	105 29%
Through your satellite or cable TV service or Freeview	42 11%	36 12%	**	**	**	39 12%	3 5%	42 11%
Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio with digital sound quality)	38 10%	36 12%	**	**	**	32 10%	6 12%	38 10%
Through a mobile phone - while at home	33 9%	29 10%	**	**	**	28 9%	5 9%	33 9%
Over the internet (when broadcast or later or via a podcast)	26 7%	22 7%	**	**	**	21 7%	5 10%	26 7%
Other way of listening to radio at home	5 1%	3 1%	**	**	**	4 1%	* 1%	5 1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC7 Do you ever listen to the radio in the following ways at home?**

Base : Children aged 12-15

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
ANY RADIO LISTENING AT HOME	178	150	**	**	**	154	24	178
	49%	49%	**	**	**	49%	47%	49%
ANY DIGITAL RADIO LISTENING	90	81	**	**	**	79	11	90
	25%	26%	**	**	**	25%	22%	25%
ONLY TRADITIONAL RADIO LISTENING	76	60	**	**	**	64	13	76
	21%	19%	**	**	**	20%	25%	21%
Do not listen to radio at home	187	159	**	**	**	160	27	187
	51%	51%	**	**	**	51%	53%	51%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 195**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9A In which rooms do you use the internet at home?**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Living room/ lounge/ sitting room	708	135	268	305	357	351	68	66	138	129	150	156	153	200	143	212	353	354	708
	85%	85%	85%	86%	85%	86%	83%	86%	85%	84%	85%	88%	84%	85%	79%	91%	85%	86%	85%
																lmnpqr		n	n
Bedroom - this child's	334	22	79	233	158	175	9	13	37	42	113	120	75	96	75	89	171	163	334
	40%	14%	25%	66%	38%	43%	11%	17%	23%	27%	64%	68%	41%	41%	41%	38%	41%	40%	40%
			a	ab					f	fg	fghi	fghi							
Kitchen	83	17	30	37	32	51	8	9	11	19	13	23	23	20	18	22	44	39	83
	10%	10%	9%	10%	7%	13%	9%	12%	7%	12%	7%	13%	13%	9%	10%	9%	10%	10%	10%
						d						hj							
Playroom/ family room	42	4	16	21	24	18	2	3	11	6	11	10	13	10	10	8	24	18	42
	5%	3%	5%	6%	6%	4%	2%	4%	6%	4%	6%	5%	7%	4%	5%	4%	6%	4%	5%
				a					f		f		o						
Bedroom - parent's	36	9	18	10	18	18	4	5	8	10	6	4	11	7	10	8	18	18	36
	4%	6%	6%	3%	4%	4%	5%	6%	5%	6%	3%	2%	6%	3%	6%	4%	4%	4%	4%
				c						k									
Bedroom - other child's	27	5	7	15	16	11	3	2	4	3	9	6	10	4	2	10	15	12	27
	3%	3%	2%	4%	4%	3%	3%	3%	3%	2%	5%	3%	6%	2%	1%	4%	3%	3%	3%
													mn			n			
Other room at home	53	13	18	22	26	27	7	6	9	9	10	12	20	18	8	6	38	15	53
	6%	8%	6%	6%	6%	7%	8%	8%	6%	6%	6%	7%	11%	8%	5%	3%	9%	4%	6%
													noqr	oq			noqr		oq

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 195**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9A In which rooms do you use the internet at home?**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Living room/ lounge/ sitting room	708	597	67	31	14	624	84	708
	85%	85%	87%	91%	76%	87%	75%	85%
		df	df	df		df		df
Bedroom - this child's	334	280	32	14	9	291	43	334
	40%	40%	41%	41%	47%	41%	38%	40%
Kitchen	83	71	5	3	4	69	14	83
	10%	10%	7%	9%	22%	10%	12%	10%
					abcefg			
Playroom/ family room	42	35	4	1	1	30	12	42
	5%	5%	5%	4%	7%	4%	11%	5%
							aceg	
Bedroom - parent's	36	33	3	1	1	33	4	36
	4%	5%	4%	2%	3%	5%	3%	4%
Bedroom - other child's	27	24	2	1	*	24	2	27
	3%	3%	2%	2%	2%	3%	2%	3%
Other room at home	53	45	4	1	2	44	9	53
	6%	6%	6%	4%	8%	6%	8%	6%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9B In which room do you use the internet most often at home?**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Living room/ lounge/ sitting room	529	127	232	169	278	250	67	60	121	111	90	79	105	152	110	163	256	273	529
	64%	80%	73%	48%	66%	61%	81%	78%	75%	72%	51%	45%	57%	64%	61%	71%	61%	66%	64%
		c	c				ijk	jk	jk	jk						lnpr		l	
Bedroom - this child's	199	7	38	154	94	104	2	4	19	19	73	81	44	56	46	52	100	98	199
	24%	4%	12%	43%	22%	26%	3%	6%	12%	12%	41%	46%	24%	24%	25%	23%	24%	24%	24%
			a	ab					fg	fg	fghi	fghi							
Kitchen	34	9	17	8	14	21	5	4	6	12	4	4	9	9	12	5	18	16	34
	4%	6%	6%	2%	3%	5%	6%	6%	3%	8%	2%	2%	5%	4%	6%	2%	4%	4%	4%
		c	c							jk			o		o				
Playroom/ family room	21	2	11	8	13	8	1	1	8	2	4	4	8	7	4	2	15	6	21
	3%	1%	3%	2%	3%	2%	1%	2%	5%	2%	2%	2%	4%	3%	2%	1%	4%	2%	3%
									f				oq				oq		
Bedroom - parent's	8	3	5	1	2	6	1	1	1	4	-	1	1	2	4	1	3	5	8
	1%	2%	2%	*%	1%	1%	2%	2%	1%	2%	-%	*%	*%	1%	2%	1%	1%	1%	1%
		c	c						j										
Bedroom - other child's	7	1	3	3	4	3	1	1	1	2	2	1	2	3	-	3	4	3	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%
Other room at home	32	11	10	12	16	16	6	5	5	5	5	7	14	7	6	5	21	11	32
	4%	7%	3%	3%	4%	4%	7%	6%	3%	3%	3%	4%	8%	3%	3%	2%	5%	3%	4%
		bc					j						mnoqr				oq		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9B In which room do you use the internet most often at home?**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Living room/ lounge/ sitting room	529 64%	448 64% df	48 62%	23 67% df	10 55%	468 65% df	60 54%	529 64% df
Bedroom - this child's	199 24%	168 24%	20 26%	7 20%	4 23%	171 24%	28 25%	199 24%
Kitchen	34 4%	28 4%	3 3%	1 4%	2 12% abceg	26 4%	8 8% aeg	34 4%
Playroom/ family room	21 3%	16 2%	3 4%	1 3%	1 3%	15 2%	6 5% aeg	21 3%
Bedroom - parent's	8 1%	6 1%	2 2%	* 1%	* *%	7 1%	1 1%	8 1%
Bedroom - other child's	7 1%	6 1%	* *%	* 1%	* *%	5 1%	1 1%	7 1%
Other room at home	32 4%	28 4%	2 3%	1 3%	1 6%	24 3%	8 7% e	32 4%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 197**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10 Thinking about when you're using the internet at home, do you spend most of the time...**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Using with an adult in the room with you	483	127	217	138	246	237	66	61	108	109	71	67	97	135	104	147	232	250	483
	58%	80%	69%	39%	58%	58%	80%	79%	67%	71%	40%	38%	53%	57%	57%	63%	56%	61%	58%
		bc	c				hijk	hjk	jk	jk						lp			
Using with other children, but no adults	52	9	23	20	32	21	6	3	13	11	13	7	5	15	10	21	21	32	52
	6%	6%	7%	6%	8%	5%	8%	4%	8%	7%	7%	4%	3%	7%	6%	9%	5%	8%	6%
																lp		l	l
Using on your own	294	23	76	196	144	151	10	13	41	34	93	104	80	85	67	63	164	130	294
	35%	14%	24%	55%	34%	37%	12%	16%	25%	22%	53%	58%	44%	36%	37%	27%	39%	32%	35%
			a	ab					fg	f	fghi	fghi	oqr	o	o		oq		o

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 197**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10 Thinking about when you're using the internet at home, do you spend most of the time...**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Using with an adult in the room with you	483	403	47	22	10	416	66	483
	58%	58%	62%	65%	55%	58%	59%	58%
Using with other children, but no adults	52	45	4	2	1	46	7	52
	6%	6%	6%	7%	7%	6%	6%	6%
Using on your own	294	253	25	9	7	256	39	294
	35%	36%	33%	28%	38%	36%	35%	35%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11A Please think about any reason you may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site. Do you ever use any of the following devices to go online at home?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572	
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451	
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365	
A laptop/ netbook	267	-	-	267	136	132	-	-	-	-	136	132	57	84	49	77	141	126	267	
	73%	-%	-%	73%	75%	72%	-%	-%	-%	-%	75%	72%	75%	79%	65%	72%	77%	69%	73%	
														nq			n			
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	168	-	-	168	73	95	-	-	-	-	73	95	37	45	35	51	82	86	168	
	46%	-%	-%	46%	40%	52%	-%	-%	-%	-%	40%	52%	48%	42%	47%	48%	45%	47%	46%	
						d					j									
A desktop PC	147	-	-	147	77	70	-	-	-	-	77	70	39	39	31	37	78	68	147	
	40%	-%	-%	40%	43%	38%	-%	-%	-%	-%	43%	38%	51%	37%	41%	35%	43%	38%	40%	
													moq							
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	86	-	-	86	70	16	-	-	-	-	70	16	21	24	16	26	44	42	86	
	24%	-%	-%	24%	39%	9%	-%	-%	-%	-%	39%	9%	27%	22%	22%	24%	24%	23%	24%	
						e					k									
A portable media player (like an iPod Touch or Archos)	49	-	-	49	28	22	-	-	-	-	28	22	13	17	9	10	30	19	49	
	14%	-%	-%	14%	15%	12%	-%	-%	-%	-%	15%	12%	18%	16%	12%	9%	17%	10%	14%	
A tablet computer (like an iPad)	41	-	-	41	21	20	-	-	-	-	21	20	15	14	6	5	30	11	41	
	11%	-%	-%	11%	11%	11%	-%	-%	-%	-%	11%	11%	20%	13%	9%	5%	16%	6%	11%	
													noqr	oq			oq		oq	
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	19	-	-	19	13	5	-	-	-	-	13	5	6	5	2	6	11	8	19	
	5%	-%	-%	5%	7%	3%	-%	-%	-%	-%	7%	3%	7%	5%	3%	5%	6%	4%	5%	
						e					k									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11A Please think about any reason you may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site. Do you ever use any of the following devices to go online at home?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	~b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
TV set with internet access/ Smart TV/ Connected TV/ Hybrid TV	3	-	-	3	3	1	-	-	-	-	3	1	1	1	-	1	2	1	3
	1%	-%	-%	1%	1%	*%	-%	-%	-%	-%	1%	*%	1%	1%	-%	1%	1%	1%	1%
Other type of device	2	-	-	2	-	2	-	-	-	-	-	2	-	1	-	1	1	1	2
	1%	-%	-%	1%	-%	1%	-%	-%	-%	-%	-%	1%	-%	1%	-%	1%	1%	*%	1%
NONE OF THESE/ Does not go online at home	11	-	-	11	5	6	-	-	-	-	5	6	-	2	3	7	2	10	11
	3%	-%	-%	3%	3%	3%	-%	-%	-%	-%	3%	3%	-%	2%	4%	6%	1%	5%	3%
															p	lp		lp	
Don't know	1	-	-	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1
	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	1%	-%	-%	-%	*%	-%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11A Please think about any reason you may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site. Do you ever use any of the following devices to go online at home?**

Base : Children aged 12-15

	NATION							
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	URBAN e	RURAL f	ALL g
Significance Level: 95%								
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
A laptop/ netbook	267 73%	228 74%	** **	** **	** **	229 73%	38 74%	267 73%
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	168 46%	147 48%	** **	** **	** **	148 47%	20 39%	168 46%
A desktop PC	147 40%	126 41%	** **	** **	** **	126 40%	21 41%	147 40%
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	86 24%	74 24%	** **	** **	** **	75 24%	11 22%	86 24%
A portable media player (like an iPod Touch or Archos)	49 14%	44 14%	** **	** **	** **	43 14%	7 13%	49 14%
A tablet computer (like an iPad)	41 11%	33 11%	** **	** **	** **	33 11%	8 15%	41 11%
A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)	19 5%	17 5%	** **	** **	** **	17 5%	2 4%	19 5%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11A Please think about any reason you may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site. Do you ever use any of the following devices to go online at home?**

Base : Children aged 12-15

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
TV set with internet access/ Smart TV/ Connected TV/ Hybrid TV	3 1%	3 1%	**	**	**	3 1%	- -%	3 1%
Other type of device	2 1%	2 1%	**	**	**	2 1%	- -%	2 1%
NONE OF THESE/ Does not go online at home	11 3%	10 3%	**	**	**	8 3%	3 6%	11 3%
Don't know	1 *%	1 *%	**	**	**	1 *%	- -%	1 *%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11B And when you go online at home, which device do you mostly use?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
Don't know	1	-	-	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1
	%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	1%	-%	-%	-%	-%	*%	-%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11B And when you go online at home, which device do you mostly use?**

Base : Children aged 12-15

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
A laptop/ netbook	190 52%	163 52%	**	**	**	165 53%	25 49%	190 52%
A desktop PC	71 20%	60 19%	**	**	**	62 20%	10 19%	71 20%
A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)	51 14%	46 15%	**	**	**	45 14%	7 13%	51 14%
A tablet computer (like an iPad)	14 4%	9 3%	**	**	**	10 3%	4 8%	14 4%
A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)	13 4%	11 4%	**	**	**	12 4%	2 4%	13 4%
A portable media player (like an iPod Touch or Archos)	11 3%	10 3%	**	**	**	10 3%	* 1%	11 3%
Other type of device	1 *%	1 *%	**	**	**	1 *%	- -%	1 *%
NONE OF THESE/ Does not go online at home	11 3%	10 3%	**	**	**	8 3%	3 6%	11 3%
Don't know	1 *%	1 *%	**	**	**	1 *%	- -%	1 *%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC12 When you use a games console or games player to go online, is this mostly...**

Base : Children aged 12-15 who go online at home using a games console or games player

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL	
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1		C2DE
Significance Level: 95%		~a	~b	c	d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o	~p	~q	r
Unweighted total	135	-	-	135	108	27	-	-	-	-	108	27	29	35	24	47	64	71	135
Effective Weighted Sample	106	-	-	106	86	21	-	-	-	-	86	21	24	29	19	35	53	54	106
Total	91	-	-	91	73	17	-	-	-	-	73	17	22	26	16	26	48	42	91
To play games online	82	-	-	82	68	**	-	-	-	-	68	**	**	**	**	**	**	**	**
	91%	-%	-%	91%	93%	**	-%	-%	-%	-%	93%	**	**	**	**	**	**	**	91%
To look at websites	8	-	-	8	5	**	-	-	-	-	5	**	**	**	**	**	**	**	**
	9%	-%	-%	9%	7%	**	-%	-%	-%	-%	7%	**	**	**	**	**	**	**	9%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC12 When you use a games console or games player to go online, is this mostly...**

Base : Children aged 12-15 who go online at home using a games console or games player

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		~a	~b	~c	~d	e	~f	g
Unweighted total	135	91	12	20	12	116	19	135
Effective Weighted Sample	106	85	11	17	11	91	15	106
Total	91	79	5	5	1	80	11	91
To play games online	82	**	**	**	**	71	**	82
	91%	**	**	**	**	90%	**	91%
To look at websites	8	**	**	**	**	8	**	8
	9%	**	**	**	**	10%	**	9%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A FREQUENCY OF INTERNET USE AT HOME - Send or receive emails**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	90	4	19	66	48	41	2	2	10	10	36	30	21	26	18	25	47	43	90
	11%	3%	6%	19%	11%	10%	3%	2%	6%	6%	20%	17%	12%	11%	10%	11%	11%	10%	11%
			a	ab						fg	fg	fg							
Once or twice a week	98	2	28	68	43	55	1	1	10	18	32	36	22	32	20	24	54	44	98
	12%	1%	9%	19%	10%	13%	1%	2%	6%	12%	18%	20%	12%	13%	11%	10%	13%	11%	12%
			a	ab					fg	fg	fg	fg							
Not much	185	14	62	110	90	96	5	8	38	24	47	63	47	57	35	45	105	81	185
	22%	9%	19%	31%	21%	23%	6%	11%	23%	15%	26%	36%	26%	24%	20%	20%	25%	20%	22%
			a	ab					fg	f	fg	fg	q				q		
AT LEAST WEEKLY	188	6	47	134	91	96	3	3	20	28	68	66	43	57	38	49	101	87	188
	23%	4%	15%	38%	22%	24%	4%	4%	12%	18%	39%	37%	24%	24%	21%	21%	24%	21%	23%
			a	ab					fg	fg	fg	fg							
EVER	373	20	109	244	181	192	8	12	57	51	115	129	91	115	74	94	205	168	373
	45%	13%	34%	69%	43%	47%	10%	15%	35%	33%	65%	73%	50%	49%	41%	41%	49%	41%	45%
			a	ab					fg	fg	fg	fg	oq	oq			noq		
Never	457	139	207	110	240	216	74	65	105	103	62	48	91	121	107	137	212	244	457
	55%	87%	66%	31%	57%	53%	90%	85%	65%	67%	35%	27%	50%	51%	59%	59%	51%	59%	55%
		bc	c				hijk	hijk	jk	jk			p	mp	mp		mp		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A FREQUENCY OF INTERNET USE AT HOME - Send or receive emails**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	90	81	5	2	1	76	13	90
	11%	12%	7%	7%	5%	11%	12%	11%
		d				d	d	d
Once or twice a week	98	83	9	4	2	79	19	98
	12%	12%	11%	12%	10%	11%	17%	12%
							eg	
Not much	185	157	19	7	3	161	24	185
	22%	22%	24%	20%	18%	22%	22%	22%
AT LEAST WEEKLY	188	164	14	7	3	155	32	188
	23%	23%	19%	20%	15%	22%	29%	23%
		d					bde	d
EVER	373	321	33	13	6	316	57	373
	45%	46%	43%	39%	32%	44%	51%	45%
		d				d	d	d
Never	457	380	44	21	12	401	55	457
	55%	54%	57%	61%	68%	56%	49%	55%
					aefg			

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14B FREQUENCY OF INTERNET USE AT HOME - Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.)**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	104	-	18	86	46	58	-	-	7	11	39	47	19	32	22	31	50	54	104
	13%	-%	6%	24%	11%	14%	-%	-%	4%	7%	22%	27%	10%	13%	12%	14%	12%	13%	13%
			a	ab					fg	fg	fghi	fghi							
Once or twice a week	92	1	18	74	45	47	1	*	11	7	33	40	25	23	16	28	48	44	92
	11%	1%	6%	21%	11%	12%	1%	1%	7%	4%	19%	23%	14%	10%	9%	12%	12%	11%	11%
			a	ab					fg	fg	fghi	fghi							
Not much	102	6	33	63	48	53	1	4	15	18	33	31	23	30	25	23	53	48	102
	12%	4%	10%	18%	12%	13%	1%	6%	9%	12%	18%	17%	13%	13%	14%	10%	13%	12%	12%
			a	ab				f	f	f	fgh	fgh							
AT LEAST WEEKLY	196	1	35	160	91	105	1	*	18	17	72	88	44	55	38	60	98	98	196
	24%	1%	11%	45%	22%	26%	1%	1%	11%	11%	41%	49%	24%	23%	21%	26%	24%	24%	24%
			a	ab					fg	fg	fghi	fghi							
EVER	298	7	68	223	139	158	2	5	33	35	105	118	67	85	63	83	152	146	298
	36%	4%	21%	63%	33%	39%	2%	6%	20%	23%	59%	67%	37%	36%	35%	36%	36%	35%	36%
			a	ab		d			fg	fg	fghi	fghi							
Never	532	153	249	131	282	250	81	72	130	119	72	59	115	151	118	148	266	266	532
	64%	96%	79%	37%	67%	61%	98%	94%	80%	77%	41%	33%	63%	64%	65%	64%	64%	65%	64%
		bc	c		e		hijk	hijk	jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14B FREQUENCY OF INTERNET USE AT HOME - Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.)**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	104	89	10	3	2	90	14	104
	13%	13%	12%	9%	9%	13%	12%	13%
Once or twice a week	92	77	8	6	2	77	15	92
	11%	11%	10%	18%	9%	11%	13%	11%
				adeg				
Not much	102	86	10	4	2	84	18	102
	12%	12%	13%	11%	10%	12%	16%	12%
AT LEAST WEEKLY	196	166	17	9	3	168	29	196
	24%	24%	22%	27%	19%	23%	26%	24%
EVER	298	253	27	13	5	251	46	298
	36%	36%	35%	38%	29%	35%	41%	36%
							d	
Never	532	448	49	21	13	466	66	532
	64%	64%	65%	62%	71%	65%	59%	64%
					f			

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14C FREQUENCY OF INTERNET USE AT HOME - Go to social networking websites like, Facebook, Bebo, MySpace, Tumblr, or Hi5**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	240	1	33	206	101	139	1	*	14	20	86	119	43	69	49	79	112	128	240
	29%	1%	11%	58%	24%	34%	1%	*%	8%	13%	49%	67%	24%	29%	27%	34%	27%	31%	29%
			a	ab		d			fg	fg	fghi	fghij				lp		l	
Once or twice a week	89	3	26	60	56	33	2	2	16	10	38	21	14	29	26	21	42	47	89
	11%	2%	8%	17%	13%	8%	2%	2%	10%	6%	22%	12%	8%	12%	14%	9%	10%	11%	11%
			a	ab	e				fg		fghik	fgi			l				
Not much	59	3	32	24	36	23	1	2	18	14	17	7	15	14	12	18	29	30	59
	7%	2%	10%	7%	9%	6%	1%	2%	11%	9%	10%	4%	8%	6%	7%	8%	7%	7%	7%
			a	a					fgk	fgk	fgk								
AT LEAST WEEKLY	329	4	59	265	157	172	3	2	30	29	125	140	57	97	75	100	154	174	329
	40%	3%	19%	75%	37%	42%	3%	2%	18%	19%	71%	79%	31%	41%	41%	43%	37%	42%	40%
			a	ab					fg	fg	fghi	fghij		l	l	l		l	l
EVER	387	7	91	289	193	194	3	3	48	44	142	147	72	111	87	117	183	205	387
	47%	4%	29%	82%	46%	48%	4%	4%	29%	28%	80%	83%	39%	47%	48%	51%	44%	50%	47%
			a	ab					fg	fg	fghi	fghi				lp		l	l
Never	442	153	225	65	228	214	79	73	114	110	35	30	110	124	94	114	235	208	442
	53%	96%	71%	18%	54%	52%	96%	96%	71%	72%	20%	17%	61%	53%	52%	49%	56%	50%	53%
		bc	c				hijk	hijk	jk	jk			oqr			o			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14C FREQUENCY OF INTERNET USE AT HOME - Go to social networking websites like, Facebook, Bebo, MySpace, Tumblr, or Hi5**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	240	199	25	10	6	212	28	240
	29%	28%	33%	30%	33%	29%	25%	29%
Once or twice a week	89	74	8	5	2	72	17	89
	11%	11%	10%	16%	12%	10%	15%	11%
							e	
Not much	59	51	5	2	1	48	11	59
	7%	7%	6%	5%	6%	7%	10%	7%
AT LEAST WEEKLY	329	273	33	15	8	283	45	329
	40%	39%	42%	46%	45%	40%	40%	40%
EVER	387	324	37	17	9	331	56	387
	47%	46%	48%	51%	51%	46%	50%	47%
Never	442	377	40	17	9	386	56	442
	53%	54%	52%	49%	49%	54%	50%	53%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14D FREQUENCY OF INTERNET USE AT HOME - Go to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	69	15	37	18	27	42	6	9	11	25	9	8	11	21	11	26	32	37	69
	8%	9%	12%	5%	6%	10%	7%	11%	7%	16%	5%	5%	6%	9%	6%	11%	8%	9%	8%
		c	c		d			jk		fhjk						ln			
Once or twice a week	152	38	77	37	75	77	16	21	38	39	21	17	44	46	26	36	90	61	152
	18%	24%	24%	11%	18%	19%	20%	28%	23%	25%	12%	9%	24%	20%	14%	15%	22%	15%	18%
		c	c				jk	jk	jk	jk			noqr				noq		
Not much	149	21	64	64	81	68	11	10	35	29	36	29	31	44	40	34	75	74	149
	18%	13%	20%	18%	19%	17%	13%	14%	21%	19%	20%	16%	17%	19%	22%	15%	18%	18%	18%
			a						f						o				
AT LEAST WEEKLY	221	52	113	55	102	119	22	30	49	64	30	25	55	67	37	61	122	98	221
	27%	33%	36%	15%	24%	29%	27%	39%	30%	42%	17%	14%	30%	29%	20%	27%	29%	24%	27%
		c	c				jk	fjk	jk	fhjk			n	n			nq		n
EVER	370	74	177	119	183	187	33	40	84	94	66	53	87	111	77	96	197	173	370
	45%	46%	56%	34%	43%	46%	40%	53%	52%	61%	37%	30%	48%	47%	43%	41%	47%	42%	45%
		c	ac				k	fjk	fjk	fjk									
Never	460	86	139	235	239	221	49	36	78	61	111	124	95	125	104	135	220	239	460
	55%	54%	44%	66%	57%	54%	60%	47%	48%	39%	63%	70%	52%	53%	57%	59%	53%	58%	55%
		b		ab			ghi				ghi	fghi							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14D FREQUENCY OF INTERNET USE AT HOME - Go to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia**

Base : Children aged 5-15 who use the internet at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	69 8%	57 8%	8 11% d	3 9%	1 4%	60 8%	9 8%	69 8%
Once or twice a week	152 18%	130 19% d	15 19%	4 13%	2 11%	132 18% d	20 18%	152 18% d
Not much	149 18%	128 18%	14 19%	4 11%	3 17%	124 17%	26 23% c	149 18%
AT LEAST WEEKLY	221 27%	187 27% d	23 30% d	7 21%	3 16%	192 27% d	29 26% d	221 27% d
EVER	370 45%	315 45% cd	38 49% cd	11 33%	6 33%	315 44% cd	55 49% cd	370 45% cd
Never	460 55%	386 55%	39 51%	23 67% abefg	12 67% abefg	402 56%	57 51%	460 55%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14E FREQUENCY OF INTERNET USE AT HOME - School work or homework**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	254	13	73	168	110	143	6	7	38	35	66	101	62	87	45	60	148	105	254
	31%	8%	23%	47%	26%	35%	7%	10%	24%	22%	38%	57%	34%	37%	25%	26%	36%	26%	31%
			a	ab		d			fg	fg	fghi	fghij	noq	noqr			noqr		q
Once or twice a week	308	47	139	122	161	147	23	24	70	69	68	53	63	90	71	84	153	155	308
	37%	30%	44%	34%	38%	36%	28%	32%	43%	45%	39%	30%	35%	38%	39%	36%	37%	38%	37%
			ac						fgk	fgk	f								
Not much	130	31	62	37	72	57	18	13	31	31	24	13	29	30	34	38	58	71	130
	16%	19%	20%	10%	17%	14%	22%	17%	19%	20%	13%	7%	16%	13%	19%	16%	14%	17%	16%
		c	c				jk	k	k	k	k								
AT LEAST WEEKLY	561	60	212	289	271	290	28	32	109	104	134	155	125	177	116	144	302	260	561
	68%	38%	67%	82%	64%	71%	34%	41%	67%	67%	76%	87%	69%	75%	64%	62%	72%	63%	68%
			a	ab		d			fg	fg	fghi	fghij		noqr			noq		
EVER	691	91	274	326	344	347	46	45	139	135	158	168	154	206	150	182	360	331	691
	83%	57%	87%	92%	82%	85%	56%	58%	86%	88%	90%	95%	84%	88%	83%	79%	86%	80%	83%
			a	ab					fg	fg	fg	fghi		oq			oq		o
Never	138	68	42	28	78	61	36	32	23	19	18	10	28	29	31	50	58	81	138
	17%	43%	13%	8%	18%	15%	44%	42%	14%	12%	10%	5%	16%	12%	17%	21%	14%	20%	17%
		bc	c				hijk	hijk	k	k						mpr		mp	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14E FREQUENCY OF INTERNET USE AT HOME - School work or homework**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	254	222	15	12	5	215	38	254
	31%	32%	19%	36%	26%	30%	34%	31%
		b		b		b	b	b
Once or twice a week	308	256	32	14	6	266	42	308
	37%	37%	42%	40%	32%	37%	37%	37%
Not much	130	104	18	3	4	112	18	130
	16%	15%	24%	10%	20%	16%	16%	16%
			aceg		c			
AT LEAST WEEKLY	561	478	47	26	10	481	80	561
	68%	68%	61%	76%	58%	67%	72%	68%
		d		bde		d	bd	d
EVER	691	583	65	29	14	594	98	691
	83%	83%	85%	86%	78%	83%	87%	83%
							d	
Never	138	118	11	5	4	124	14	138
	17%	17%	15%	14%	22%	17%	13%	17%
					f			

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14F FREQUENCY OF INTERNET USE AT HOME - Play games on websites or online**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	158 19%	28 17%	56 18%	74 21%	100 24%	57 14%	15 18%	13 17%	31 19%	25 16%	55 31%	19 11%	31 17%	40 17%	32 18%	55 24%	70 17%	87 21%	158 19%
Once or twice a week	244 29%	47 30%	105 33%	92 26%	122 29%	122 30%	20 24%	27 35%	51 31%	55 35%	51 29%	40 23%	55 30%	71 30%	57 32%	61 26%	126 30%	118 29%	244 29%
Not much	146 18%	27 17%	55 17%	64 18%	73 17%	72 18%	16 20%	11 14%	28 18%	27 17%	29 16%	35 20%	32 18%	42 18%	34 19%	38 16%	73 18%	72 18%	146 18%
AT LEAST WEEKLY	402 48%	75 47%	161 51%	166 47%	223 53%	179 44%	35 42%	40 52%	81 50%	80 52%	107 60%	60 34%	86 47%	111 47%	89 49%	116 50%	196 47%	206 50%	402 48%
EVER	548 66%	102 64%	216 68%	230 65%	296 70%	252 62%	51 62%	51 66%	110 68%	106 69%	135 77%	95 53%	118 65%	152 65%	124 68%	154 67%	270 65%	278 67%	548 66%
Never	282 34%	58 36%	100 32%	124 35%	125 30%	157 38%	32 38%	26 34%	52 32%	48 31%	41 23%	83 47%	64 35%	83 35%	57 32%	77 33%	148 35%	134 33%	282 34%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14F FREQUENCY OF INTERNET USE AT HOME - Play games on websites or online**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	158 19%	131 19%	15 19%	8 24%	4 20%	139 19%	19 17%	158 19%
Once or twice a week	244 29%	207 29%	24 31%	8 23%	6 35% c	211 29%	33 30%	244 29%
Not much	146 18%	124 18%	15 19%	4 11%	3 17%	122 17%	24 22% c	146 18%
AT LEAST WEEKLY	402 48%	338 48%	38 50%	16 46%	10 54%	350 49%	52 46%	402 48%
EVER	548 66%	462 66%	53 70% c	20 58%	13 71% c	472 66%	76 68%	548 66%
Never	282 34%	239 34%	23 30%	14 42% bd	5 29%	246 34%	36 32%	282 34%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14G FREQUENCY OF INTERNET USE AT HOME - Download or play music**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	107	2	22	83	50	57	1	1	10	12	39	44	23	32	17	35	55	53	107
	13%	1%	7%	24%	12%	14%	1%	1%	6%	8%	22%	25%	12%	14%	10%	15%	13%	13%	13%
			a	ab					fg	fg	fghi	fghi				n			
Once or twice a week	151	9	39	104	77	74	5	4	19	19	53	50	34	43	36	38	76	75	151
	18%	6%	12%	29%	18%	18%	6%	5%	12%	13%	30%	28%	18%	18%	20%	17%	18%	18%	18%
			a	ab					g	fg	fghi	fghi							
Not much	119	10	43	66	62	57	5	5	21	23	36	29	28	32	25	35	60	59	119
	14%	7%	14%	19%	15%	14%	6%	7%	13%	15%	20%	17%	15%	14%	14%	15%	14%	14%	14%
			a	a					f	fg	fgh	fg							
AT LEAST WEEKLY	258	11	61	187	128	131	6	5	29	32	93	94	56	75	54	74	131	128	258
	31%	7%	19%	53%	30%	32%	7%	7%	18%	21%	53%	53%	31%	32%	30%	32%	31%	31%	31%
			a	ab					fg	fg	fghi	fghi							
EVER	378	21	104	252	189	188	11	11	50	54	129	123	84	107	78	109	191	187	378
	46%	13%	33%	71%	45%	46%	13%	14%	31%	35%	73%	70%	46%	45%	43%	47%	46%	45%	46%
			a	ab					fg	fg	fghi	fghi							
Never	452	138	212	102	232	220	72	66	112	100	48	54	98	129	102	123	227	225	452
	54%	87%	67%	29%	55%	54%	87%	86%	69%	65%	27%	30%	54%	55%	57%	53%	54%	55%	54%
		bc	c				hijk	hijk	jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14G FREQUENCY OF INTERNET USE AT HOME - Download or play music**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	107 13%	87 12%	12 15%	5 14%	4 20%	96 13%	11 10%	107 13%
					aefg			
Once or twice a week	151 18%	128 18%	13 17%	7 21%	3 17%	131 18%	20 17%	151 18%
Not much	119 14%	100 14%	13 17%	5 14%	1 8%	99 14%	20 18%	119 14%
			d			d	d	d
AT LEAST WEEKLY	258 31%	215 31%	25 32%	12 35%	7 37%	228 32%	31 27%	258 31%
EVER	378 46%	315 45%	38 50%	16 48%	8 45%	327 46%	51 45%	378 46%
Never	452 54%	386 55%	39 50%	18 52%	10 55%	391 54%	61 55%	452 54%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14H FREQUENCY OF INTERNET USE AT HOME - Listen to radio over the internet**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	23 3%	1 1%	3 1%	19 5% ab	10 2%	13 3%	1 1%	1 1%	3 2%	- -%	6 4%	13 7% fghi	2 1%	7 3%	8 4%	6 3%	10 2%	13 3%	23 3%
Once or twice a week	50 6%	2 1%	15 5% a	33 9% ab	30 7%	20 5%	1 1%	1 1%	10 6% fg	5 3%	18 10% fgi	14 8% fgi	12 7%	12 5%	13 7%	13 6%	24 6% noq	26 6%	50 6%
Not much	73 9%	3 2%	22 7% a	48 14% ab	38 9%	34 8%	1 2%	1 2%	13 8% fg	9 6% fg	24 14% fghi	24 13% fgi	28 15% mnoqr	18 8%	11 6%	15 7%	46 11% noq	26 6%	73 9%
AT LEAST WEEKLY	73 9%	3 2%	18 6% a	52 15% ab	40 9%	33 8%	2 2%	1 2%	13 8% fgi	5 3%	25 14% fgi	27 15% fghi	15 8%	19 8%	20 11%	19 8%	34 8%	39 9%	73 9%
EVER	145 18%	6 3%	40 13% a	100 28% ab	78 19%	67 16%	3 4%	3 3%	26 16% fgi	14 9% fg	49 28% fghi	50 28% fghi	43 24% moqr	37 16%	31 17%	34 15%	80 19%	65 16%	145 18%
Never	684 82%	154 97% bc	276 87% c	254 72%	343 81%	341 84%	80 96% hijk	74 97% hijk	136 84% jk	140 91% hjk	127 72%	127 72%	139 76%	199 84% l	150 83%	197 85% l	337 81%	347 84% l	684 82% l

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14H FREQUENCY OF INTERNET USE AT HOME - Listen to radio over the internet**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	23 3%	20 3%	2 3%	* 1%	1 4%	20 3%	3 3%	23 3%
Once or twice a week	50 6%	45 6%	1 1%	3 8%	1 5%	46 6%	3 3%	50 6%
		b		b		b		b
Not much	73 9%	62 9%	6 8%	3 9%	1 8%	64 9%	9 8%	73 9%
AT LEAST WEEKLY	73 9%	65 9%	3 5%	3 8%	2 9%	66 9%	6 6%	73 9%
EVER	145 18%	127 18%	10 12%	6 18%	3 17%	130 18%	15 14%	145 18%
Never	684 82%	574 82%	67 88%	28 82%	15 83%	588 82%	97 86%	684 82%

Columns Tested: a,b,c,d,e,f,g

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14I FREQUENCY OF INTERNET USE AT HOME - Go to a TV channel's website or to particular TV programme websites**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	41	10	11	20	15	25	5	5	3	8	8	13	8	15	9	9	22	18	41
	5%	6%	3%	6%	4%	6%	6%	6%	2%	5%	4%	7%	4%	6%	5%	4%	5%	4%	5%
							h	h				h							
Once or twice a week	161	28	55	78	73	88	12	16	26	29	35	44	42	43	36	40	85	76	161
	19%	18%	17%	22%	17%	22%	15%	21%	16%	19%	20%	25%	23%	18%	20%	17%	20%	18%	19%
												fh							
Not much	150	28	56	66	81	69	18	10	28	28	35	31	38	30	36	46	68	82	150
	18%	17%	18%	19%	19%	17%	22%	13%	17%	18%	20%	18%	21%	13%	20%	20%	16%	20%	18%
							g						m		m	m		m	m
AT LEAST WEEKLY	202	37	66	99	88	114	17	21	29	37	43	56	50	58	45	49	108	94	202
	24%	24%	21%	28%	21%	28%	21%	27%	18%	24%	24%	32%	28%	24%	25%	21%	26%	23%	24%
				b		d		h				fh							
EVER	352	65	121	165	169	183	35	30	56	65	78	87	88	88	81	95	176	176	352
	42%	41%	38%	47%	40%	45%	42%	39%	35%	42%	44%	49%	49%	37%	45%	41%	42%	43%	42%
				b								h	m						
Never	478	94	195	189	252	226	48	46	106	89	99	90	94	148	100	136	242	236	478
	58%	59%	62%	53%	60%	55%	58%	61%	65%	58%	56%	51%	51%	63%	55%	59%	58%	57%	58%
			c						k					l					

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14I FREQUENCY OF INTERNET USE AT HOME - Go to a TV channel's website or to particular TV programme websites**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	41 5%	33 5%	4 6%	2 6%	1 5%	37 5%	4 3%	41 5%
Once or twice a week	161 19%	133 19%	20 26%	6 19%	2 12%	144 20%	17 15%	161 19%
		d	df			d		d
Not much	150 18%	126 18%	17 23%	5 15%	2 9%	130 18%	20 18%	150 18%
		d	d			d	d	d
AT LEAST WEEKLY	202 24%	166 24%	24 32%	9 25%	3 17%	181 25%	21 19%	202 24%
			adf			d		d
EVER	352 42%	292 42%	42 54%	14 40%	5 26%	311 43%	41 37%	352 42%
		d	acdefg	d		d	d	d
Never	478 58%	409 58%	35 46%	20 60%	13 74%	407 57%	71 63%	478 58%
		b		b	abcefg	b	b	b

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14J FREQUENCY OF INTERNET USE AT HOME - General surfing/ browsing/ looking around the internet**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	171	4	31	136	86	85	2	2	17	14	67	69	37	55	30	50	91	80	171
	21%	2%	10%	38%	20%	21%	3%	2%	10%	9%	38%	39%	20%	23%	17%	21%	22%	19%	21%
			a	ab					fg	fg	fghi	fghi							
Once or twice a week	224	20	88	116	116	108	11	9	49	39	56	60	54	67	45	58	121	103	224
	27%	13%	28%	33%	28%	26%	13%	12%	30%	25%	32%	34%	30%	29%	25%	25%	29%	25%	27%
			a	a					fg	fg	fg	fg							
Not much	125	19	59	47	61	64	9	10	26	33	26	21	25	36	33	32	61	65	125
	15%	12%	19%	13%	15%	16%	11%	13%	16%	21%	15%	12%	14%	15%	18%	14%	15%	16%	15%
			ac						fgk										
AT LEAST WEEKLY	395	24	119	252	202	193	13	11	66	54	123	129	90	122	75	108	212	183	395
	48%	15%	38%	71%	48%	47%	16%	14%	41%	35%	70%	73%	50%	52%	42%	47%	51%	44%	48%
			a	ab					fg	fg	fghi	fghi		nq			nq		
EVER	521	43	179	299	263	258	22	21	92	87	149	150	115	158	108	140	273	248	521
	63%	27%	57%	84%	62%	63%	27%	27%	57%	56%	84%	85%	63%	67%	60%	60%	65%	60%	63%
			a	ab					fg	fg	fghi	fghi		q					
Never	309	116	137	55	158	151	60	56	70	67	28	27	67	78	73	92	144	164	309
	37%	73%	43%	16%	38%	37%	73%	73%	43%	44%	16%	15%	37%	33%	40%	40%	35%	40%	37%
		bc	c				hijk	hijk	jk	jk								m	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14J FREQUENCY OF INTERNET USE AT HOME - General surfing/ browsing/ looking around the internet**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	171	148	14	7	2	148	23	171
	21%	21%	18%	21%	11%	21%	20%	21%
		d		d		d	d	d
Once or twice a week	224	183	26	11	4	194	30	224
	27%	26%	34%	32%	23%	27%	27%	27%
			ad					
Not much	125	109	11	3	3	105	21	125
	15%	16%	14%	9%	18%	15%	19%	15%
		c			c		c	
AT LEAST WEEKLY	395	331	40	18	6	343	53	395
	48%	47%	53%	54%	34%	48%	47%	48%
		d	d	d		d	d	d
EVER	521	439	51	21	9	447	74	521
	63%	63%	67%	62%	52%	62%	66%	63%
		d	d			d	d	d
Never	309	262	26	13	9	270	38	309
	37%	37%	33%	38%	48%	38%	34%	37%

abefg

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 211**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14K FREQUENCY OF INTERNET USE AT HOME - Watch or download TV programmes or films on websites like BBC iPlayer, 4OD, ITV Player, or Sky Player**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	36 4%	1 1%	10 3%	25 7%	17 4%	19 5%	* 1%	1 1%	3 2%	6 4%	14 8%	12 7%	7 4%	14 6%	6 3%	9 4%	21 5%	15 4%	36 4%
			a	ab					f	fg	fg	fg							
Once or twice a week	126 15%	8 5%	36 11%	82 23%	63 15%	63 15%	3 4%	5 7%	21 13%	14 9%	39 22%	43 24%	30 17%	38 16%	25 14%	32 14%	69 16%	57 14%	126 15%
			a	ab					f	f	fg	fg							
Not much	122 15%	9 6%	42 13%	72 20%	67 16%	55 13%	5 6%	4 5%	22 14%	20 13%	40 23%	31 18%	26 14%	35 15%	26 15%	35 15%	61 15%	61 15%	122 15%
			a	ab					fg	fg	fg	fg							
AT LEAST WEEKLY	162 20%	9 6%	45 14%	107 30%	81 19%	81 20%	3 4%	6 8%	25 15%	21 13%	53 30%	55 31%	38 21%	52 22%	30 17%	42 18%	90 22%	72 17%	162 20%
			a	ab					fg	f	fg	fg							
EVER	284 34%	18 11%	87 28%	179 51%	148 35%	136 33%	8 10%	10 13%	47 29%	40 26%	93 53%	86 49%	64 35%	87 37%	57 31%	76 33%	151 36%	133 32%	284 34%
			a	ab					fg	fg	fg	fg							
Never	545 66%	141 89%	229 72%	175 49%	273 65%	272 67%	74 90%	67 87%	116 71%	114 74%	83 47%	91 51%	118 65%	148 63%	124 69%	155 67%	266 64%	279 68%	545 66%
			bc	c			hijk	hijk	jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 211**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14K FREQUENCY OF INTERNET USE AT HOME - Watch or download TV programmes or films on websites like BBC iPlayer, 4OD, ITV Player, or Sky Player**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	36 4%	29 4%	4 6%	2 5%	1 5%	32 4%	4 4%	36 4%
Once or twice a week	126 15%	109 16%	11 15%	4 11%	2 12%	112 16%	14 13%	126 15%
Not much	122 15%	103 15%	14 19%	3 10%	1 7%	105 15%	18 16%	122 15%
		d	cd			d	d	d
AT LEAST WEEKLY	162 20%	138 20%	16 21%	5 16%	3 17%	143 20%	19 17%	162 20%
EVER	284 34%	241 34%	30 39%	9 26%	4 23%	248 35%	36 33%	284 34%
		d	cd			d		d
Never	545 66%	460 66%	47 61%	25 74%	14 77%	470 65%	76 67%	545 66%
				b	abeg			

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14L FREQUENCY OF INTERNET USE AT HOME - Go to sites about news and what is going on in the world**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	19 2%	1 *%	5 2%	13 4% a	10 2%	9 2%	* *%	1 1%	3 2%	2 1%	7 4%	6 3%	5 3%	6 3%	3 2%	4 2%	12 3%	7 2%	19 2%
Once or twice a week	96 12%	4 3%	31 10% a	61 17% ab	50 12%	47 11%	2 2%	3 4%	16 10% fg	15 10% fg	32 18% fghi	29 16% fgi	28 16% noq	32 14% nq	15 8%	22 9%	60 14% noq	36 9%	96 12%
Not much	152 18%	5 3%	59 19% a	88 25% ab	78 18%	74 18%	1 1%	4 5% f	33 20% fg	26 17% fg	44 25% fg	44 25% fg	37 20%	38 16%	37 20%	40 17%	75 18%	76 19%	152 18%
AT LEAST WEEKLY	115 14%	5 3%	36 12% a	74 21% ab	60 14%	55 13%	2 2%	3 4%	20 12% fg	17 11% fg	39 22% fghi	35 20% fghi	34 18% noq	38 16% nq	18 10%	26 11%	72 17% noq	44 11%	115 14%
EVER	267 32%	10 6%	96 30% a	161 46% ab	138 33%	129 32%	2 3%	8 10% f	53 33% fg	43 28% fg	83 47% fghi	79 44% fghi	70 39% oq	77 33%	54 30%	66 28%	147 35% oq	120 29%	267 32%
Never	563 68%	149 94% bc	220 70% c	193 54%	284 67%	279 68%	80 97% ghijk	69 90% hijk	109 67% jk	111 72% jk	94 53%	99 56%	112 61%	159 67%	126 70%	166 72% lp	271 65%	292 71% lp	563 68%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14L FREQUENCY OF INTERNET USE AT HOME - Go to sites about news and what is going on in the world**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	19 2%	17 2%	1 2%	* 1%	* 1%	17 2%	2 2%	19 2%
Once or twice a week	96 12%	80 11%	12 15% d	4 12%	1 7%	86 12%	10 9%	96 12%
Not much	152 18%	128 18% d	15 19% d	7 22% d	2 11%	126 18% d	25 23% d	152 18% d
AT LEAST WEEKLY	115 14%	96 14%	13 17% d	4 13%	1 8%	103 14% d	12 11%	115 14%
EVER	267 32%	224 32% d	28 36% d	12 34% d	3 19%	229 32% d	38 34% d	267 32% d
Never	563 68%	477 68%	49 64%	22 66%	14 81% abcefg	488 68%	74 66%	563 68%

Columns Tested: a,b,c,d,e,f,g

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14M FREQUENCY OF INTERNET USE AT HOME - Go to the Wikipedia website**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	38	1	9	28	28	10	-	1	8	1	20	8	11	13	9	5	24	14	38
	5%	*%	3%	8%	7%	2%	-%	1%	5%	1%	11%	5%	6%	5%	5%	2%	6%	3%	5%
			a	ab	e			fgi		fghik	fgi		o	o	o		o		o
Once or twice a week	161	6	50	105	60	101	3	3	23	27	34	71	42	52	28	39	94	68	161
	19%	4%	16%	30%	14%	25%	4%	4%	14%	17%	19%	40%	23%	22%	16%	17%	22%	16%	19%
			a	ab	d			fg	fg	fg	fghij		nq	q			nq		
Not much	163	6	72	85	92	72	4	2	39	33	49	36	37	44	37	45	82	82	163
	20%	4%	23%	24%	22%	18%	5%	3%	24%	22%	28%	20%	20%	19%	21%	19%	20%	20%	20%
			a	a					fg	fg	fg	fg							
AT LEAST WEEKLY	199	7	59	133	88	111	3	4	31	28	54	79	53	64	37	44	118	82	199
	24%	4%	19%	38%	21%	27%	4%	5%	19%	18%	31%	45%	29%	27%	21%	19%	28%	20%	24%
			a	ab	d			fg	fg	fghi	fghij		noq	oq			noq		
EVER	363	13	131	218	180	183	7	6	70	61	103	115	90	109	75	89	199	164	363
	44%	8%	41%	62%	43%	45%	8%	8%	43%	40%	58%	65%	50%	46%	41%	38%	48%	40%	44%
			a	ab					fg	fg	fghi	fghi	oq	o			oq		
Never	467	146	185	136	241	226	76	71	92	93	73	62	92	127	106	142	218	248	467
	56%	92%	59%	38%	57%	55%	92%	92%	57%	60%	42%	35%	50%	54%	59%	62%	52%	60%	56%
		bc	c				hijk	hijk	jk	jk						lmp		lp	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14M FREQUENCY OF INTERNET USE AT HOME - Go to the Wikipedia website**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	38	34	3	*	1	31	7	38
	5%	5%	4%	1%	4%	4%	6%	5%
		c				c	c	c
Once or twice a week	161	136	16	6	3	143	18	161
	19%	19%	21%	19%	17%	20%	16%	19%
Not much	163	140	16	5	3	142	22	163
	20%	20%	21%	15%	16%	20%	19%	20%
AT LEAST WEEKLY	199	170	19	7	4	174	25	199
	24%	24%	24%	19%	21%	24%	22%	24%
EVER	363	310	34	12	7	316	47	363
	44%	44%	45%	35%	37%	44%	42%	44%
		c				c		c
Never	467	391	42	22	11	401	65	467
	56%	56%	55%	65%	63%	56%	58%	56%
				aeg				

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14N FREQUENCY OF INTERNET USE AT HOME - Watch or download videos made by people/ the general public like on YouTube**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	118	3	25	90	68	50	1	2	18	7	49	42	21	30	29	38	51	67	118
	14%	2%	8%	26%	16%	12%	2%	2%	11%	4%	27%	24%	12%	13%	16%	17%	12%	16%	14%
			a	ab					fgi		fghi	fghi							
Once or twice a week	172	11	53	108	90	81	8	3	28	24	54	53	37	52	39	43	89	83	172
	21%	7%	17%	30%	21%	20%	10%	4%	17%	16%	31%	30%	20%	22%	22%	19%	21%	20%	21%
			a	ab			g		fg	g	fghi	fghi							
Not much	147	20	66	62	79	69	10	10	37	29	32	30	36	36	32	44	72	76	147
	18%	12%	21%	17%	19%	17%	12%	13%	23%	19%	18%	17%	20%	15%	18%	19%	17%	18%	18%
			a						fg										
AT LEAST WEEKLY	290	14	78	198	159	131	9	5	47	31	103	95	58	82	68	81	140	150	290
	35%	9%	25%	56%	38%	32%	11%	6%	29%	20%	58%	54%	32%	35%	38%	35%	34%	36%	35%
			a	ab					fg	fg	fghi	fghi							
EVER	437	34	144	260	237	200	20	15	83	60	135	125	94	118	100	125	212	225	437
	53%	21%	45%	73%	56%	49%	24%	19%	51%	39%	76%	71%	52%	50%	55%	54%	51%	55%	53%
			a	ab	e				fgi	fg	fghi	fghi							
Never	392	125	173	94	184	208	63	62	79	94	42	52	88	117	81	106	205	187	392
	47%	79%	55%	27%	44%	51%	76%	81%	49%	61%	24%	29%	48%	50%	45%	46%	49%	45%	47%
		bc	c			d	hijk	hijk	jk	hjk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14N FREQUENCY OF INTERNET USE AT HOME - Watch or download videos made by people/ the general public like on YouTube**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	118 14%	98 14%	12 16%	5 13%	3 15%	104 14%	15 13%	118 14%
Once or twice a week	172 21%	140 20%	20 27%	7 21%	4 23%	151 21%	21 19%	172 21%
Not much	147 18%	125 18%	17 22%	3 9%	2 13%	132 18%	15 14%	147 18%
AT LEAST WEEKLY	290 35%	239 34%	33 43%	12 34%	7 38%	254 35%	36 32%	290 35%
EVER	437 53%	363 52%	50 65%	15 44%	9 51%	386 54%	51 46%	437 53%
Never	392 47%	338 48%	27 35%	19 56%	9 49%	331 46%	61 54%	392 47%
		b		beg	b	b	be	b

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC140 FREQUENCY OF INTERNET USE AT HOME - Watch or download music videos**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	66 8%	1 1%	11 4%	53 15%	29 7%	37 9%	- -%	1 1%	5 3%	6 4%	23 13%	30 17%	13 7%	17 7%	12 7%	23 10%	30 7%	35 9%	66 8%
Once or twice a week	127 15%	4 2%	35 11%	88 25%	61 14%	66 16%	3 3%	1 1%	19 12%	17 11%	40 22%	49 27%	30 16%	32 13%	33 18%	33 14%	62 15%	65 16%	127 15%
Not much	114 14%	8 5%	41 13%	65 18%	54 13%	60 15%	4 5%	4 5%	16 10%	24 16%	33 19%	32 18%	29 16%	28 12%	25 14%	31 13%	58 14%	56 14%	114 14%
AT LEAST WEEKLY	193 23%	5 3%	47 15%	141 40%	90 21%	103 25%	3 3%	2 3%	24 15%	23 15%	63 36%	78 44%	43 24%	49 21%	45 25%	55 24%	92 22%	101 24%	193 23%
EVER	306 37%	12 8%	87 28%	207 58%	144 34%	163 40%	7 8%	6 7%	40 25%	47 30%	96 55%	110 62%	73 40%	77 33%	70 39%	86 37%	150 36%	157 38%	306 37%
Never	523 63%	147 92%	229 72%	147 42%	278 66%	245 60%	76 92%	71 93%	122 75%	107 70%	80 45%	67 38%	109 60%	158 67%	111 61%	145 63%	268 64%	255 62%	523 63%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC140 FREQUENCY OF INTERNET USE AT HOME - Watch or download music videos**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	66 8%	54 8%	6 8%	4 13% d	1 5%	58 8%	8 7%	66 8%
Once or twice a week	127 15%	106 15%	13 17%	6 17%	3 16%	111 16%	16 14%	127 15%
Not much	114 14%	93 13% c	17 22% acdeg	2 6%	2 9%	97 14% c	16 14% c	114 14% c
AT LEAST WEEKLY	193 23%	160 23%	19 25%	10 29%	4 21%	169 24%	24 21%	193 23%
EVER	306 37%	253 36%	36 47% acdefg	12 35%	5 30%	266 37%	40 36%	306 37%
Never	523 63%	448 64% b	41 53%	22 65% b	13 70% b	451 63% b	72 64% b	523 63% b

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14P FREQUENCY OF INTERNET USE AT HOME - Go to photo sharing websites like Flickr or Snapfish**

Base : Children aged 5-15 who use the internet at home

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	9 1%	- -%	* *%	9 2% ab	2 1%	6 2%	- -%	- -%	* *%	- -%	2 1%	6 4% fghi	1 *%	4 2% n	- -%	4 2% n	5 1%	4 1%	9 1%
Once or twice a week	18 2%	* *%	5 2% a	13 4% a	9 2%	9 2%	* *%	- -%	5 3% fgi	* *%	4 2%	8 5% fgi	4 2%	2 1%	7 4% mp	5 2%	6 1%	12 3%	18 2%
Not much	48 6%	2 1%	14 4% a	32 9% ab	22 5%	26 6%	1 1%	1 1%	5 3%	9 6% fg	15 9% fgh	17 9% fgh	10 6%	15 6%	10 5%	13 6%	25 6%	23 6%	48 6%
AT LEAST WEEKLY	27 3%	* *%	5 2% a	22 6% ab	12 3%	15 4%	* *%	- -%	5 3% fgi	* *%	7 4% fgi	15 8% fghij	4 2%	6 3%	7 4%	9 4%	11 3%	16 4%	27 3%
EVER	75 9%	2 1%	19 6% a	54 15% ab	33 8%	41 10%	1 2%	1 1%	10 6% fg	9 6% fg	22 13% fghi	31 18% fghi	15 8%	21 9%	17 9%	22 10%	36 9%	39 9%	75 9%
Never	755 91%	157 99% bc	297 94% c	300 85%	388 92%	367 90%	81 98% hijk	76 99% hijk	152 94% jk	145 94% jk	154 87%	146 82%	167 92%	214 91%	164 91%	209 90%	382 91%	373 91%	755 91%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14P FREQUENCY OF INTERNET USE AT HOME - Go to photo sharing websites like Flickr or Snapfish**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	9 1%	8 1%	1 1%	- -%	* 1%	7 1%	2 1%	9 1%
Once or twice a week	18 2%	14 2%	2 2%	1 4%	* 3%	15 2%	3 3%	18 2%
Not much	48 6%	40 6%	5 6%	3 8%	1 3%	40 6%	8 7%	48 6%
AT LEAST WEEKLY	27 3%	22 3%	2 3%	1 4%	1 3%	22 3%	5 4%	27 3%
EVER	75 9%	62 9%	7 9%	4 12%	1 6%	62 9%	13 11%	75 9%
Never	755 91%	639 91%	69 91%	30 88%	17 94%	656 91%	99 89%	755 91%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14Q FREQUENCY OF INTERNET USE AT HOME - Make or receive telephone calls using a webcam over the internet using services like Skype**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	20 2%	- -%	5 2%	15 4%	8 2%	13 3%	- -%	- -%	1 *	4 3%	7 4%	8 5%	2 1%	9 4%	4 2%	5 2%	11 3%	9 2%	20 2%
			a	ab					fg	fgh	fgh		l						
Once or twice a week	46 6%	3 2%	11 4%	32 9%	21 5%	26 6%	2 2%	1 2%	6 4%	5 3%	13 7%	19 11%	17 9%	12 5%	9 5%	8 4%	29 7%	17 4%	46 6%
				ab					fg	fghi	fghi	oqr					oq		
Not much	65 8%	5 3%	18 6%	41 12%	27 6%	37 9%	1 1%	4 5%	9 5%	9 6%	18 10%	24 13%	14 8%	20 8%	14 8%	17 7%	34 8%	31 7%	65 8%
				ab				f	f	f	f	fghi							
AT LEAST WEEKLY	67 8%	3 2%	16 5%	47 13%	28 7%	38 9%	2 2%	1 2%	7 4%	9 6%	20 11%	28 16%	19 11%	21 9%	13 7%	13 6%	41 10%	26 6%	67 8%
			a	ab					g	fgh	fghi	fghi	oq				oq		
EVER	131 16%	8 5%	34 11%	89 25%	56 13%	76 19%	3 4%	5 7%	15 10%	19 12%	37 21%	52 29%	33 18%	41 18%	27 15%	30 13%	74 18%	57 14%	131 16%
			a	ab		d			f	f	fghi	fghi							
Never	698 84%	151 95%	282 89%	265 75%	366 87%	332 81%	80 96%	71 93%	147 90%	135 88%	139 79%	126 71%	149 82%	194 82%	154 85%	202 87%	343 82%	355 86%	698 84%
		bc	c		e		hijk	jk	jk	jk	jk								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14Q FREQUENCY OF INTERNET USE AT HOME - Make or receive telephone calls using a webcam over the internet using services like Skype**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	20 2%	17 2%	1 2%	2 5%	* 1%	17 2%	3 3%	20 2%
Once or twice a week	46 6%	39 6%	6 7%	1 4%	1 3%	42 6%	5 4%	46 6%
Not much	65 8%	55 8%	7 8%	2 7%	1 4%	57 8%	7 6%	65 8%
AT LEAST WEEKLY	67 8%	56 8%	7 9%	3 9%	1 4%	59 8%	8 7%	67 8%
EVER	131 16%	111 16%	14 18%	5 16%	1 8%	116 16%	15 13%	131 16%
Never	698 84%	590 84%	63 82%	29 84%	17 92%	601 84%	97 87%	698 84%

abceg

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14R FREQUENCY OF INTERNET USE AT HOME - Buy things online**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	2 *%	- -%	* *%	2 1%	1 *%	2 *%	- -%	- -%	* *%	- -%	1 *%	2 1%	1 1%	* *%	* *%	1 *%	1 *%	1 *%	2 *%
Once or twice a week	15 2%	- -%	3 1%	12 4% ab	7 2%	8 2%	- -%	- -%	1 1%	1 1%	5 3% fg	7 4% fghi	2 1%	3 1%	6 3%	3 1%	6 1%	9 2%	15 2%
Not much	90 11%	1 1%	17 5% a	72 20% ab	50 12%	40 10%	1 1%	- -%	8 5% g	9 6% fg	41 23% fghi	31 17% fghi	27 15% nq	25 11%	14 8%	24 10%	52 12%	37 9%	90 11%
AT LEAST WEEKLY	17 2%	- -%	3 1%	15 4% ab	7 2%	10 2%	- -%	- -%	1 1%	1 1%	6 3% fg	9 5% fghi	3 2%	4 2%	7 4%	4 2%	7 2%	10 2%	17 2%
EVER	107 13%	1 1%	19 6% a	86 24% ab	57 14%	49 12%	1 1%	- -%	9 6% fg	10 7% fg	47 27% fghi	39 22% fghi	30 17%	29 12%	20 11%	27 12%	59 14%	48 12%	107 13%
Never	723 87%	158 99% bc	297 94% c	267 76%	364 86%	359 88%	81 99% hijk	77 100% hijk	153 94% jk	144 93% jk	130 73%	138 78%	152 83%	207 88%	160 89%	204 88%	358 86%	364 88%	723 87%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14R FREQUENCY OF INTERNET USE AT HOME - Buy things online**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	2 *%	1 *%	1 1%	* 1%	* 1%	2 *%	* *%	2 *%
Once or twice a week	15 2%	12 2%	2 3%	* 1%	* 2%	12 2%	3 3%	15 2%
Not much	90 11%	77 11%	9 11%	2 7%	2 9%	79 11%	11 10%	90 11%
AT LEAST WEEKLY	17 2%	13 2%	3 3%	1 2%	* 2%	14 2%	3 3%	17 2%
EVER	107 13%	90 13%	11 15%	3 10%	2 11%	93 13%	14 13%	107 13%
Never	723 87%	611 87%	65 85%	31 90%	16 89%	625 87%	98 87%	723 87%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QC14S FREQUENCY OF INTERNET USE AT HOME - Sell things online**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	1	-	-	1	1	1	-	-	-	-	1	1	-	-	1	1	-	1	1
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%
Once or twice a week	4	-	1	4	4	1	-	-	1	-	3	1	-	-	3	2	-	4	4
	1%	-%	*%	1%	1%	*%	-%	-%	*%	-%	2%	1%	-%	-%	1%	1%	-%	1%	1%
															mp	p		p	
Not much	31	*	4	27	13	18	*	-	*	4	13	14	10	10	6	6	20	12	31
	4%	*%	1%	8%	3%	4%	*%	-%	*%	2%	7%	8%	6%	4%	3%	2%	5%	3%	4%
				ab						h	fghi	fghi							
AT LEAST WEEKLY	6	-	1	5	4	1	-	-	1	-	3	1	-	-	3	2	-	6	6
	1%	-%	*%	1%	1%	*%	-%	-%	*%	-%	2%	1%	-%	-%	2%	1%	-%	1%	1%
				a											mp	p		mp	
EVER	37	*	4	32	17	19	*	-	1	4	17	16	10	10	9	8	20	17	37
	4%	*%	1%	9%	4%	5%	*%	-%	*%	2%	9%	9%	6%	4%	5%	4%	5%	4%	4%
				ab							fghi	fghi							
Never	793	159	312	322	404	389	82	77	161	150	160	162	172	226	172	223	398	395	793
	96%	100%	99%	91%	96%	95%	100%	100%	100%	98%	91%	91%	94%	96%	95%	96%	95%	96%	96%
		c	c				jk	jk	jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QC14S FREQUENCY OF INTERNET USE AT HOME - Sell things online**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	1 *%	1 *%	1 1%	- -%	- -%	1 *%	1 *%	1 *%
Once or twice a week	4 1%	4 1%	- -%	* 1%	* 1%	4 1%	* *%	4 1%
Not much	31 4%	28 4%	1 2%	2 5%	1 3%	25 4%	6 5%	31 4%
AT LEAST WEEKLY	6 1%	5 1%	1 1%	* 1%	* 1%	5 1%	1 1%	6 1%
EVER	37 4%	32 5%	2 2%	2 6%	1 4%	30 4%	7 6%	37 4%
Never	793 96%	668 95%	75 98%	32 94%	17 96%	687 96%	105 94%	793 96%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14T FREQUENCY OF INTERNET USE AT HOME - Visit blogs - journals or newsletters that are frequently updated and written for others to read**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	5 1%	- -%	- -%	5 1% ab	2 *%	3 1%	- -%	- -%	- -%	- -%	2 1%	3 2%	1 1%	2 1%	1 *%	1 *%	4 1%	1 *%	5 1%
Once or twice a week	24 3%	- -%	10 3% a	14 4% a	7 2%	16 4% d	- -%	- -%	4 2%	6 4% fg	4 2%	10 6% fgj	4 2%	11 5% nq	2 1%	6 3%	15 4%	9 2%	24 3%
Not much	47 6%	1 1%	8 3%	37 10% ab	25 6%	21 5%	1 1%	1 1%	2 1%	6 4%	22 13% fghi	15 8% fgh	13 7%	10 4%	8 4%	15 6%	24 6%	23 6%	47 6%
AT LEAST WEEKLY	29 3%	- -%	10 3% a	19 5% a	9 2%	20 5% d	- -%	- -%	4 2%	6 4% fg	5 3% fg	14 8% fghj	5 3%	14 6% nq	3 2%	7 3%	19 5% n	10 2%	29 3%
EVER	75 9%	1 1%	18 6% a	56 16% ab	34 8%	41 10%	1 1%	1 1%	6 4%	12 8% fg	28 16% fghi	28 16% fghi	19 10%	24 10%	11 6%	22 10%	42 10%	33 8%	75 9%
Never	754 91%	158 99% bc	298 94% c	298 84%	387 92%	367 90%	82 99% ijk	76 99% ijk	156 96% jk	142 92% jk	149 84%	149 84%	163 90%	212 90%	170 94%	209 90%	375 90%	379 92%	754 91%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14T FREQUENCY OF INTERNET USE AT HOME - Visit blogs - journals or newsletters that are frequently updated and written for others to read**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	5 1%	4 1%	* *%	* 1%	* *%	3 *%	2 1%	5 1%
Once or twice a week	24 3%	21 3%	1 2%	1 3%	* 1%	21 3%	2 2%	24 3%
Not much	47 6%	38 5%	7 9%	2 5%	* *%	42 6%	5 4%	47 6%
		d	d	d		d	d	d
AT LEAST WEEKLY	29 3%	26 4%	2 2%	1 4%	* 2%	25 3%	4 4%	29 3%
EVER	75 9%	63 9%	8 11%	3 9%	* 2%	67 9%	9 8%	75 9%
		d	d	d		d	d	d
Never	754 91%	638 91%	68 89%	31 91%	18 98%	651 91%	103 92%	754 91%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QC14U FREQUENCY OF INTERNET USE AT HOME - Send or receive Twitter updates**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Most days	22 3%	- -%	1 *%	22 6% ab	4 1%	18 4% d	- -%	- -%	* *% h	* *% i	4 2%	18 10% ghij	6 3%	10 4%	4 2%	3 1%	15 4% oq	7 2%	22 3%
Once or twice a week	18 2%	- -%	1 *%	18 5% ab	9 2%	9 2%	- -%	- -%	* *% h	* *% i	9 5% fghi	9 5% fghi	2 1%	6 3%	2 1%	7 3%	9 2%	10 2%	18 2%
Not much	39 5%	- -%	10 3% a	29 8% ab	21 5%	18 4%	- -%	- -%	5 3% fg	4 3% fg	16 9% fghi	13 7% fgi	8 4%	15 6% n	5 2%	12 5%	23 5%	16 4%	39 5%
AT LEAST WEEKLY	40 5%	- -%	1 *%	39 11% ab	13 3%	27 7% d	- -%	- -%	1 *% h	* *% i	13 7% fghi	27 15% fghij	8 4%	16 7%	6 4%	10 4%	24 6%	17 4%	40 5%
EVER	79 10%	- -%	11 3% a	68 19% ab	35 8%	45 11%	- -%	- -%	6 4% fg	5 3% fg	28 16% fghi	40 23% fghi	16 9%	31 13% nq	11 6%	22 9%	47 11% n	33 8%	79 10%
Never	750 90%	159 100% bc	305 97% c	285 81%	387 92%	363 89%	83 100% hijk	77 100% hijk	156 96% jk	149 97% jk	148 84%	137 77%	166 91%	204 87%	170 94% mp	209 91%	371 89%	379 92% m	750 90%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QC14U FREQUENCY OF INTERNET USE AT HOME - Send or receive Twitter updates**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Most days	22 3%	20 3%	1 1%	1 2%	1 5% b	19 3%	3 3%	22 3%
Once or twice a week	18 2%	16 2%	1 2%	* 1%	* 1%	14 2%	4 4%	18 2%
Not much	39 5%	33 5%	3 3%	3 9% abdfg	* 2%	35 5%	4 4%	39 5%
AT LEAST WEEKLY	40 5%	36 5%	2 3%	1 3%	1 7%	33 5%	7 6%	40 5%
EVER	79 10%	69 10%	5 6%	4 12%	2 8%	68 10%	11 10%	79 10%
Never	750 90%	632 90%	72 94%	30 88%	16 92%	649 90%	101 90%	750 90%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES MADE OF THE INTERNET AT HOME AT LEAST WEEKLY**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
School work or homework	561	60	212	289	271	290	28	32	109	104	134	155	125	177	116	144	302	260	561
	68%	38%	67%	82%	64%	71%	34%	41%	67%	67%	76%	87%	69%	75%	64%	62%	72%	63%	68%
			a	ab		d			fg	fg	fghi	fghij		noqr			noq		
Play games on websites or online	402	75	161	166	223	179	35	40	81	80	107	60	86	111	89	116	196	206	402
	48%	47%	51%	47%	53%	44%	42%	52%	50%	52%	60%	34%	47%	47%	49%	50%	47%	50%	48%
					e			k	k	k	fhk								
General surfing/ browsing/ looking around the internet	395	24	119	252	202	193	13	11	66	54	123	129	90	122	75	108	212	183	395
	48%	15%	38%	71%	48%	47%	16%	14%	41%	35%	70%	73%	50%	52%	42%	47%	51%	44%	48%
			a	ab					fg	fg	fghi	fghi		nq			nq		
Go to social networking websites like, Facebook, Bebo, MySpace, Tumblr, or Hi5	329	4	59	265	157	172	3	2	30	29	125	140	57	97	75	100	154	174	329
	40%	3%	19%	75%	37%	42%	3%	2%	18%	19%	71%	79%	31%	41%	41%	43%	37%	42%	40%
			a	ab					fg	fg	fghi	fghij		l	l	l		l	l
Watch or download videos made by people/ the general public like on YouTube	290	14	78	198	159	131	9	5	47	31	103	95	58	82	68	81	140	150	290
	35%	9%	25%	56%	38%	32%	11%	6%	29%	20%	58%	54%	32%	35%	38%	35%	34%	36%	35%
			a	ab					fg	fg	fghi	fghi							
Download or play music	258	11	61	187	128	131	6	5	29	32	93	94	56	75	54	74	131	128	258
	31%	7%	19%	53%	30%	32%	7%	7%	18%	21%	53%	53%	31%	32%	30%	32%	31%	31%	31%
			a	ab					fg	fg	fghi	fghi							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES MADE OF THE INTERNET AT HOME AT LEAST WEEKLY**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Go to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia	221 27%	52 33%	113 36%	55 15%	102 24%	119 29%	22 27%	30 39%	49 30%	64 42%	30 17%	25 14%	55 30%	67 29%	37 20%	61 27%	122 29%	98 24%	221 27%
Go to a TV channel's website or to particular TV programme websites	202 24%	37 24%	66 21%	99 28%	88 21%	114 28%	17 21%	21 27%	29 18%	37 24%	43 24%	56 32%	50 28%	58 24%	45 25%	49 21%	108 26%	94 23%	202 24%
Go to the Wikipedia website	199 24%	7 4%	59 19%	133 38%	88 21%	111 27%	3 4%	4 5%	31 19%	28 18%	54 31%	79 45%	53 29%	64 27%	37 21%	44 19%	118 28%	82 20%	199 24%
Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.)	196 24%	1 1%	35 11%	160 45%	91 22%	105 26%	1 1%	* 1%	18 11%	17 11%	72 41%	88 49%	44 24%	55 23%	38 21%	60 26%	98 24%	98 24%	196 24%
Watch or download music videos	193 23%	5 3%	47 15%	141 40%	90 21%	103 25%	3 3%	2 3%	24 15%	23 15%	63 36%	78 44%	43 24%	49 21%	45 25%	55 24%	92 22%	101 24%	193 23%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES MADE OF THE INTERNET AT HOME AT LEAST WEEKLY**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Send or receive emails	188	6	47	134	91	96	3	3	20	28	68	66	43	57	38	49	101	87	188
	23%	4%	15%	38%	22%	24%	4%	4%	12%	18%	39%	37%	24%	24%	21%	21%	24%	21%	23%
			a	ab					fg	fg	fghi	fghi							
Watch or download TV programmes or films on websites like BBC iPlayer, 4OD, ITV Player, or Sky Player	162	9	45	107	81	81	3	6	25	21	53	55	38	52	30	42	90	72	162
	20%	6%	14%	30%	19%	20%	4%	8%	15%	13%	30%	31%	21%	22%	17%	18%	22%	17%	20%
			a	ab					fg	f	fghi	fghi							
Go to sites about news and what is going on in the world	115	5	36	74	60	55	2	3	20	17	39	35	34	38	18	26	72	44	115
	14%	3%	12%	21%	14%	13%	2%	4%	12%	11%	22%	20%	18%	16%	10%	11%	17%	11%	14%
			a	ab					fg	fg	fghi	fghi	noq	nq			noq		
Listen to radio over the internet	73	3	18	52	40	33	2	1	13	5	25	27	15	19	20	19	34	39	73
	9%	2%	6%	15%	9%	8%	2%	2%	8%	3%	14%	15%	8%	8%	11%	8%	8%	9%	9%
			a	ab					fgi		fgi	fghi							
Make or receive telephone calls using a webcam over the internet using services like Skype	67	3	16	47	28	38	2	1	7	9	20	28	19	21	13	13	41	26	67
	8%	2%	5%	13%	7%	9%	2%	2%	4%	6%	11%	16%	11%	9%	7%	6%	10%	6%	8%
			a	ab						g	fgh	fghi	oq				oq		
Send or receive Twitter updates	40	-	1	39	13	27	-	-	1	*	13	27	8	16	6	10	24	17	40
	5%	-%	*%	11%	3%	7%	-%	-%	*%	*%	7%	15%	4%	7%	4%	4%	6%	4%	5%
				ab		d					fghi	fghij							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES MADE OF THE INTERNET AT HOME AT LEAST WEEKLY**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Visit blogs - journals or newsletters that are frequently updated and written for others to read	29 3%	- -%	10 3% a	19 5% a	9 2%	20 5% d	- -%	- -%	4 2%	6 4% fg	5 3% fg	14 8% fghj	5 3%	14 6% nq	3 2%	7 3%	19 5% n	10 2%	29 3%
Go to photo sharing websites like Flickr or Snapfish	27 3%	* *%	5 2% a	22 6% ab	12 3%	15 4%	* *%	- -%	5 3% fgi	* *%	7 4% fgi	15 8% fghij	4 2%	6 3%	7 4%	9 4%	11 3%	16 4%	27 3%
Buy things online	17 2%	- -%	3 1%	15 4% ab	7 2%	10 2%	- -%	- -%	1 1%	1 1%	6 3% fg	9 5% fghi	3 2%	4 2%	7 4%	4 2%	7 2%	10 2%	17 2%
Sell things online	6 1%	- -%	1 *%	5 1% a	4 1%	1 *%	- -%	- -%	1 *%	- -%	3 2%	1 1%	- -%	- -%	3 2% mp	2 1% p	- -%	6 1% mp	6 1%
NONE OF THESE	45 5%	22 14% bc	20 6% c	3 1%	27 6%	17 4%	14 17% hijk	8 11% jk	10 6% jk	9 6% jk	3 2%	- -%	11 6%	8 3%	9 5%	17 7% m	19 5%	26 6%	45 5%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES MADE OF THE INTERNET AT HOME AT LEAST WEEKLY**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
School work or homework	561	478	47	26	10	481	80	561
	68%	68%	61%	76%	58%	67%	72%	68%
		d		bde		d	bd	d
Play games on websites or online	402	338	38	16	10	350	52	402
	48%	48%	50%	46%	54%	49%	46%	48%
General surfing/ browsing/ looking around the internet	395	331	40	18	6	343	53	395
	48%	47%	53%	54%	34%	48%	47%	48%
		d	d	d		d	d	d
Go to social networking websites like, Facebook, Bebo, MySpace, Tumblr, or Hi5	329	273	33	15	8	283	45	329
	40%	39%	42%	46%	45%	40%	40%	40%
Watch or download videos made by people/ the general public like on YouTube	290	239	33	12	7	254	36	290
	35%	34%	43%	34%	38%	35%	32%	35%
			af					
Download or play music	258	215	25	12	7	228	31	258
	31%	31%	32%	35%	37%	32%	27%	31%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES MADE OF THE INTERNET AT HOME AT LEAST WEEKLY**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Go to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia	221 27%	187 27% d	23 30% d	7 21%	3 16%	192 27% d	29 26% d	221 27% d
Go to a TV channel's website or to particular TV programme websites	202 24%	166 24%	24 32% adf	9 25%	3 17%	181 25% d	21 19%	202 24% d
Go to the Wikipedia website	199 24%	170 24%	19 24%	7 19%	4 21%	174 24%	25 22%	199 24%
Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.)	196 24%	166 24%	17 22%	9 27%	3 19%	168 23%	29 26%	196 24%
Watch or download music videos	193 23%	160 23%	19 25%	10 29%	4 21%	169 24%	24 21%	193 23%
Send or receive emails	188 23%	164 23% d	14 19%	7 20%	3 15%	155 22%	32 29% bde	188 23% d

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES MADE OF THE INTERNET AT HOME AT LEAST WEEKLY**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL g
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f	
Significance Level: 95%								
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Watch or download TV programmes or films on websites like BBC iPlayer, 4OD, ITV Player, or Sky Player	162 20%	138 20%	16 21%	5 16%	3 17%	143 20%	19 17%	162 20%
Go to sites about news and what is going on in the world	115 14%	96 14%	13 17% d	4 13%	1 8%	103 14% d	12 11%	115 14%
Listen to radio over the internet	73 9%	65 9%	3 5%	3 8%	2 9%	66 9%	6 6%	73 9%
Make or receive telephone calls using a webcam over the internet using services like Skype	67 8%	56 8%	7 9%	3 9%	1 4%	59 8%	8 7%	67 8%
Send or receive Twitter updates	40 5%	36 5%	2 3%	1 3%	1 7%	33 5%	7 6%	40 5%
Visit blogs - journals or newsletters that are frequently updated and written for others to read	29 3%	26 4%	2 2%	1 4%	* 2%	25 3%	4 4%	29 3%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES MADE OF THE INTERNET AT HOME AT LEAST WEEKLY**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Go to photo sharing websites like Flickr or Snapfish	27 3%	22 3%	2 3%	1 4%	1 3%	22 3%	5 4%	27 3%
Buy things online	17 2%	13 2%	3 3%	1 2%	* 2%	14 2%	3 3%	17 2%
Sell things online	6 1%	5 1%	1 1%	* 1%	* 1%	5 1%	1 1%	6 1%
NONE OF THESE	45 5%	38 5%	5 6%	1 4%	1 6%	40 6%	4 4%	45 5%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES EVER MADE OF THE INTERNET AT HOME**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
School work or homework	691	91	274	326	344	347	46	45	139	135	158	168	154	206	150	182	360	331	691
	83%	57%	87%	92%	82%	85%	56%	58%	86%	88%	90%	95%	84%	88%	83%	79%	86%	80%	83%
			a	ab					fg	fg	fg	fghi		oq			oq		o
Play games on websites or online	548	102	216	230	296	252	51	51	110	106	135	95	118	152	124	154	270	278	548
	66%	64%	68%	65%	70%	62%	62%	66%	68%	69%	77%	53%	65%	65%	68%	67%	65%	67%	66%
					e			k	k	k	fghk								
General surfing/ browsing/ looking around the internet	521	43	179	299	263	258	22	21	92	87	149	150	115	158	108	140	273	248	521
	63%	27%	57%	84%	62%	63%	27%	27%	57%	56%	84%	85%	63%	67%	60%	60%	65%	60%	63%
			a	ab					fg	fg	fghi	fghi		q					
Watch or download videos made by people/ the general public like on YouTube	437	34	144	260	237	200	20	15	83	60	135	125	94	118	100	125	212	225	437
	53%	21%	45%	73%	56%	49%	24%	19%	51%	39%	76%	71%	52%	50%	55%	54%	51%	55%	53%
			a	ab	e				fgi	fg	fghi	fghi							
Go to social networking websites like, Facebook, Bebo, MySpace, Tumblr, or Hi5	387	7	91	289	193	194	3	3	48	44	142	147	72	111	87	117	183	205	387
	47%	4%	29%	82%	46%	48%	4%	4%	29%	28%	80%	83%	39%	47%	48%	51%	44%	50%	47%
			a	ab					fg	fg	fghi	fghi				lp		l	l
Download or play music	378	21	104	252	189	188	11	11	50	54	129	123	84	107	78	109	191	187	378
	46%	13%	33%	71%	45%	46%	13%	14%	31%	35%	73%	70%	46%	45%	43%	47%	46%	45%	46%
			a	ab					fg	fg	fghi	fghi							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES EVER MADE OF THE INTERNET AT HOME**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Send or receive emails	373	20	109	244	181	192	8	12	57	51	115	129	91	115	74	94	205	168	373
	45%	13%	34%	69%	43%	47%	10%	15%	35%	33%	65%	73%	50%	49%	41%	41%	49%	41%	45%
			a	ab					fg	fg	fghi	fghi	oq	oq			noq		
Go to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia	370	74	177	119	183	187	33	40	84	94	66	53	87	111	77	96	197	173	370
	45%	46%	56%	34%	43%	46%	40%	53%	52%	61%	37%	30%	48%	47%	43%	41%	47%	42%	45%
		c	ac				k	fjk	fjk	fjk									
Go to the Wikipedia website	363	13	131	218	180	183	7	6	70	61	103	115	90	109	75	89	199	164	363
	44%	8%	41%	62%	43%	45%	8%	8%	43%	40%	58%	65%	50%	46%	41%	38%	48%	40%	44%
			a	ab					fg	fg	fghi	fghi	oq	o			oq		
Go to a TV channel's website or to particular TV programme websites	352	65	121	165	169	183	35	30	56	65	78	87	88	88	81	95	176	176	352
	42%	41%	38%	47%	40%	45%	42%	39%	35%	42%	44%	49%	49%	37%	45%	41%	42%	43%	42%
				b								h	m						
Watch or download music videos	306	12	87	207	144	163	7	6	40	47	96	110	73	77	70	86	150	157	306
	37%	8%	28%	58%	34%	40%	8%	7%	25%	30%	55%	62%	40%	33%	39%	37%	36%	38%	37%
			a	ab		d			fg	fg	fghi	fghi							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 223**

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**QC14A-U USES EVER MADE OF THE INTERNET AT HOME**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.)	298	7	68	223	139	158	2	5	33	35	105	118	67	85	63	83	152	146	298
	36%	4%	21%	63%	33%	39%	2%	6%	20%	23%	59%	67%	37%	36%	35%	36%	36%	35%	36%
Watch or download TV programmes or films on websites like BBC iPlayer, 4OD, ITV Player, or Sky Player	284	18	87	179	148	136	8	10	47	40	93	86	64	87	57	76	151	133	284
	34%	11%	28%	51%	35%	33%	10%	13%	29%	26%	53%	49%	35%	37%	31%	33%	36%	32%	34%
Go to sites about news and what is going on in the world	267	10	96	161	138	129	2	8	53	43	83	79	70	77	54	66	147	120	267
	32%	6%	30%	46%	33%	32%	3%	10%	33%	28%	47%	44%	39%	33%	30%	28%	35%	29%	32%
Listen to radio over the internet	145	6	40	100	78	67	3	3	26	14	49	50	43	37	31	34	80	65	145
	18%	3%	13%	28%	19%	16%	4%	3%	16%	9%	28%	28%	24%	16%	17%	15%	19%	16%	18%
Make or receive telephone calls using a webcam over the internet using services like Skype	131	8	34	89	56	76	3	5	15	19	37	52	33	41	27	30	74	57	131
	16%	5%	11%	25%	13%	19%	4%	7%	10%	12%	21%	29%	18%	18%	15%	13%	18%	14%	16%
Buy things online	107	1	19	86	57	49	1	-	9	10	47	39	30	29	20	27	59	48	107
	13%	1%	6%	24%	14%	12%	1%	-	6%	7%	27%	22%	17%	12%	11%	12%	14%	12%	13%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES EVER MADE OF THE INTERNET AT HOME**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
Send or receive Twitter updates	79	-	11	68	35	45	-	-	6	5	28	40	16	31	11	22	47	33	79
	10%	-%	3%	19%	8%	11%	-%	-%	4%	3%	16%	23%	9%	13%	6%	9%	11%	8%	10%
			a	ab					fg	fg	fghi	fghi		nq			n		
Visit blogs - journals or newsletters that are frequently updated and written for others to read	75	1	18	56	34	41	1	1	6	12	28	28	19	24	11	22	42	33	75
	9%	1%	6%	16%	8%	10%	1%	1%	4%	8%	16%	16%	10%	10%	6%	10%	10%	8%	9%
			a	ab					fg	fghi	fghi								
Go to photo sharing websites like Flickr or Snapfish	75	2	19	54	33	41	1	1	10	9	22	31	15	21	17	22	36	39	75
	9%	1%	6%	15%	8%	10%	2%	1%	6%	6%	13%	18%	8%	9%	9%	10%	9%	9%	9%
			a	ab					fg	fg	fghi	fghi							
Sell things online	37	*	4	32	17	19	*	-	1	4	17	16	10	10	9	8	20	17	37
	4%	*%	1%	9%	4%	5%	*%	-%	*%	2%	9%	9%	6%	4%	5%	4%	5%	4%	4%
				ab							fghi	fghi							
NONE OF THESE	6	3	3	1	4	2	3	*	1	1	1	-	1	1	1	2	2	4	6
	1%	2%	1%	*%	1%	*%	3%	*%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	1%
			c				jk												

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES EVER MADE OF THE INTERNET AT HOME**

Base : Children aged 5-15 who use the internet at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
School work or homework	691	583	65	29	14	594	98	691
	83%	83%	85%	86%	78%	83%	87%	83%
							d	
Play games on websites or online	548	462	53	20	13	472	76	548
	66%	66%	70%	58%	71%	66%	68%	66%
			c		c			
General surfing/ browsing/ looking around the internet	521	439	51	21	9	447	74	521
	63%	63%	67%	62%	52%	62%	66%	63%
		d	d			d	d	d
Watch or download videos made by people/ the general public like on YouTube	437	363	50	15	9	386	51	437
	53%	52%	65%	44%	51%	54%	46%	53%
			acdefg			cf		c
Go to social networking websites like, Facebook, Bebo, MySpace, Tumblr, or Hi5	387	324	37	17	9	331	56	387
	47%	46%	48%	51%	51%	46%	50%	47%
Download or play music	378	315	38	16	8	327	51	378
	46%	45%	50%	48%	45%	46%	45%	46%
Send or receive emails	373	321	33	13	6	316	57	373
	45%	46%	43%	39%	32%	44%	51%	45%
		d				d	d	d

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES EVER MADE OF THE INTERNET AT HOME**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Go to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia	370 45%	315 45%	38 49%	11 33%	6 33%	315 44%	55 49%	370 45%
		cd	cd			cd	cd	cd
Go to the Wikipedia website	363 44%	310 44%	34 45%	12 35%	7 37%	316 44%	47 42%	363 44%
		c				c		c
Go to a TV channel's website or to particular TV programme websites	352 42%	292 42%	42 54%	14 40%	5 26%	311 43%	41 37%	352 42%
		d	acdefg	d		d	d	d
Watch or download music videos	306 37%	253 36%	36 47%	12 35%	5 30%	266 37%	40 36%	306 37%
			acdefg					
Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.)	298 36%	253 36%	27 35%	13 38%	5 29%	251 35%	46 41%	298 36%
							d	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES EVER MADE OF THE INTERNET AT HOME**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Watch or download TV programmes or films on websites like BBC iPlayer, 4OD, ITV Player, or Sky Player	284 34%	241 34% d	30 39% cd	9 26%	4 23%	248 35% d	36 33%	284 34% d
Go to sites about news and what is going on in the world	267 32%	224 32% d	28 36% d	12 34% d	3 19%	229 32% d	38 34% d	267 32% d
Listen to radio over the internet	145 18%	127 18%	10 12%	6 18%	3 17%	130 18%	15 14%	145 18%
Make or receive telephone calls using a webcam over the internet using services like Skype	131 16%	111 16% d	14 18% d	5 16% d	1 8%	116 16% d	15 13%	131 16% d
Buy things online	107 13%	90 13%	11 15%	3 10%	2 11%	93 13%	14 13%	107 13%
Send or receive Twitter updates	79 10%	69 10%	5 6%	4 12%	2 8%	68 10%	11 10%	79 10%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14A-U USES EVER MADE OF THE INTERNET AT HOME**

Base : Children aged 5-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
Visit blogs - journals or newsletters that are frequently updated and written for others to read	75 9%	63 9% d	8 11% d	3 9% d	* 2%	67 9% d	9 8% d	75 9% d
Go to photo sharing websites like Flickr or Snapfish	75 9%	62 9%	7 9%	4 12%	1 6%	62 9%	13 11%	75 9%
Sell things online	37 4%	32 5%	2 2%	2 6%	1 4%	30 4%	7 6%	37 4%
NONE OF THESE	6 1%	6 1%	- -%	* 1%	- -%	6 1%	- -%	6 1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15A When you use the internet to visit social networking websites like Facebook, Bebo, Myspace, Tumblr or Hi... Do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base : Children aged 8-15 who use the internet at home to go to social networking sites

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	596	-	140	456	297	299	-	-	72	68	225	231	96	163	138	199	259	337	596
Effective Weighted Sample	467	-	109	358	232	235	-	-	57	52	175	183	80	132	104	153	212	256	467
Total	381	-	91	289	190	191	-	-	48	44	142	147	70	109	86	115	180	201	381
All is true	26 7%	- -%	4 5%	22 8%	18 10%	8 4%	- -%	- -%	** **	** **	14 10%	8 5%	** **	8 7%	9 10%	5 4%	13 7%	14 7%	26 7%
Most is true	103 27%	- -%	24 27%	78 27%	49 26%	54 28%	- -%	- -%	** **	** **	36 25%	42 29%	** **	31 28%	19 22%	34 30%	49 27%	54 27%	103 27%
Some is true	234 61%	- -%	55 60%	179 62%	111 58%	123 64%	- -%	- -%	** **	** **	86 60%	93 63%	** **	67 61%	53 61%	70 61%	111 62%	122 61%	234 61%
Don't know	18 5%	- -%	8 9%	10 3%	11 6%	7 3%	- -%	- -%	** **	** **	6 4%	4 3%	** **	3 3%	6 6%	6 5%	6 3%	12 6%	18 5%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15A When you use the internet to visit social networking websites like Facebook, Bebo, Myspace, Tumblr or Hi... Do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base : Children aged 8-15 who use the internet at home to go to social networking sites

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	596	378	78	68	72	484	112	596
Effective Weighted Sample	467	356	69	59	66	388	82	467
Total	381	319	36	17	9	324	56	381
All is true	26 7%	24 8%	**	**	**	24 7%	2 4%	26 7%
Most is true	103 27%	83 26%	**	**	**	85 26%	18 33%	103 27%
Some is true	234 61%	198 62%	**	**	**	201 62%	33 58%	234 61%
Don't know	18 5%	13 4%	**	**	**	15 5%	3 5%	18 5%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 225**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15B When you use the internet to visit sites you use for school work or homework... Do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base : Children aged 8-15 who use the internet at home to go to sites used for school work or homework

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	934	-	422	512	466	468	-	-	211	211	255	257	182	271	206	275	453	481	934
Effective Weighted Sample	733	-	331	402	367	366	-	-	169	162	198	204	149	215	159	213	364	371	733
Total	600	-	274	326	297	303	-	-	139	135	158	168	128	183	131	157	311	289	600
All is true	243	-	122	121	116	127	-	-	58	64	58	63	54	72	52	65	127	117	243
	41%	-%	45%	37%	39%	42%	-%	-%	42%	48%	37%	38%	42%	39%	39%	41%	41%	40%	41%
			c						j										
Most is true	263	-	95	168	131	133	-	-	52	43	78	90	62	84	58	60	146	118	263
	44%	-%	35%	51%	44%	44%	-%	-%	38%	32%	49%	53%	48%	46%	44%	38%	47%	41%	44%
			b						hi	hi							o		
Some is true	71	-	36	35	39	32	-	-	19	17	20	15	8	19	18	25	27	44	71
	12%	-%	13%	11%	13%	11%	-%	-%	14%	13%	13%	9%	7%	10%	14%	16%	9%	15%	12%
									jk	jk					l	lp		lp	
Don't know	23	-	21	2	12	10	-	-	10	10	2	*	4	8	4	7	12	11	23
	4%	-%	8%	1%	4%	3%	-%	-%	7%	8%	1%	***	3%	4%	3%	4%	4%	4%	4%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15B When you use the internet to visit sites you use for school work or homework... Do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base : Children aged 8-15 who use the internet at home to go to sites used for school work or homework

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	934	609	120	101	104	763	171	934
Effective Weighted Sample	733	567	106	88	95	611	127	733
Total	600	506	56	25	12	514	86	600
All is true	243	208	25	7	3	213	30	243
	41%	41%	45%	28%	24%	41%	36%	41%
		cd	cd			cd		cd
Most is true	263	221	25	10	7	224	39	263
	44%	44%	44%	41%	60%	44%	46%	44%
					abcefg			
Some is true	71	61	4	5	2	62	9	71
	12%	12%	7%	18%	13%	12%	10%	12%
				b				
Don't know	23	17	2	3	*	16	7	23
	4%	3%	4%	12%	3%	3%	8%	4%
				abdeg			aeg	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 226**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15C When you use the internet to visit sites about news and what is going on in the world... Do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base : Children aged 8-15 who use the internet at home to go to sites about news and what is going on in the world

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	~n	o	p	q	r
Unweighted total	387	-	144	243	202	185	-	-	79	65	123	120	91	108	82	106	199	188	387
Effective Weighted Sample	315	-	115	200	165	150	-	-	63	52	102	98	79	89	64	84	168	148	315
Total	257	-	96	161	135	122	-	-	53	43	83	79	68	75	51	62	143	114	257
All is true	88	-	40	48	43	45	-	-	**	**	23	25	**	26	**	18	50	38	88
	34%	-%	41%	30%	32%	37%	-%	-%	**	**	28%	32%	**	34%	**	29%	35%	33%	34%
			c																
Most is true	127	-	37	91	72	55	-	-	**	**	46	45	**	41	**	29	73	54	127
	50%	-%	38%	56%	53%	45%	-%	-%	**	**	55%	57%	**	55%	**	47%	51%	48%	50%
			b																
Some is true	33	-	14	18	15	18	-	-	**	**	11	8	**	6	**	13	16	17	33
	13%	-%	15%	11%	11%	15%	-%	-%	**	**	13%	10%	**	8%	**	21%	11%	15%	13%
																mp			
Don't know	9	-	5	4	5	4	-	-	**	**	3	1	**	2	**	2	4	5	9
	4%	-%	5%	3%	4%	3%	-%	-%	**	**	4%	2%	**	2%	**	4%	3%	5%	4%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 226

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15C When you use the internet to visit sites about news and what is going on in the world... Do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base : Children aged 8-15 who use the internet at home to go to sites about news and what is going on in the world

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	387	257	57	46	27	313	74	387
Effective Weighted Sample	315	241	52	39	25	261	57	315
Total	257	215	27	12	3	220	37	257
All is true	88 34%	74 34%	**	**	**	69 31%	**	88 34%
Most is true	127 50%	107 50%	**	**	**	112 51%	**	127 50%
Some is true	33 13%	28 13%	**	**	**	32 14%	**	33 13%
Don't know	9 4%	6 3%	**	**	**	7 3%	**	9 4%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15D When you use the internet to visit Wikipedia... Do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base : Children aged 8-15 who use the internet at home to go to Wikipedia

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	506	-	185	321	250	256	-	-	98	87	152	169	117	146	106	137	263	243	506	
Effective Weighted Sample	411	-	149	262	203	208	-	-	80	70	124	138	98	121	83	110	219	193	411	
Total	349	-	131	218	173	177	-	-	70	61	103	115	86	106	71	86	192	157	349	
All is true	69	-	37	32	35	34	-	-	**	**	14	19	17	19	17	17	36	33	69	
	20%	-%	28%	15%	20%	19%	-%	-%	**	**	13%	16%	20%	18%	23%	19%	19%	21%	20%	
			c																	
Most is true	158	-	56	102	74	84	-	-	**	**	44	58	43	49	26	40	92	66	158	
	45%	-%	43%	47%	43%	48%	-%	-%	**	**	43%	50%	50%	46%	36%	47%	48%	42%	45%	
Some is true	92	-	27	65	45	47	-	-	**	**	33	32	20	27	21	24	48	45	92	
	26%	-%	21%	30%	26%	27%	-%	-%	**	**	32%	28%	23%	26%	29%	28%	25%	28%	26%	
			b																	
Don't know	29	-	10	19	18	11	-	-	**	**	13	6	6	10	8	5	16	13	29	
	8%	-%	8%	9%	11%	6%	-%	-%	**	**	12%	5%	7%	10%	11%	6%	8%	8%	8%	
										k										

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15D When you use the internet to visit Wikipedia... Do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base : Children aged 8-15 who use the internet at home to go to Wikipedia

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	506	346	62	46	52	423	83	506
Effective Weighted Sample	411	326	57	40	48	351	63	411
Total	349	298	33	12	6	306	44	349
All is true	69 20%	61 20%	**	**	**	65 21%	**	69 20%
Most is true	158 45%	133 45%	**	**	**	137 45%	**	158 45%
Some is true	92 26%	80 27%	**	**	**	77 25%	**	92 26%
Don't know	29 8%	25 8%	**	**	**	26 9%	**	29 8%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16A AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I find it easier to be myself online than when I am with people face to face**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Yes	182	-	58	123	102	80	-	-	33	25	69	54	35	50	46	51	85	97	182
	27%	-%	18%	35%	30%	24%	-%	-%	20%	17%	39%	31%	25%	25%	31%	28%	25%	29%	27%
				b						hi	hi								
No	404	-	196	208	195	209	-	-	101	95	94	114	92	127	79	105	219	185	404
	60%	-%	62%	59%	58%	63%	-%	-%	62%	61%	53%	64%	66%	64%	54%	57%	65%	55%	60%
										j	j		nq	nq			noq		
Don't know	85	-	62	22	41	43	-	-	28	34	13	9	12	22	22	29	34	51	85
	13%	-%	20%	6%	12%	13%	-%	-%	17%	22%	8%	5%	9%	11%	15%	16%	10%	15%	13%
			c						jk	jk						lp		lp	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16A AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I find it easier to be myself online than when I am with people face to face**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Yes	182 27%	154 27%	19 31% f	6 21%	4 27%	163 28%	19 20%	182 27%
No	404 60%	344 60%	32 54%	19 69% b	8 59%	344 59%	60 65%	404 60%
Don't know	85 13%	71 13%	9 15%	3 10%	2 14%	71 12%	13 14%	85 13%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16B AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - It's easier to keep things secret or private on the internet than in real life**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Yes	147	-	52	95	76	72	-	-	26	27	50	45	32	45	26	44	77	70	147
	22%	-%	17%	27%	22%	22%	-%	-%	16%	17%	28%	25%	23%	23%	18%	24%	23%	21%	22%
				b						hi	h								
No	432	-	193	239	223	209	-	-	107	86	116	122	91	130	97	114	221	211	432
	64%	-%	61%	67%	66%	63%	-%	-%	66%	56%	66%	69%	66%	65%	66%	61%	66%	63%	64%
									i	i	i	i							
Don't know	91	-	71	20	39	51	-	-	29	41	10	10	15	24	24	28	39	52	91
	14%	-%	22%	6%	12%	16%	-%	-%	18%	27%	6%	6%	11%	12%	16%	15%	11%	16%	14%
			c						jk	hjk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16B AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - It's easier to keep things secret or private on the internet than in real life**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Yes	147 22%	126 22%	14 24%	4 16%	3 23%	128 22%	20 22%	147 22%
No	432 64%	371 65% f	33 56%	19 69% f	8 60%	381 66% bf	51 56%	432 64% f
Don't know	91 14%	72 13%	12 20% aeg	4 15%	2 17%	70 12%	21 23% aeg	91 14%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QC16C AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - It's fun being silly or rude on the internet**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Yes	77	-	20	57	42	35	-	-	9	11	33	24	14	25	14	24	39	38	77
	11%	-%	6%	16%	12%	10%	-%	-%	5%	7%	19%	13%	10%	12%	9%	13%	12%	11%	11%
				b						hi	hi								
No	534	-	253	281	271	263	-	-	136	118	136	145	115	157	119	143	272	262	534
	80%	-%	80%	79%	80%	79%	-%	-%	84%	76%	77%	82%	83%	79%	81%	77%	81%	79%	80%
Don't know	59	-	43	16	25	34	-	-	18	25	7	9	10	17	14	19	26	33	59
	9%	-%	14%	5%	7%	10%	-%	-%	11%	16%	4%	5%	7%	8%	10%	10%	8%	10%	9%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QC16C AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - It's fun being silly or rude on the internet**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Yes	77 11%	64 11%	9 15%	3 9%	1 11%	66 11%	11 12%	77 11%
No	534 80%	462 81% bf	38 64%	23 83% b	11 77% b	467 81% bf	67 73%	534 80% b
Don't know	59 9%	43 8%	12 21%	2 8%	2 13%	46 8%	14 15%	59 9%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16D AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - It's easier to talk about personal things on the internet**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Yes	120	-	25	96	61	59	-	-	10	14	51	45	24	39	22	36	62	58	120
	18%	-%	8%	27%	18%	18%	-%	-%	6%	9%	29%	25%	17%	20%	15%	19%	18%	17%	18%
				b						hi	hi								
No	475	-	234	241	241	235	-	-	124	110	117	124	99	139	111	126	238	237	475
	71%	-%	74%	68%	71%	71%	-%	-%	76%	72%	66%	70%	72%	70%	76%	68%	71%	71%	71%
									j										
Don't know	75	-	58	17	37	38	-	-	28	29	8	9	16	21	14	25	36	38	75
	11%	-%	18%	5%	11%	11%	-%	-%	17%	19%	5%	5%	11%	10%	9%	13%	11%	12%	11%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16D AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - It's easier to talk about personal things on the internet**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Yes	120	102	13	4	1	106	15	120
	18%	18%	22%	14%	9%	18%	16%	18%
		d	d			d		d
No	475	409	34	21	11	413	62	475
	71%	72%	58%	77%	77%	71%	67%	71%
		b		b	b	b		b
Don't know	75	58	12	3	2	59	15	75
	11%	10%	20%	9%	14%	10%	17%	11%
			aceg				ae	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**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.

**QC16E AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - When I'm on the internet I forget about the safety rules**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Yes	68	-	20	47	43	24	-	-	13	7	30	17	14	13	18	22	27	41	68
	10%	-%	6%	13%	13%	7%	-%	-%	8%	5%	17%	10%	10%	6%	12%	12%	8%	12%	10%
			b	b	e					hik	i				m	m		mp	
No	551	-	256	295	270	280	-	-	130	125	140	155	114	168	118	150	282	268	551
	82%	-%	81%	83%	80%	85%	-%	-%	80%	81%	79%	87%	82%	85%	81%	81%	84%	81%	82%
									jk	jk	j								
Don't know	52	-	40	11	25	27	-	-	19	22	6	5	11	17	10	13	28	24	52
	8%	-%	13%	3%	7%	8%	-%	-%	12%	14%	4%	3%	8%	9%	7%	7%	8%	7%	8%
			c																

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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.

**QC16E AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - When I'm on the internet I forget about the safety rules**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Yes	68	53	9	4	2	57	10	68
	10%	9%	15%	13%	14%	10%	11%	10%
No	551	473	44	22	11	482	69	551
	82%	83%	74%	80%	77%	83%	75%	82%
		bf				bf		bf
Don't know	52	42	6	2	1	39	13	52
	8%	7%	11%	7%	9%	7%	14%	8%
							aeq	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16F AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel more confident on the internet than I do in real life**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048	
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818	
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670	
Yes	121 18%	- -%	40 13%	82 23%	61 18%	60 18%	- -%	- -%	20 12%	20 13%	41 23%	40 23%	21 15%	35 18%	24 16%	41 22%	57 17%	65 19%	121 18%	
No	466 70%	- -%	226 71%	240 68%	236 70%	230 69%	- -%	- -%	118 73%	108 70%	119 67%	121 68%	101 73%	142 71%	102 70%	121 65%	243 72%	223 67%	466 70%	
Don't know	83 12%	- -%	51 16%	32 9%	41 12%	42 13%	- -%	- -%	25 15%	26 17%	16 9%	16 9%	17 12%	21 11%	21 14%	24 13%	38 11%	45 13%	83 12%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16F AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel more confident on the internet than I do in real life**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Yes	121 18%	104 18%	11 18%	5 16%	2 12%	109 19%	13 14%	121 18%
No	466 70%	398 70%	37 63%	20 72%	11 75%	403 70%	63 68%	466 70%
Don't know	83 12%	67 12%	11 19%	3 11%	2 13%	67 12%	16 18%	83 12%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC17 Which of these things, if any, are things that you don't like about the internet?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Websites that take too long to load	287	-	134	153	144	143	-	-	64	70	80	73	59	90	65	74	149	139	287
	43%	-%	42%	43%	43%	43%	-%	-%	40%	45%	45%	41%	42%	45%	44%	40%	44%	42%	43%
Too many adverts	179	-	63	116	99	80	-	-	37	26	62	54	35	53	42	48	89	90	179
	27%	-%	20%	33%	29%	24%	-%	-%	23%	17%	35%	30%	25%	27%	29%	26%	26%	27%	27%
				b						hi	i								
Seeing things that make me feel sad, frightened or embarrassed	87	-	51	37	43	44	-	-	24	26	19	18	16	31	19	22	46	41	87
	13%	-%	16%	10%	13%	13%	-%	-%	15%	17%	11%	10%	11%	15%	13%	12%	14%	12%	13%
			c						k										
Seeing things that are too old for me	87	-	54	33	40	47	-	-	23	31	17	16	20	26	21	19	46	41	87
	13%	-%	17%	9%	12%	14%	-%	-%	14%	20%	10%	9%	15%	13%	15%	10%	14%	12%	13%
			c						jk										
Things people have written about me or photos of me on their profile page/ web page	80	-	28	53	31	49	-	-	14	14	18	35	12	25	20	24	37	44	80
	12%	-%	9%	15%	9%	15%	-%	-%	9%	9%	10%	20%	9%	13%	14%	13%	11%	13%	12%
				b		d						hij							
Not enough websites that I like	75	-	44	31	37	38	-	-	22	22	15	16	21	11	18	25	33	42	75
	11%	-%	14%	9%	11%	11%	-%	-%	14%	14%	9%	9%	15%	6%	12%	13%	10%	13%	11%
			c										m		m	m		m	m
Websites which are blocked so I can't look at them	73	-	37	36	41	32	-	-	20	17	21	15	14	16	20	23	31	42	73
	11%	-%	12%	10%	12%	10%	-%	-%	12%	11%	12%	8%	10%	8%	13%	12%	9%	13%	11%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC17 Which of these things, if any, are things that you don't like about the internet?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
People pretending to be me online	59	-	24	34	29	30	-	-	13	11	15	19	13	15	14	16	28	31	59
	9%	-%	8%	10%	8%	9%	-%	-%	8%	7%	9%	11%	9%	8%	10%	9%	8%	9%	9%
I feel under pressure from my friends or others to go online	28	-	17	12	12	16	-	-	6	11	6	6	6	8	5	10	14	15	28
	4%	-%	5%	3%	4%	5%	-%	-%	4%	7%	3%	3%	4%	4%	4%	5%	4%	4%	4%
ANY OF THESE	393	-	176	217	194	199	-	-	87	89	107	110	76	120	90	106	196	197	393
	59%	-%	56%	61%	57%	60%	-%	-%	54%	58%	61%	62%	55%	61%	62%	57%	58%	59%	59%
EITHER SEEING THINGS 'FEEL SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'	124	-	72	52	60	64	-	-	31	40	29	23	26	38	31	30	64	60	124
	18%	-%	23%	15%	18%	19%	-%	-%	19%	26%	16%	13%	19%	19%	21%	16%	19%	18%	18%
			c						jk										
These things don't worry me/ None of these	277	-	140	137	144	133	-	-	75	65	69	67	63	78	56	80	141	136	277
	41%	-%	44%	39%	43%	40%	-%	-%	46%	42%	39%	38%	45%	39%	38%	43%	42%	41%	41%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC17 Which of these things, if any, are things that you don't like about the internet?**

Base : Children aged 8-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Websites that take too long to load	287 43%	241 42%	27 46%	11 38%	8 57%	239 41%	48 53%	287 43%
					aceg		aceg	
Too many adverts	179 27%	152 27%	15 25%	7 26%	5 33%	150 26%	29 32%	179 27%
Seeing things that make me feel sad, frightened or embarrassed	87 13%	77 13%	4 6%	4 15%	3 19%	74 13%	13 14%	87 13%
		b		b	b	b	b	b
Seeing things that are too old for me	87 13%	75 13%	6 10%	3 13%	3 18%	69 12%	18 19%	87 13%
							beg	
Things people have written about me or photos of me on their profile page/ web page	80 12%	71 12%	3 5%	4 16%	2 17%	67 12%	13 14%	80 12%
		b		b	b	b	b	b
Not enough websites that I like	75 11%	66 12%	4 7%	2 9%	2 16%	60 10%	15 16%	75 11%
					b		b	
Websites which are blocked so I can't look at them	73 11%	63 11%	4 7%	3 12%	2 14%	57 10%	16 18%	73 11%
							abeg	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 234

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC17 Which of these things, if any, are things that you don't like about the internet?**

Base : Children aged 8-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
People pretending to be me online	59	54	2	1	2	50	9	59
	9%	9%	3%	5%	16%	9%	10%	9%
		b			bceg	b	b	b
I feel under pressure from my friends or others to go online	28	26	1	1	1	22	6	28
	4%	5%	1%	3%	4%	4%	7%	4%
							b	
ANY OF THESE	393	330	37	15	10	330	63	393
	59%	58%	62%	55%	74%	57%	68%	59%
					aceg		aceg	
EITHER SEEING THINGS 'FEEL SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'	124	108	7	5	4	103	21	124
	18%	19%	11%	19%	27%	18%	23%	18%
		b			beg		b	
These things don't worry me/ None of these	277	239	22	12	4	248	29	277
	41%	42%	38%	45%	26%	43%	32%	41%
		df		df		df		df

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18 In most weeks when you use the internet on any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games player or a media player like an iPod Touch, would you say that you...**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Only visit websites that you've visited before	375	-	207	168	181	194	-	-	104	103	77	90	70	115	83	106	185	190	375
	56%	-%	65%	47%	53%	58%	-%	-%	64%	67%	44%	51%	51%	58%	57%	57%	55%	57%	56%
			c						jk	jk									
Visit maybe one or two sites that you haven't visited before	230	-	84	147	124	106	-	-	45	38	79	68	52	71	48	59	123	107	230
	34%	-%	26%	41%	37%	32%	-%	-%	28%	25%	44%	38%	38%	36%	33%	32%	37%	32%	34%
				b							hi	hi							
Visit lots of websites that you haven't visited before	47	-	13	33	22	25	-	-	8	6	14	19	13	10	11	13	23	24	47
	7%	-%	4%	9%	7%	7%	-%	-%	5%	4%	8%	11%	9%	5%	7%	7%	7%	7%	7%
				b								hi							
Don't know	19	-	12	6	12	7	-	-	5	7	6	*	3	3	5	7	6	13	19
	3%	-%	4%	2%	3%	2%	-%	-%	3%	4%	4%	***	2%	1%	3%	4%	2%	4%	3%
									k	k	k								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 235

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18 In most weeks when you use the internet on any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games player or a media player like an iPod Touch, would you say that you...**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Only visit websites that you've visited before	375	316	33	15	10	318	56	375
	56%	56%	56%	54%	69%	55%	61%	56%
					abceg			
Visit maybe one or two sites that you haven't visited before	230	195	22	10	3	200	30	230
	34%	34%	36%	37%	22%	35%	33%	34%
		d	d	d		d		d
Visit lots of websites that you haven't visited before	47	42	3	1	*	43	4	47
	7%	7%	5%	4%	3%	7%	4%	7%
Don't know	19	15	1	1	1	17	2	19
	3%	3%	2%	5%	6%	3%	2%	3%
					ag			

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	553	-	-	553	280	273	-	-	-	-	280	273	102	150	124	177	252	301	553
Effective Weighted Sample	436	-	-	436	219	217	-	-	-	-	219	217	88	123	91	136	211	227	436
Total	354	-	-	354	176	177	-	-	-	-	176	177	77	105	72	100	181	173	354
Check the general appearance and look of the site	91	-	-	91	47	44	-	-	-	-	47	44	30	27	14	19	57	33	91
	26%	-%	-%	26%	26%	25%	-%	-%	-%	-%	26%	25%	39%	26%	19%	19%	32%	19%	26%
													mnoqr				noq		
See if there is a padlock or other symbol to indicate the site is secure	85	-	-	85	42	43	-	-	-	-	42	43	19	28	17	21	47	38	85
	24%	-%	-%	24%	24%	24%	-%	-%	-%	-%	24%	24%	25%	27%	23%	21%	26%	22%	24%
Ask someone else if they have been to the website	78	-	-	78	44	34	-	-	-	-	44	34	18	21	15	24	39	39	78
	22%	-%	-%	22%	25%	19%	-%	-%	-%	-%	25%	19%	23%	20%	20%	24%	22%	23%	22%
See whether it is a company you have heard of	65	-	-	65	34	30	-	-	-	-	34	30	15	22	16	12	36	28	65
	18%	-%	-%	18%	20%	17%	-%	-%	-%	-%	20%	17%	19%	21%	23%	12%	20%	16%	18%
														o			o		
Check some types of information across a number of websites to be sure it's correct	63	-	-	63	33	29	-	-	-	-	33	29	17	19	10	17	36	27	63
	18%	-%	-%	18%	19%	17%	-%	-%	-%	-%	19%	17%	22%	18%	14%	17%	20%	16%	18%
Look at how up to date the information on the site is	58	-	-	58	33	25	-	-	-	-	33	25	12	19	12	16	30	28	58
	16%	-%	-%	16%	19%	14%	-%	-%	-%	-%	19%	14%	15%	18%	17%	16%	17%	16%	16%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	553	-	-	553	280	273	-	-	-	-	280	273	102	150	124	177	252	301	553
Effective Weighted Sample	436	-	-	436	219	217	-	-	-	-	219	217	88	123	91	136	211	227	436
Total	354	-	-	354	176	177	-	-	-	-	176	177	77	105	72	100	181	173	354
See if there is a symbol to indicate a quality standard	52	-	-	52	28	25	-	-	-	-	28	25	15	11	15	10	27	25	52
	15%	-%	-%	15%	16%	14%	-%	-%	-%	-%	16%	14%	20%	11%	21%	10%	15%	15%	15%
													o		mo				
See if there are links to the site from another trusted site	51	-	-	51	31	20	-	-	-	-	31	20	13	17	9	12	30	21	51
	15%	-%	-%	15%	18%	11%	-%	-%	-%	-%	18%	11%	17%	16%	13%	12%	17%	12%	15%
See who/ which company has created the web page	48	-	-	48	27	21	-	-	-	-	27	21	12	15	10	11	27	21	48
	14%	-%	-%	14%	15%	12%	-%	-%	-%	-%	15%	12%	15%	14%	14%	11%	15%	12%	14%
Check which country the website is from	46	-	-	46	27	19	-	-	-	-	27	19	11	19	11	5	30	16	46
	13%	-%	-%	13%	15%	11%	-%	-%	-%	-%	15%	11%	15%	18%	15%	5%	17%	9%	13%
													o	oq	o		oq		o
None of these	42	-	-	42	25	18	-	-	-	-	25	18	14	12	4	12	26	16	42
	12%	-%	-%	12%	14%	10%	-%	-%	-%	-%	14%	10%	18%	12%	6%	12%	14%	9%	12%
													nq				n		
Not applicable - never go to websites I haven't visited before	67	-	-	67	31	36	-	-	-	-	31	36	6	23	16	21	29	37	67
	19%	-%	-%	19%	17%	20%	-%	-%	-%	-%	17%	20%	8%	22%	22%	21%	16%	22%	19%
ANY OF THESE	212	-	-	212	106	106	-	-	-	-	106	106	49	62	43	58	111	101	212
	60%	-%	-%	60%	60%	60%	-%	-%	-%	-%	60%	60%	64%	59%	59%	58%	61%	59%	60%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Unweighted total	553	-	-	553	280	273	-	-	-	-	280	273	102	150	124	177	252	301	553
Effective Weighted Sample	436	-	-	436	219	217	-	-	-	-	219	217	88	123	91	136	211	227	436
Total	354	-	-	354	176	177	-	-	-	-	176	177	77	105	72	100	181	173	354
ANY OF THESE - EXCLUDING CODE ADDED IN 2012	212	-	-	212	106	106	-	-	-	-	106	106	49	62	43	58	111	101	212
	60%	-%	-%	60%	60%	60%	-%	-%	-%	-%	60%	60%	64%	59%	59%	58%	61%	59%	60%
Don't know	33	-	-	33	15	18	-	-	-	-	15	18	7	7	9	9	15	18	33
	9%	-%	-%	9%	9%	10%	-%	-%	-%	-%	9%	10%	9%	7%	13%	9%	8%	11%	9%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 236

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	553	365	68	58	62	457	96	553
Effective Weighted Sample	436	340	61	49	56	368	70	436
Total	354	301	31	14	7	306	48	354
Check the general appearance and look of the site	91 26%	79 26%	** **	** **	** **	74 24%	** **	91 26%
See if there is a padlock or other symbol to indicate the site is secure	85 24%	78 26%	** **	** **	** **	71 23%	** **	85 24%
Ask someone else if they have been to the website	78 22%	69 23%	** **	** **	** **	60 20%	** **	78 22%
See whether it is a company you have heard of	65 18%	59 20%	** **	** **	** **	50 16%	** **	65 18%
Check some types of information across a number of websites to be sure it's correct	63 18%	57 19%	** **	** **	** **	49 16%	** **	63 18%
Look at how up to date the information on the site is	58 16%	50 17%	** **	** **	** **	46 15%	** **	58 16%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 236

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	553	365	68	58	62	457	96	553
Effective Weighted Sample	436	340	61	49	56	368	70	436
Total	354	301	31	14	7	306	48	354
See if there is a symbol to indicate a quality standard	52 15%	48 16%	** **	** **	** **	42 14%	** **	52 15%
See if there are links to the site from another trusted site	51 15%	45 15%	** **	** **	** **	39 13%	** **	51 15%
See who/ which company has created the web page	48 14%	43 14%	** **	** **	** **	36 12%	** **	48 14%
Check which country the website is from	46 13%	42 14%	** **	** **	** **	36 12%	** **	46 13%
None of these	42 12%	32 11%	** **	** **	** **	39 13%	** **	42 12%
Not applicable - never go to websites I haven't visited before	67 19%	58 19%	** **	** **	** **	60 20%	** **	67 19%
ANY OF THESE	212 60%	185 61%	** **	** **	** **	178 58%	** **	212 60%
ANY OF THESE - EXCLUDING CODE ADDED IN 2012	212 60%	185 61%	** **	** **	** **	178 58%	** **	212 60%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	553	365	68	58	62	457	96	553
Effective Weighted Sample	436	340	61	49	56	368	70	436
Total	354	301	31	14	7	306	48	354
Don't know	33	26	**	**	**	28	**	33
	9%	9%	**	**	**	9%	**	9%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home - excluding those who don't know whether they make any checks

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	499	-	-	499	254	245	-	-	-	-	254	245	91	140	107	161	231	268	499
Effective Weighted Sample	393	-	-	393	198	195	-	-	-	-	198	195	78	115	79	123	193	202	393
Total	321	-	-	321	161	160	-	-	-	-	161	160	69	97	63	91	167	154	321
Check the general appearance and look of the site	91	-	-	91	47	44	-	-	-	-	47	44	**	27	14	19	57	33	91
	28%	-%	-%	28%	29%	28%	-%	-%	-%	-%	29%	28%	**	28%	22%	21%	34%	22%	28%
																	oq		
See if there is a padlock or other symbol to indicate the site is secure	85	-	-	85	42	43	-	-	-	-	42	43	**	28	17	21	47	38	85
	26%	-%	-%	26%	26%	27%	-%	-%	-%	26%	27%	**	29%	26%	23%	28%	25%	26%	
Ask someone else if they have been to the website	78	-	-	78	44	34	-	-	-	-	44	34	**	21	15	24	39	39	78
	24%	-%	-%	24%	27%	21%	-%	-%	-%	27%	21%	**	22%	23%	26%	23%	25%	24%	
See whether it is a company you have heard of	65	-	-	65	34	30	-	-	-	-	34	30	**	22	16	12	36	28	65
	20%	-%	-%	20%	21%	19%	-%	-%	-%	21%	19%	**	22%	26%	13%	22%	18%	20%	
															o		o		
Check some types of information across a number of websites to be sure it's correct	63	-	-	63	33	29	-	-	-	-	33	29	**	19	10	17	36	27	63
	20%	-%	-%	20%	21%	18%	-%	-%	-%	21%	18%	**	19%	16%	18%	21%	17%	20%	
Look at how up to date the information on the site is	58	-	-	58	33	25	-	-	-	-	33	25	**	19	12	16	30	28	58
	18%	-%	-%	18%	21%	16%	-%	-%	-%	21%	16%	**	19%	19%	17%	18%	18%	18%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home - excluding those who don't know whether they make any checks

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	499	-	-	499	254	245	-	-	-	-	254	245	91	140	107	161	231	268	499
Effective Weighted Sample	393	-	-	393	198	195	-	-	-	-	198	195	78	115	79	123	193	202	393
Total	321	-	-	321	161	160	-	-	-	-	161	160	69	97	63	91	167	154	321
See if there is a symbol to indicate a quality standard	52	-	-	52	28	25	-	-	-	-	28	25	**	11	15	10	27	25	52
	16%	-%	-%	16%	17%	15%	-%	-%	-%	-%	17%	15%	**	12%	24% mo	11%	16%	17%	16%
See if there are links to the site from another trusted site	51	-	-	51	31	20	-	-	-	-	31	20	**	17	9	12	30	21	51
	16%	-%	-%	16%	19%	13%	-%	-%	-%	-%	19%	13%	**	18%	15%	13%	18%	14%	16%
See who/ which company has created the web page	48	-	-	48	27	21	-	-	-	-	27	21	**	15	10	11	27	21	48
	15%	-%	-%	15%	17%	13%	-%	-%	-%	-%	17%	13%	**	15%	16%	12%	16%	14%	15%
Check which country the website is from	46	-	-	46	27	19	-	-	-	-	27	19	**	19	11	5	30	16	46
	14%	-%	-%	14%	17%	12%	-%	-%	-%	-%	17%	12%	**	19%	17%	6%	18%	10%	14%
None of these	42	-	-	42	25	18	-	-	-	-	25	18	**	12	4	12	26	16	42
	13%	-%	-%	13%	15%	11%	-%	-%	-%	-%	15%	11%	**	13%	7%	13%	16% n	10%	13%
Not applicable - never go to websites I haven't visited before	67	-	-	67	31	36	-	-	-	-	31	36	**	23	16	21	29	37	67
	21%	-%	-%	21%	19%	22%	-%	-%	-%	-%	19%	22%	**	24%	25%	23%	18%	24%	21%
ANY OF THESE	212	-	-	212	106	106	-	-	-	-	106	106	**	62	43	58	111	101	212
	66%	-%	-%	66%	66%	66%	-%	-%	-%	-%	66%	66%	**	64%	68%	64%	67%	65%	66%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home - excluding those who don't know whether they make any checks

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	499	-	-	499	254	245	-	-	-	-	254	245	91	140	107	161	231	268	499
Effective Weighted Sample	393	-	-	393	198	195	-	-	-	-	198	195	78	115	79	123	193	202	393
Total	321	-	-	321	161	160	-	-	-	-	161	160	69	97	63	91	167	154	321
ANY OF THESE - EXCLUDING CODE ADDED IN 2012	212	-	-	212	106	106	-	-	-	-	106	106	**	62	43	58	111	101	212
	66%	-%	-%	66%	66%	66%	-%	-%	-%	-%	66%	66%	**	64%	68%	64%	67%	65%	66%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home - excluding those who don't know whether they make any checks

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	499	332	57	53	57	413	86	499
Effective Weighted Sample	393	310	51	45	52	332	62	393
Total	321	275	26	13	7	278	43	321
Check the general appearance and look of the site	91 28%	79 29%	** **	** **	** **	74 27%	** **	91 28%
See if there is a padlock or other symbol to indicate the site is secure	85 26%	78 28%	** **	** **	** **	71 26%	** **	85 26%
Ask someone else if they have been to the website	78 24%	69 25%	** **	** **	** **	60 22%	** **	78 24%
See whether it is a company you have heard of	65 20%	59 21%	** **	** **	** **	50 18%	** **	65 20%
Check some types of information across a number of websites to be sure it's correct	63 20%	57 21%	** **	** **	** **	49 18%	** **	63 20%
Look at how up to date the information on the site is	58 18%	50 18%	** **	** **	** **	46 16%	** **	58 18%
Columns Tested: a,b,c,d,e,f,g								

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home - excluding those who don't know whether they make any checks

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	499	332	57	53	57	413	86	499
Effective Weighted Sample	393	310	51	45	52	332	62	393
Total	321	275	26	13	7	278	43	321
See if there is a symbol to indicate a quality standard	52 16%	48 17%	** **	** **	** **	42 15%	** **	52 16%
See if there are links to the site from another trusted site	51 16%	45 17%	** **	** **	** **	39 14%	** **	51 16%
See who/ which company has created the web page	48 15%	43 16%	** **	** **	** **	36 13%	** **	48 15%
Check which country the website is from	46 14%	42 15%	** **	** **	** **	36 13%	** **	46 14%
None of these	42 13%	32 12%	** **	** **	** **	39 14%	** **	42 13%
Not applicable - never go to websites I haven't visited before	67 21%	58 21%	** **	** **	** **	60 22%	** **	67 21%
ANY OF THESE	212 66%	185 67%	** **	** **	** **	178 64%	** **	212 66%
ANY OF THESE - EXCLUDING CODE ADDED IN 2012	212 66%	185 67%	** **	** **	** **	178 64%	** **	212 66%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home - excluding those who don't know whether they make any checks

	<b>VISIT ONE OR TWO OR LOTS OF NEW WEBSITES</b>	
	<b>Total</b>	<b>YES</b>
Unweighted total	499	254
Effective Weighted Sample	393	209
<b>Total</b>	<b>321</b>	<b>170</b>
Check the general appearance and look of the site	91 28%	63 37%
See if there is a padlock or other symbol to indicate the site is secure	85 26%	53 31%
Ask someone else if they have been to the website	78 24%	50 30%
See whether it is a company you have heard of	65 20%	38 22%
Check some types of information across a number of websites to be sure it's correct	63 20%	40 23%
Look at how up to date the information on the site is	58 18%	35 20%
See if there is a symbol to indicate a quality standard	52 16%	34 20%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19 Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?**

Base : Children aged 12-15 who use the internet at home - excluding those who don't know whether they make any checks

	<b>VISIT ONE OR TWO OR LOTS OF NEW WEBSITES</b>	
	<b>Total</b>	<b>YES</b>
Unweighted total	499	254
Effective Weighted Sample	393	209
Total	321	170
See if there are links to the site from another trusted site	51 16%	33 19%
See who/ which company has created the web page	48 15%	31 18%
Check which country the website is from	46 14%	25 15%
None of these	42 13%	36 21%
Not applicable - never go to websites I haven't visited before	67 21%	1 1%
ANY OF THESE	212 66%	133 78%
ANY OF THESE - EXCLUDING CODE ADDED IN 2012	212 66%	133 78%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20A How confident are you using an internet search engine (such as Google, Yahoo, Bing or Ask)?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Very confident	420	-	151	269	215	205	-	-	82	69	133	136	80	127	101	113	207	213	420
	63%	-%	48%	76%	64%	62%	-%	-%	51%	45%	75%	77%	58%	64%	69%	61%	61%	64%	63%
			b							hi	hi				l				
Fairly confident	188	-	114	74	93	96	-	-	56	58	37	37	50	54	33	51	104	84	188
	28%	-%	36%	21%	27%	29%	-%	-%	34%	38%	21%	21%	36%	27%	22%	28%	31%	25%	28%
			c						jk	jk			mnqr			n			
TOTAL CONFIDENT	609	-	265	343	308	301	-	-	138	128	170	173	130	181	134	164	311	298	609
	91%	-%	84%	97%	91%	91%	-%	-%	85%	83%	96%	98%	94%	91%	91%	88%	92%	89%	91%
			b							hi	hi		o						
Neither confident nor not confident	26	-	21	4	13	12	-	-	10	11	3	1	1	9	6	10	9	16	26
	4%	-%	7%	1%	4%	4%	-%	-%	6%	7%	2%	1%	1%	4%	4%	6%	3%	5%	4%
			c						jk	jk				l	l	l		l	l
Not very confident	15	-	12	3	7	7	-	-	5	7	2	1	3	3	2	6	6	8	15
	2%	-%	4%	1%	2%	2%	-%	-%	3%	4%	1%	1%	2%	1%	1%	3%	2%	3%	2%
			c						k	jk									
Not at all confident	11	-	9	2	7	4	-	-	6	3	1	1	1	3	3	4	4	7	11
	2%	-%	3%	1%	2%	1%	-%	-%	4%	2%	1%	1%	1%	2%	2%	2%	1%	2%	2%
			c						jk										
TOTAL NOT CONFIDENT	26	-	21	5	15	12	-	-	12	10	3	2	5	6	5	11	11	15	26
	4%	-%	7%	1%	4%	3%	-%	-%	7%	6%	2%	1%	3%	3%	3%	6%	3%	5%	4%
			c						jk	jk									
Don't know	10	-	8	1	3	7	-	-	3	5	*	1	3	3	2	1	6	3	10
	1%	-%	3%	1%	1%	2%	-%	-%	2%	4%	1%	1%	2%	2%	2%	1%	2%	1%	1%
			c						jk	jk									
TOTAL NEITHER/ NOR OR DON'T KNOW	35	-	30	6	16	19	-	-	13	17	3	2	4	12	8	11	15	20	35
	5%	-%	9%	2%	5%	6%	-%	-%	8%	11%	2%	1%	3%	6%	6%	6%	5%	6%	5%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20A How confident are you using an internet search engine (such as Google, Yahoo, Bing or Ask)?**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Very confident	420 63%	357 63%	39 65%	17 60%	8 58%	370 64%	50 54%	420 63%
Fairly confident	188 28%	163 29%	13 22%	7 26%	5 35%	154 27%	34 37%	188 28%
<b>TOTAL CONFIDENT</b>	609 91%	520 91%	52 87%	24 86%	13 93%	524 91%	85 92%	609 91%
Neither confident nor not confident	26 4%	19 3%	5 8%	2 6%	* 3%	24 4%	1 1%	26 4%
Not very confident	15 2%	12 2%	2 3%	1 4%	- -	12 2%	2 2%	15 2%
Not at all confident	11 2%	10 2%	1 1%	1 3%	* 1%	9 2%	3 3%	11 2%
<b>TOTAL NOT CONFIDENT</b>	26 4%	22 4%	2 4%	2 7%	* 1%	21 4%	5 5%	26 4%
Don't know	10 1%	8 1%	1 1%	* 1%	1 4%	8 1%	1 1%	10 1%
<b>TOTAL NEITHER/ NOR OR DON'T KNOW</b>	35 5%	27 5%	5 9%	2 7%	1 7%	33 6%	2 3%	35 5%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20B How confident are you that you can find what you want when you go online?**

Base : Children aged 12-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	553	-	-	553	280	273	-	-	-	-	280	273	102	150	124	177	252	301	553
Effective Weighted Sample	436	-	-	436	219	217	-	-	-	-	219	217	88	123	91	136	211	227	436
Total	354	-	-	354	176	177	-	-	-	-	176	177	77	105	72	100	181	173	354
Very confident	220	-	-	220	111	109	-	-	-	-	111	109	46	64	47	62	110	110	220
	62%	-%	-%	62%	63%	61%	-%	-%	-%	-%	63%	61%	61%	61%	65%	62%	61%	64%	62%
Fairly confident	117	-	-	117	58	59	-	-	-	-	58	59	29	34	22	32	63	54	117
	33%	-%	-%	33%	33%	33%	-%	-%	-%	-%	33%	33%	37%	32%	31%	32%	34%	31%	33%
TOTAL CONFIDENT	336	-	-	336	169	168	-	-	-	-	169	168	75	98	69	94	173	164	336
	95%	-%	-%	95%	96%	95%	-%	-%	-%	-%	96%	95%	98%	93%	96%	94%	95%	95%	95%
Neither confident nor not confident	9	-	-	9	3	5	-	-	-	-	3	5	1	3	1	3	4	4	9
	2%	-%	-%	2%	2%	3%	-%	-%	-%	-%	2%	3%	1%	3%	2%	3%	2%	2%	2%
Not very confident	7	-	-	7	3	3	-	-	-	-	3	3	1	4	*	2	4	2	7
	2%	-%	-%	2%	2%	2%	-%	-%	-%	-%	2%	2%	1%	4%	*%	2%	2%	1%	2%
Not at all confident	2	-	-	2	1	1	-	-	-	-	1	1	-	-	1	1	-	2	2
	1%	-%	-%	1%	1%	1%	-%	-%	-%	-%	1%	1%	-%	-%	1%	1%	-%	1%	1%
TOTAL NOT CONFIDENT	9	-	-	9	4	4	-	-	-	-	4	4	1	4	1	3	4	4	9
	2%	-%	-%	2%	3%	2%	-%	-%	-%	-%	3%	2%	1%	4%	2%	3%	2%	3%	2%
TOTAL NEITHER/ NOR OR DON'T KNOW	9	-	-	9	3	5	-	-	-	-	3	5	1	3	1	3	4	4	9
	2%	-%	-%	2%	2%	3%	-%	-%	-%	-%	2%	3%	1%	3%	2%	3%	2%	2%	2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20B How confident are you that you can find what you want when you go online?**

Base : Children aged 12-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	553	365	68	58	62	457	96	553
Effective Weighted Sample	436	340	61	49	56	368	70	436
Total	354	301	31	14	7	306	48	354
Very confident	220 62%	184 61%	**	**	**	196 64%	**	220 62%
Fairly confident	117 33%	102 34%	**	**	**	95 31%	**	117 33%
TOTAL CONFIDENT	336 95%	286 95%	**	**	**	291 95%	**	336 95%
Neither confident nor not confident	9 2%	6 2%	**	**	**	7 2%	**	9 2%
Not very confident	7 2%	6 2%	**	**	**	6 2%	**	7 2%
Not at all confident	2 1%	2 1%	**	**	**	2 1%	**	2 1%
TOTAL NOT CONFIDENT	9 2%	9 3%	**	**	**	8 3%	**	9 2%
TOTAL NEITHER/ NOR OR DON'T KNOW	9 2%	6 2%	**	**	**	7 2%	**	9 2%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20C How confident are you using the internet to do creative things - like making blogs, sharing photos online, or uploading short videos to the internet?**

Base : Children aged 12-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	553	-	-	553	280	273	-	-	-	-	280	273	102	150	124	177	252	301	553
Effective Weighted Sample	436	-	-	436	219	217	-	-	-	-	219	217	88	123	91	136	211	227	436
Total	354	-	-	354	176	177	-	-	-	-	176	177	77	105	72	100	181	173	354
Very confident	127	-	-	127	61	66	-	-	-	-	61	66	31	31	30	35	62	65	127
	36%	-%	-%	36%	35%	37%	-%	-%	-%	-%	35%	37%	41%	30%	41%	35%	34%	38%	36%
Fairly confident	109	-	-	109	51	58	-	-	-	-	51	58	21	37	18	32	58	51	109
	31%	-%	-%	31%	29%	33%	-%	-%	-%	-%	29%	33%	28%	35%	25%	32%	32%	29%	31%
<b>TOTAL CONFIDENT</b>	<b>236</b>	<b>-</b>	<b>-</b>	<b>236</b>	<b>112</b>	<b>124</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>112</b>	<b>124</b>	<b>53</b>	<b>68</b>	<b>48</b>	<b>67</b>	<b>121</b>	<b>115</b>	<b>236</b>
	67%	-%	-%	67%	64%	70%	-%	-%	-%	-%	64%	70%	69%	65%	67%	67%	67%	67%	67%
Neither confident nor not confident	49	-	-	49	25	24	-	-	-	-	25	24	14	17	8	9	31	18	49
	14%	-%	-%	14%	14%	14%	-%	-%	-%	-%	14%	14%	18%	16%	12%	9%	17%	10%	14%
Not very confident	40	-	-	40	22	18	-	-	-	-	22	18	7	10	9	13	18	23	40
	11%	-%	-%	11%	13%	10%	-%	-%	-%	-%	13%	10%	10%	10%	13%	13%	10%	13%	11%
Not at all confident	17	-	-	17	12	5	-	-	-	-	12	5	2	4	4	7	6	11	17
	5%	-%	-%	5%	7%	3%	-%	-%	-%	-%	7%	3%	3%	4%	5%	7%	3%	6%	5%
<b>TOTAL NOT CONFIDENT</b>	<b>57</b>	<b>-</b>	<b>-</b>	<b>57</b>	<b>34</b>	<b>22</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>34</b>	<b>22</b>	<b>9</b>	<b>14</b>	<b>13</b>	<b>20</b>	<b>24</b>	<b>33</b>	<b>57</b>
	16%	-%	-%	16%	20%	13%	-%	-%	-%	-%	20%	13%	12%	14%	18%	20%	13%	19%	16%
Don't know	12	-	-	12	5	7	-	-	-	-	5	7	1	5	2	4	6	6	12
	3%	-%	-%	3%	3%	4%	-%	-%	-%	-%	3%	4%	1%	5%	3%	4%	3%	4%	3%
<b>TOTAL NEITHER/ NOR OR DON'T KNOW</b>	<b>61</b>	<b>-</b>	<b>-</b>	<b>61</b>	<b>30</b>	<b>31</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>30</b>	<b>31</b>	<b>15</b>	<b>22</b>	<b>11</b>	<b>13</b>	<b>37</b>	<b>24</b>	<b>61</b>
	17%	-%	-%	17%	17%	18%	-%	-%	-%	-%	17%	18%	19%	21%	15%	13%	20%	14%	17%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20C How confident are you using the internet to do creative things - like making blogs, sharing photos online, or uploading short videos to the internet?**

Base : Children aged 12-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	553	365	68	58	62	457	96	553
Effective Weighted Sample	436	340	61	49	56	368	70	436
Total	354	301	31	14	7	306	48	354
Very confident	127 36%	106 35%	**	**	**	115 38%	**	127 36%
Fairly confident	109 31%	93 31%	**	**	**	91 30%	**	109 31%
TOTAL CONFIDENT	236 67%	199 66%	**	**	**	206 67%	**	236 67%
Neither confident nor not confident	49 14%	42 14%	**	**	**	42 14%	**	49 14%
Not very confident	40 11%	34 11%	**	**	**	31 10%	**	40 11%
Not at all confident	17 5%	14 5%	**	**	**	16 5%	**	17 5%
TOTAL NOT CONFIDENT	57 16%	49 16%	**	**	**	47 15%	**	57 16%
Don't know	12 3%	11 3%	**	**	**	11 4%	**	12 3%
TOTAL NEITHER/ NOR OR DON'T KNOW	61 17%	53 18%	**	**	**	53 17%	**	61 17%

Columns Tested: a,b,c,d,e,f,g



**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20D How confident are you in judging whether a website you use is truthful?**

Base : Children aged 12-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	553	-	-	553	280	273	-	-	-	-	280	273	102	150	124	177	252	301	553
Effective Weighted Sample	436	-	-	436	219	217	-	-	-	-	219	217	88	123	91	136	211	227	436
Total	354	-	-	354	176	177	-	-	-	-	176	177	77	105	72	100	181	173	354
Very confident	96 27%	- -%	- -%	96 27%	55 31%	41 23%	- -%	- -%	- -%	- -%	55 31%	41 23%	23 31%	23 22%	25 35%	24 24%	46 26%	49 29%	96 27%
Fairly confident	159 45%	- -%	- -%	159 45%	73 42%	85 48%	- -%	- -%	- -%	- -%	73 42%	85 48%	37 48%	52 49%	24 33%	46 46%	88 49%	70 41%	159 45%
TOTAL CONFIDENT	254 72%	- -%	- -%	254 72%	128 73%	126 71%	- -%	- -%	- -%	- -%	128 73%	126 71%	60 78%	74 71%	50 69%	70 70%	134 74%	120 69%	254 72%
Neither confident nor not confident	55 16%	- -%	- -%	55 16%	29 16%	26 15%	- -%	- -%	- -%	- -%	29 16%	26 15%	13 17%	13 13%	11 15%	18 18%	26 14%	29 17%	55 16%
Not very confident	29 8%	- -%	- -%	29 8%	13 7%	16 9%	- -%	- -%	- -%	- -%	13 7%	16 9%	3 4%	11 11%	8 11%	7 7%	15 8%	15 8%	29 8%
Not at all confident	5 2%	- -%	- -%	5 2%	3 2%	2 1%	- -%	- -%	- -%	- -%	3 2%	2 1%	1 1%	1 1%	2 2%	2 2%	2 1%	3 2%	5 2%
TOTAL NOT CONFIDENT	34 10%	- -%	- -%	34 10%	17 9%	18 10%	- -%	- -%	- -%	- -%	17 9%	18 10%	4 5%	13 12%	10 13%	8 8%	17 9%	18 10%	34 10%
Don't know	10 3%	- -%	- -%	10 3%	3 2%	7 4%	- -%	- -%	- -%	- -%	3 2%	7 4%	- -%	4 4%	2 3%	3 3%	4 2%	6 3%	10 3%
TOTAL NEITHER/ NOR OR DON'T KNOW	65 18%	- -%	- -%	65 18%	32 18%	33 19%	- -%	- -%	- -%	- -%	32 18%	33 19%	13 17%	18 17%	13 18%	22 22%	30 17%	35 20%	65 18%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20D How confident are you in judging whether a website you use is truthful?**

Base : Children aged 12-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	553	365	68	58	62	457	96	553
Effective Weighted Sample	436	340	61	49	56	368	70	436
Total	354	301	31	14	7	306	48	354
Very confident	96 27%	79 26%	**	**	**	84 27%	**	96 27%
Fairly confident	159 45%	135 45%	**	**	**	139 46%	**	159 45%
TOTAL CONFIDENT	254 72%	214 71%	**	**	**	223 73%	**	254 72%
Neither confident nor not confident	55 16%	47 16%	**	**	**	44 14%	**	55 16%
Not very confident	29 8%	27 9%	**	**	**	24 8%	**	29 8%
Not at all confident	5 2%	5 2%	**	**	**	5 2%	**	5 2%
TOTAL NOT CONFIDENT	34 10%	32 11%	**	**	**	30 10%	**	34 10%
Don't know	10 3%	8 3%	**	**	**	9 3%	**	10 3%
TOTAL NEITHER/ NOR OR DON'T KNOW	65 18%	55 18%	**	**	**	53 17%	**	65 18%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 243**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20E How confident are you that you know how to stay safe while you are online?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Very confident	350	-	150	200	178	172	-	-	76	74	102	98	71	102	80	97	173	177	350
	52%	-%	47%	57%	53%	52%	-%	-%	47%	48%	58%	56%	52%	51%	55%	52%	51%	53%	52%
				b							hi								
Fairly confident	242	-	112	130	123	119	-	-	59	53	64	66	52	76	51	63	128	114	242
	36%	-%	35%	37%	36%	36%	-%	-%	37%	34%	36%	37%	38%	38%	35%	34%	38%	34%	36%
TOTAL CONFIDENT	593	-	262	330	301	292	-	-	135	127	166	165	124	178	131	160	301	291	593
	88%	-%	83%	93%	89%	88%	-%	-%	84%	82%	94%	93%	89%	89%	89%	86%	89%	87%	88%
				b							hi	hi							
Neither confident nor not confident	40	-	24	15	22	18	-	-	14	10	8	8	7	10	7	16	17	23	40
	6%	-%	8%	4%	6%	5%	-%	-%	9%	7%	4%	4%	5%	5%	5%	9%	5%	7%	6%
			c																
Not very confident	21	-	15	5	9	12	-	-	7	9	2	3	4	8	4	4	12	8	21
	3%	-%	5%	1%	3%	4%	-%	-%	4%	6%	1%	2%	3%	4%	3%	2%	4%	3%	3%
			c							jk									
Not at all confident	7	-	4	2	3	3	-	-	2	2	1	1	*	1	2	4	1	5	7
	1%	-%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%	-%	-%	1%	2%	-%	2%	1%
																p			
TOTAL NOT CONFIDENT	27	-	20	7	12	15	-	-	9	11	3	4	4	9	6	8	13	14	27
	4%	-%	6%	2%	4%	5%	-%	-%	6%	7%	2%	2%	3%	4%	4%	4%	4%	4%	4%
			c						j	jk									
Don't know	11	-	10	1	4	7	-	-	4	6	-	1	3	2	3	2	5	5	11
	2%	-%	3%	-%	1%	2%	-%	-%	2%	4%	-%	-%	2%	1%	2%	1%	2%	2%	2%
			c						j	jk									
TOTAL NEITHER/ NOR OR DON'T KNOW	51	-	35	16	26	25	-	-	18	17	8	8	11	12	10	18	23	28	51
	8%	-%	11%	5%	8%	8%	-%	-%	11%	11%	4%	5%	8%	6%	7%	10%	7%	8%	8%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 243**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20E How confident are you that you know how to stay safe while you are online?**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Very confident	350 52%	302 53%	31 52%	11 40%	7 48%	305 53%	46 50%	350 52%
		c				c		c
Fairly confident	242 36%	200 35%	23 39%	13 49%	6 43%	208 36%	34 37%	242 36%
				aeg				
TOTAL CONFIDENT	593 88%	501 88%	54 90%	25 89%	13 90%	513 89%	80 87%	593 88%
Neither confident nor not confident	40 6%	32 6%	5 9%	2 6%	1 6%	35 6%	5 5%	40 6%
Not very confident	21 3%	20 3%	* *%	* 1%	* 1%	16 3%	5 5%	21 3%
							b	
Not at all confident	7 1%	6 1%	- -%	1 2%	* 1%	5 1%	2 2%	7 1%
TOTAL NOT CONFIDENT	27 4%	25 4%	* *%	1 4%	* 2%	21 4%	6 7%	27 4%
		b					b	
Don't know	11 2%	10 2%	* *%	* 1%	* 2%	10 2%	1 1%	11 2%
TOTAL NEITHER/ NOR OR DON'T KNOW	51 8%	42 7%	5 9%	2 7%	1 8%	45 8%	6 6%	51 8%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 244**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20F Overall how confident are you as an internet user?**

Base : Children aged 12-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	553	-	-	553	280	273	-	-	-	-	280	273	102	150	124	177	252	301	553
Effective Weighted Sample	436	-	-	436	219	217	-	-	-	-	219	217	88	123	91	136	211	227	436
Total	354	-	-	354	176	177	-	-	-	-	176	177	77	105	72	100	181	173	354
Very confident	223	-	-	223	110	113	-	-	-	-	110	113	47	64	48	64	111	111	223
	63%	-%	-%	63%	62%	64%	-%	-%	-%	-%	62%	64%	62%	61%	66%	64%	61%	65%	63%
Fairly confident	121	-	-	121	60	61	-	-	-	-	60	61	28	39	22	32	66	55	121
	34%	-%	-%	34%	34%	34%	-%	-%	-%	-%	34%	34%	36%	37%	31%	32%	37%	32%	34%
TOTAL CONFIDENT	344	-	-	344	170	174	-	-	-	-	170	174	75	103	70	96	178	166	344
	97%	-%	-%	97%	96%	98%	-%	-%	-%	-%	96%	98%	98%	98%	97%	96%	98%	96%	97%
Neither confident nor not confident	6	-	-	6	4	2	-	-	-	-	4	2	2	1	1	2	3	3	6
	2%	-%	-%	2%	2%	1%	-%	-%	-%	-%	2%	1%	2%	1%	2%	2%	2%	2%	2%
Not very confident	2	-	-	2	2	1	-	-	-	-	2	1	-	1	-	2	1	2	2
	1%	-%	-%	1%	1%	*%	-%	-%	-%	-%	1%	*%	-%	1%	-%	2%	*%	1%	1%
Not at all confident	2	-	-	2	1	1	-	-	-	-	1	1	-	-	1	1	-	2	2
	1%	-%	-%	1%	1%	1%	-%	-%	-%	-%	1%	1%	-%	-%	1%	1%	-%	1%	1%
TOTAL NOT CONFIDENT	4	-	-	4	3	2	-	-	-	-	3	2	-	1	1	3	1	4	4
	1%	-%	-%	1%	1%	1%	-%	-%	-%	-%	1%	1%	-%	1%	1%	3%	*%	2%	1%
TOTAL NEITHER/ NOR OR DON'T KNOW	6	-	-	6	4	2	-	-	-	-	4	2	2	1	1	2	3	3	6
	2%	-%	-%	2%	2%	1%	-%	-%	-%	-%	2%	1%	2%	1%	2%	2%	2%	2%	2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 244**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC20F Overall how confident are you as an internet user?**

Base : Children aged 12-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	553	365	68	58	62	457	96	553
Effective Weighted Sample	436	340	61	49	56	368	70	436
Total	354	301	31	14	7	306	48	354
Very confident	223 63%	188 62%	**	**	**	198 65%	**	223 63%
Fairly confident	121 34%	104 34%	**	**	**	99 32%	**	121 34%
TOTAL CONFIDENT	344 97%	291 97%	**	**	**	297 97%	**	344 97%
Neither confident nor not confident	6 2%	5 2%	**	**	**	5 2%	**	6 2%
Not very confident	2 1%	2 1%	**	**	**	2 1%	**	2 1%
Not at all confident	2 1%	2 1%	**	**	**	2 1%	**	2 1%
TOTAL NOT CONFIDENT	4 1%	4 1%	**	**	**	4 1%	**	4 1%
TOTAL NEITHER/ NOR OR DON'T KNOW	6 2%	5 2%	**	**	**	5 2%	**	6 2%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21A EXPERIENCE OR LEVEL OF INTEREST - Set up your own page or profile on a social networking website like Facebook, Bebo, MySpace, Tumblr or Hi5**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Done this	359	-	73	285	178	181	-	-	38	36	141	145	65	104	81	109	169	190	359
	54%	-%	23%	81%	53%	54%	-%	-%	23%	23%	80%	82%	47%	52%	55%	58%	50%	57%	54%
			b						hi	hi					lp	lp			
Interested in doing this	100	-	78	22	52	48	-	-	41	38	12	10	22	35	21	22	57	43	100
	15%	-%	25%	6%	15%	14%	-%	-%	25%	25%	7%	6%	16%	18%	14%	12%	17%	13%	15%
			c						jk	jk									
Not interested	194	-	150	45	99	95	-	-	76	74	23	22	48	56	43	48	104	91	194
	29%	-%	47%	13%	29%	29%	-%	-%	47%	48%	13%	12%	35%	28%	29%	26%	31%	27%	29%
			c						jk	jk									
Don't know	17	-	15	2	9	8	-	-	8	7	1	1	4	4	3	7	8	9	17
	3%	-%	5%	1%	3%	2%	-%	-%	5%	5%	1%	*%	3%	2%	2%	4%	2%	3%	3%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21A EXPERIENCE OR LEVEL OF INTEREST - Set up your own page or profile on a social networking website like Facebook, Bebo, MySpace, Tumblr or Hi5**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Done this	359	298	37	15	8	308	51	359
	54%	52%	62%	55%	59%	53%	56%	54%
Interested in doing this	100	82	12	4	2	86	14	100
	15%	14%	21%	16%	12%	15%	15%	15%
Not interested	194	175	10	6	3	170	24	194
	29%	31%	16%	23%	25%	29%	27%	29%
		b				b	b	b
Don't know	17	14	1	2	1	14	3	17
	3%	2%	1%	6%	5%	2%	3%	3%
				e				

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 246**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21B EXPERIENCE OR LEVEL OF INTEREST - Set up your own profile on Twitter**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Done this	100	-	9	90	39	60	-	-	4	5	35	55	20	37	15	27	58	42	100
	15%	-%	3%	26%	12%	18%	-%	-%	2%	3%	20%	31%	15%	19%	10%	15%	17%	13%	15%
			b	d						hi	hij		nq			n			
Interested in doing this	94	-	36	58	48	46	-	-	20	16	28	30	22	30	15	27	52	42	94
	14%	-%	11%	16%	14%	14%	-%	-%	13%	10%	16%	17%	16%	15%	10%	15%	15%	13%	14%
			b							i									
Not interested	442	-	246	197	235	208	-	-	128	118	107	90	89	124	106	123	213	230	442
	66%	-%	78%	56%	69%	63%	-%	-%	79%	77%	61%	50%	64%	63%	72%	66%	63%	69%	66%
			c	e					jk	jk	k				mp				
Don't know	34	-	25	9	16	17	-	-	10	15	6	2	7	7	11	8	15	19	34
	5%	-%	8%	2%	5%	5%	-%	-%	6%	10%	4%	1%	5%	4%	7%	5%	4%	6%	5%
			c						k	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 246**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21B EXPERIENCE OR LEVEL OF INTEREST - Set up your own profile on Twitter**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Done this	100	83	8	6	3	84	16	100
	15%	15%	13%	23%	20%	15%	17%	15%
				aeg				
Interested in doing this	94	77	11	4	1	80	14	94
	14%	14%	19%	14%	10%	14%	15%	14%
Not interested	442	384	34	15	9	382	60	442
	66%	68%	57%	56%	63%	66%	65%	66%
		bc				c		c
Don't know	34	25	6	2	1	32	2	34
	5%	4%	11%	7%	7%	6%	2%	5%
			aefg					

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 247**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21C EXPERIENCE OR LEVEL OF INTEREST - Created a character that lives or plays in the online world on websites like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Done this	273	-	152	121	137	136	-	-	74	78	63	58	59	89	54	70	148	125	273
	41%	-%	48%	34%	40%	41%	-%	-%	46%	50%	35%	33%	42%	45%	37%	38%	44%	37%	41%
			c						jk	jk									
Interested in doing this	63	-	46	18	34	30	-	-	25	21	9	9	16	20	12	15	36	27	63
	9%	-%	14%	5%	10%	9%	-%	-%	15%	14%	5%	5%	12%	10%	8%	8%	11%	8%	9%
			c						jk	jk									
Not interested	318	-	108	210	162	156	-	-	59	49	103	106	62	86	76	94	148	170	318
	47%	-%	34%	59%	48%	47%	-%	-%	36%	32%	59%	60%	44%	43%	52%	50%	44%	51%	47%
			b							hi	hi							p	
Don't know	16	-	11	5	6	10	-	-	5	6	2	4	2	3	4	7	5	11	16
	2%	-%	3%	2%	2%	3%	-%	-%	3%	4%	1%	2%	1%	2%	3%	4%	2%	3%	2%
										j									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 247**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21C EXPERIENCE OR LEVEL OF INTEREST - Created a character that lives or plays in the online world on websites like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Done this	273	231	29	8	4	240	33	273
	41%	41%	49%	29%	31%	41%	36%	41%
	c	cdf			cd		c	
Interested in doing this	63	54	5	3	1	50	13	63
	9%	10%	9%	12%	6%	9%	14%	9%
						e		
Not interested	318	271	23	15	9	275	43	318
	47%	48%	39%	55%	60%	48%	47%	47%
			b	abefg				
Don't know	16	13	2	1	*	13	3	16
	2%	2%	3%	5%	2%	2%	3%	2%

Columns Tested: a,b,c,d,e,f,g

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 248**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21D EXPERIENCE OR LEVEL OF INTEREST - Made a short video and uploaded it to a website**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Done this	96	-	19	77	51	45	-	-	9	11	43	35	21	30	18	28	51	46	96
	14%	-%	6%	22%	15%	14%	-%	-%	5%	7%	24%	20%	15%	15%	12%	15%	15%	14%	14%
				b						hi	hi								
Interested in doing this	119	-	51	68	61	58	-	-	27	24	34	34	28	39	21	31	67	52	119
	18%	-%	16%	19%	18%	17%	-%	-%	17%	15%	19%	19%	20%	20%	14%	17%	20%	16%	18%
Not interested	426	-	224	201	209	216	-	-	113	111	96	105	82	123	99	122	205	221	426
	63%	-%	71%	57%	62%	65%	-%	-%	70%	72%	54%	59%	59%	62%	67%	65%	61%	66%	63%
			c						jk	jk									
Don't know	29	-	22	8	17	13	-	-	13	9	4	4	7	7	9	5	15	15	29
	4%	-%	7%	2%	5%	4%	-%	-%	8%	6%	2%	2%	5%	4%	6%	3%	4%	4%	4%
			c						jk										

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 248**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21D EXPERIENCE OR LEVEL OF INTEREST - Made a short video and uploaded it to a website**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Done this	96	84	7	3	2	83	13	96
	14%	15%	12%	10%	15%	14%	14%	14%
Interested in doing this	119	97	15	5	1	102	17	119
	18%	17%	26%	17%	9%	18%	18%	18%
		d	adeg			d	d	d
Not interested	426	367	31	17	10	369	56	426
	63%	65%	53%	62%	71%	64%	61%	63%
		b			b	b		b
Don't know	29	20	6	3	1	24	6	29
	4%	4%	9%	11%	5%	4%	6%	4%
			aeg	aeg				

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21E EXPERIENCE OR LEVEL OF INTEREST - Uploaded photos to a website**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Done this	236	-	39	197	106	130	-	-	17	22	89	108	49	66	46	75	114	121	236
	35%	-%	12%	56%	31%	39%	-%	-%	11%	14%	50%	61%	35%	33%	32%	40%	34%	36%	35%
			b	d					hi	hij									
Interested in doing this	104	-	51	54	51	53	-	-	25	26	27	27	24	39	17	24	63	41	104
	16%	-%	16%	15%	15%	16%	-%	-%	15%	17%	15%	15%	17%	20%	12%	13%	19%	12%	16%
									jk	jk	k			nq			nq		
Not interested	305	-	205	100	165	140	-	-	107	98	59	41	60	90	74	82	150	155	305
	46%	-%	65%	28%	49%	42%	-%	-%	66%	64%	33%	23%	43%	45%	50%	44%	44%	47%	46%
			c						jk	jk	k								
Don't know	25	-	21	4	16	9	-	-	13	8	3	1	5	5	10	5	10	15	25
	4%	-%	7%	1%	5%	3%	-%	-%	8%	5%	1%	1%	4%	2%	7%	3%	3%	4%	4%
			c						jk	jk					mop				

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21E EXPERIENCE OR LEVEL OF INTEREST - Uploaded photos to a website**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Done this	236	200	24	7	5	206	30	236
	35%	35%	40%	24%	34%	36%	33%	35%
		c	c			c		c
Interested in doing this	104	84	14	6	1	84	21	104
	16%	15%	23%	20%	7%	14%	22%	16%
		d	ade	d		d	adeg	d
Not interested	305	266	19	14	8	270	36	305
	46%	47%	31%	49%	53%	47%	39%	46%
		b		b	bf	b		b
Don't know	25	19	3	2	1	19	5	25
	4%	3%	5%	7%	5%	3%	6%	4%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21F EXPERIENCE OR LEVEL OF INTEREST - Set up your own website**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Done this	50	-	7	43	26	23	-	-	3	4	23	19	13	11	12	14	24	26	50
	7%	-%	2%	12%	8%	7%	-%	-%	2%	3%	13%	11%	9%	5%	8%	8%	7%	8%	7%
			b							hi	hi								
Interested in doing this	161	-	71	91	87	74	-	-	38	33	50	41	37	62	25	38	99	63	161
	24%	-%	22%	26%	26%	22%	-%	-%	23%	21%	28%	23%	27%	31%	17%	20%	29%	19%	24%
													nq	noqr			noq		nq
Not interested	433	-	218	214	211	222	-	-	111	108	100	114	83	120	104	126	203	230	433
	65%	-%	69%	61%	62%	67%	-%	-%	68%	70%	57%	64%	60%	60%	71%	68%	60%	69%	65%
			c						j	j					lmp	p		lmp	
Don't know	26	-	20	6	14	13	-	-	11	9	3	3	6	6	7	8	12	14	26
	4%	-%	6%	2%	4%	4%	-%	-%	7%	6%	2%	2%	4%	3%	5%	4%	4%	4%	4%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21F EXPERIENCE OR LEVEL OF INTEREST - Set up your own website**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Done this	50	46	1	1	1	45	4	50
	7%	8%	3%	4%	5%	8%	5%	7%
		b				b		
Interested in doing this	161	137	17	4	3	136	25	161
	24%	24%	29%	16%	18%	24%	27%	24%
			c				c	
Not interested	433	369	34	20	10	374	58	433
	65%	65%	57%	70%	72%	65%	63%	65%
				b	b			
Don't know	26	16	7	3	1	22	4	26
	4%	3%	12%	9%	4%	4%	5%	4%
			adefg	aeg				

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21G EXPERIENCE OR LEVEL OF INTEREST - Set up your own blog/ weblog**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Done this	32	-	3	30	16	16	-	-	2	1	14	15	5	13	5	9	18	14	32
	5%	~%	1%	8%	5%	5%	~%	~%	1%	1%	8%	9%	4%	6%	4%	5%	5%	4%	5%
			b							hi	hi								
Interested in doing this	98	-	37	61	48	51	-	-	19	18	29	33	22	32	19	25	55	44	98
	15%	~%	12%	17%	14%	15%	~%	~%	12%	12%	16%	18%	16%	16%	13%	13%	16%	13%	15%
			b																
Not interested	501	-	248	253	255	246	-	-	126	122	129	124	102	146	110	143	248	253	501
	75%	~%	78%	71%	75%	74%	~%	~%	78%	79%	73%	70%	74%	74%	75%	77%	74%	76%	75%
			c						k										
Don't know	38	-	28	10	20	18	-	-	15	13	5	5	9	7	13	9	16	22	38
	6%	~%	9%	3%	6%	5%	~%	~%	9%	9%	3%	3%	7%	3%	9%	5%	5%	7%	6%
			c						jk	jk					m				

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21G EXPERIENCE OR LEVEL OF INTEREST - Set up your own blog/ weblog**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Done this	32	28	3	1	*	27	5	32
	5%	5%	5%	3%	2%	5%	6%	5%
Interested in doing this	98	85	10	3	1	86	13	98
	15%	15%	16%	10%	7%	15%	14%	15%
		d	d			d		d
Not interested	501	430	37	22	12	433	68	501
	75%	76%	62%	78%	87%	75%	74%	75%
		b		b	abefg	b	b	b
Don't know	38	25	10	3	1	32	6	38
	6%	4%	17%	9%	5%	6%	6%	6%
			adefg	a				

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 252**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21H EXPERIENCE OR LEVEL OF INTEREST - Signed an online petition**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Done this	36	-	5	31	16	20	-	-	3	2	13	18	10	9	7	11	19	17	36
	5%	-%	2%	9%	5%	6%	-%	-%	2%	1%	8%	10%	7%	5%	4%	6%	6%	5%	5%
				b						hi	hi								
Interested in doing this	59	-	26	34	30	29	-	-	13	13	18	16	14	21	13	12	34	25	59
	9%	-%	8%	9%	9%	9%	-%	-%	8%	8%	10%	9%	10%	10%	9%	7%	10%	7%	9%
Not interested	522	-	252	270	264	258	-	-	128	123	136	135	103	152	116	151	255	267	522
	78%	-%	80%	76%	78%	78%	-%	-%	79%	80%	77%	76%	74%	77%	79%	81%	76%	80%	78%
Don't know	53	-	34	19	28	25	-	-	18	16	10	9	12	17	11	12	29	24	53
	8%	-%	11%	5%	8%	7%	-%	-%	11%	10%	6%	5%	9%	8%	8%	6%	9%	7%	8%
			c						jk	k									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 252**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21H EXPERIENCE OR LEVEL OF INTEREST - Signed an online petition**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Done this	36	32	2	2	*	32	4	36
	5%	6%	3%	6%	3%	6%	5%	5%
Interested in doing this	59	54	4	1	*	52	7	59
	9%	9%	7%	4%	2%	9%	7%	9%
		d				d	d	d
Not interested	522	445	43	21	13	452	70	522
	78%	78%	72%	76%	91%	78%	76%	78%
					abcefg			
Don't know	53	38	10	4	1	41	11	53
	8%	7%	17%	14%	5%	7%	12%	8%
			adeg	adeg		ae		

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21I EXPERIENCE OR LEVEL OF INTEREST - Expressed your views online about political or social issues**

Base : Children aged 12-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	553	-	-	553	280	273	-	-	-	-	280	273	102	150	124	177	252	301	553
Effective Weighted Sample	436	-	-	436	219	217	-	-	-	-	219	217	88	123	91	136	211	227	436
Total	354	-	-	354	176	177	-	-	-	-	176	177	77	105	72	100	181	173	354
Done this	33 9%	- -%	- -%	33 9%	18 10%	14 8%	- -%	- -%	- -%	- -%	18 10%	14 8%	8 11%	11 10%	5 7%	8 8%	19 11%	13 8%	33 9%
Interested in doing this	31 9%	- -%	- -%	31 9%	14 8%	17 10%	- -%	- -%	- -%	- -%	14 8%	17 10%	7 10%	13 12%	4 6%	7 7%	20 11%	11 6%	31 9%
Not interested	278 79%	- -%	- -%	278 79%	137 78%	141 79%	- -%	- -%	- -%	- -%	137 78%	141 79%	58 76%	78 75%	60 84%	81 81%	136 75%	142 82%	278 79%
Don't know	13 4%	- -%	- -%	13 4%	7 4%	5 3%	- -%	- -%	- -%	- -%	7 4%	5 3%	3 4%	3 3%	3 3%	4 4%	6 3%	7 4%	13 4%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC21I EXPERIENCE OR LEVEL OF INTEREST - Expressed your views online about political or social issues**

Base : Children aged 12-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	553	365	68	58	62	457	96	553
Effective Weighted Sample	436	340	61	49	56	368	70	436
Total	354	301	31	14	7	306	48	354
Done this	33	31	**	**	**	29	**	33
	9%	10%	**	**	**	10%	**	9%
Interested in doing this	31	29	**	**	**	28	**	31
	9%	10%	**	**	**	9%	**	9%
Not interested	278	235	**	**	**	237	**	278
	79%	78%	**	**	**	78%	**	79%
Don't know	13	6	**	**	**	11	**	13
	4%	2%	**	**	**	3%	**	4%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 5-15 who have set up a social networking site profile (ASKED OF PARENTS OF 5-7S AND CHILDREN AGED 8-15)

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	581	14	117	450	291	290	9	5	59	58	223	227	88	163	132	198	251	330	581
Effective Weighted Sample	451	9	89	354	224	227	5	4	46	43	173	181	74	131	98	150	205	247	451
Total	367	5	75	288	182	184	3	2	38	37	142	146	65	108	82	112	174	193	367
Facebook	349	**	67	279	173	176	**	**	**	**	137	142	**	104	78	107	165	185	349
	95%	**	90%	97%	95%	95%	**	**	**	**	96%	97%	**	96%	95%	96%	95%	95%	95%
Twitter	79	**	6	72	33	46	**	**	**	**	30	42	**	29	13	19	47	32	79
	21%	**	8%	25%	18%	25%	**	**	**	**	21%	29%	**	27%	16%	17%	27%	16%	21%
			b											noq			noq		
YouTube	70	**	4	67	39	31	**	**	**	**	36	31	**	25	12	21	37	34	70
	19%	**	5%	23%	21%	17%	**	**	**	**	25%	21%	**	23%	15%	19%	21%	17%	19%
			b																
Google+	36	**	4	33	19	17	**	**	**	**	17	16	**	10	8	10	18	18	36
	10%	**	5%	11%	10%	9%	**	**	**	**	12%	11%	**	9%	10%	9%	11%	9%	10%
Bebo	23	**	*	23	11	13	**	**	**	**	11	12	**	7	2	9	12	11	23
	6%	**	%	8%	6%	7%	**	**	**	**	8%	8%	**	6%	3%	8%	7%	6%	6%
			b																
MySpace	21	**	1	20	11	10	**	**	**	**	10	10	**	8	4	5	12	9	21
	6%	**	2%	7%	6%	5%	**	**	**	**	7%	7%	**	8%	5%	5%	7%	5%	6%
Tumblr	16	**	-	16	4	12	**	**	**	**	4	12	**	5	3	5	8	8	16
	4%	**	-%	6%	2%	6%	**	**	**	**	3%	8%	**	5%	4%	5%	5%	4%	4%
			b			d						j							
Blogger	6	**	1	5	2	4	**	**	**	**	2	3	**	2	-	3	3	3	6
	2%	**	1%	2%	1%	2%	**	**	**	**	1%	2%	**	2%	-%	2%	2%	1%	2%
Piczo	4	**	1	2	-	4	**	**	**	**	-	2	**	2	-	1	3	1	4
	1%	**	1%	1%	-%	2%	**	**	**	**	-%	2%	**	2%	-%	1%	2%	%	1%
						d													
Flickr	2	**	-	2	1	2	**	**	**	**	1	2	**	1	1	*	1	1	2
	1%	**	-%	1%	%	1%	**	**	**	**	1%	1%	**	1%	1%	%	1%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 5-15 who have set up a social networking site profile (ASKED OF PARENTS OF 5-7S AND CHILDREN AGED 8-15)

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	581	14	117	450	291	290	9	5	59	58	223	227	88	163	132	198	251	330	581
Effective Weighted Sample	451	9	89	354	224	227	5	4	46	43	173	181	74	131	98	150	205	247	451
Total	367	5	75	288	182	184	3	2	38	37	142	146	65	108	82	112	174	193	367
hi5	1	**	-	1	1	-	**	**	**	**	1	-	**	-	1	-	-	1	1
	%	**	-%	%	%	-%	**	**	**	**	%	-%	**	-%	1%	-%	-%	%	%
Other	16	**	2	14	7	9	**	**	**	**	7	7	**	2	4	6	6	10	16
	4%	**	3%	5%	4%	5%	**	**	**	**	5%	5%	**	2%	4%	5%	3%	5%	4%
Don't currently have a profile on/ use any of these sites	10	**	6	3	6	5	**	**	**	**	2	1	**	2	3	3	5	6	10
	3%	**	8%	1%	3%	3%	**	**	**	**	2%	%	**	2%	3%	3%	3%	3%	3%
			c																
ACTIVE PROFILE ON FACEBOOK/ BEBO/ MYSPACE	351	**	67	280	175	176	**	**	**	**	138	142	**	104	78	107	166	185	351
	96%	**	90%	97%	96%	96%	**	**	**	**	97%	98%	**	96%	95%	96%	96%	96%	96%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 5-15 who have set up a social networking site profile (ASKED OF PARENTS OF 5-7S AND CHILDREN AGED 8-15)

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	581	360	78	67	76	475	106	581
Effective Weighted Sample	451	339	70	57	69	377	76	451
Total	367	304	37	16	9	315	51	367
Facebook	349 95%	289 95%	**	**	**	300 95%	49 96%	349 95%
Twitter	79 21%	69 23%	**	**	**	65 20%	14 27%	79 21%
YouTube	70 19%	63 21%	**	**	**	62 19%	9 17%	70 19%
Google+	36 10%	33 11%	**	**	**	29 9%	7 14%	36 10%
Bebo	23 6%	18 6%	**	**	**	19 6%	4 9%	23 6%
MySpace	21 6%	18 6%	**	**	**	19 6%	2 3%	21 6%
Tumblr	16 4%	16 5%	**	**	**	15 5%	2 3%	16 4%
Blogger	6 2%	6 2%	**	**	**	4 1%	2 4%	6 2%
Piczo	4 1%	4 1%	**	**	**	3 1%	1 2%	4 1%
Flickr	2 1%	1 *%	**	**	**	2 1%	* 1%	2 1%
hi5	1 *%	1 *%	**	**	**	1 *%	- -%	1 *%
Other	16 4%	14 4%	**	**	**	14 5%	1 2%	16 4%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 5-15 who have set up a social networking site profile (ASKED OF PARENTS OF 5-7S AND CHILDREN AGED 8-15)

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	581	360	78	67	76	475	106	581
Effective Weighted Sample	451	339	70	57	69	377	76	451
Total	367	304	37	16	9	315	51	367
Don't currently have a profile on/ use any of these sites	10 3%	10 3%	**	**	**	9 3%	2 3%	10 3%
ACTIVE PROFILE ON FACEBOOK/ BEBO/ MYSPACE	351 96%	289 95%	**	**	**	301 95%	50 97%	351 96%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 255**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE											AGED
		5	6	7	8	9	10	11	12	13	14	15	8-12
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	i	j	k	l
Unweighted total	1048	-	-	-	168	95	120	112	183	105	115	150	678
Effective Weighted Sample	818	-	-	-	140	79	95	95	154	86	93	130	523
Total	670	-	-	-	70	80	82	84	86	88	89	90	403
Facebook	346	-	-	-	5	**	17	35	55	71	73	80	122
	52%	-%	-%	-%	8%	**	21%	42%	63%	80%	81%	89%	30%
							d	dfl	dfl	dfghl	dfghl	dfghl	d
Twitter	79	-	-	-	*	**	1	5	8	17	24	23	14
	12%	-%	-%	-%	%	**	1%	6%	9%	20%	27%	26%	3%
								d	dfl	dfghl	dfghl	dfghl	d
YouTube	70	-	-	-	*	**	1	2	8	13	21	25	11
	11%	-%	-%	-%	%	**	2%	3%	9%	15%	24%	27%	3%
									dfl	dfgl	dfghl	dfghil	
Google+	36	-	-	-	-	**	2	2	4	3	11	15	8
	5%	-%	-%	-%	-%	**	2%	2%	5%	4%	12%	16%	2%
									d	d	dfghil	dfghil	
Bebo	23	-	-	-	-	**	-	*	3	4	5	12	3
	4%	-%	-%	-%	-%	**	-%	%	3%	5%	5%	13%	1%
									dl	dfl	dfgl	dfghil	
MySpace	21	-	-	-	-	**	*	1	1	2	4	13	2
	3%	-%	-%	-%	-%	**	1%	1%	1%	2%	5%	14%	%
											dhl	dfghijl	
Tumblr	16	-	-	-	-	**	-	-	*	2	9	5	*
	2%	-%	-%	-%	-%	**	-%	-%	%	3%	11%	5%	%
										l	dfghil	dfghl	
Blogger	6	-	-	-	-	**	-	1	*	1	1	2	1
	1%	-%	-%	-%	-%	**	-%	1%	1%	1%	1%	2%	%
												l	
Piczo	4	-	-	-	-	**	1	-	-	-	1	2	1
	1%	-%	-%	-%	-%	**	1%	-%	-%	-%	1%	2%	%
												l	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 255**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE											AGED
		5	6	7	8	9	10	11	12	13	14	15	8-12
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	i	j	k	l
Unweighted total	1048	-	-	-	168	95	120	112	183	105	115	150	678
Effective Weighted Sample	818	-	-	-	140	79	95	95	154	86	93	130	523
Total	670	-	-	-	70	80	82	84	86	88	89	90	403
Flickr	2	-	-	-	-	**	-	-	1	-	1	1	1
	*%	-%	-%	-%	-%	**	-%	-%	1%	-%	1%	1%	*%
hi5	1	-	-	-	-	**	-	-	-	-	-	1	-
	*%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%	1%	-%
Other	16	-	-	-	*	**	-	1	5	2	4	1	8
	2%	-%	-%	-%	*%	**	-%	1%	6%	3%	5%	2%	2%
									dfkl		df		
Don't currently have a profile on/ use any of these sites	9	-	-	-	1	**	3	3	1	-	1	1	8
	1%	-%	-%	-%	1%	**	3%	3%	1%	-%	1%	1%	2%
ACTIVE PROFILE ON FACEBOOK/ BEBO/ MYSPACE	347	-	-	-	5	**	17	35	55	71	74	80	122
	52%	-%	-%	-%	8%	**	21%	42%	64%	80%	82%	89%	30%
							d	df	dfgl	dfghl	dfghl	dfghl	d

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 256**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
Facebook	346	-	67	279	171	175	-	-	**	**	137	142	**	102	77	105	163	182	346
	98%	-%	98%	98%	98%	98%	-%	-%	**	**	98%	98%	**	97%	98%	98%	97%	98%	98%
Twitter	79	-	6	72	33	46	-	-	**	**	30	42	**	29	13	19	47	32	79
	22%	-%	9%	25%	19%	26%	-%	-%	**	**	22%	29%	**	28%	16%	18%	28%	17%	22%
				b										noq			noq		
YouTube	70	-	4	67	39	31	-	-	**	**	36	31	**	25	12	21	37	34	70
	20%	-%	5%	23%	22%	17%	-%	-%	**	**	26%	21%	**	24%	16%	20%	22%	18%	20%
				b															
Google+	36	-	4	33	19	17	-	-	**	**	17	16	**	10	8	10	18	18	36
	10%	-%	5%	11%	11%	10%	-%	-%	**	**	12%	11%	**	9%	10%	9%	11%	10%	10%
Bebo	23	-	*	23	11	13	-	-	**	**	11	12	**	7	2	9	12	11	23
	7%	-%	*%	8%	6%	7%	-%	-%	**	**	8%	8%	**	7%	3%	8%	7%	6%	7%
				b															
MySpace	21	-	1	20	11	10	-	-	**	**	10	10	**	8	4	5	12	9	21
	6%	-%	2%	7%	6%	5%	-%	-%	**	**	7%	7%	**	8%	5%	5%	7%	5%	6%
Tumblr	16	-	-	16	4	12	-	-	**	**	4	12	**	5	3	5	8	8	16
	5%	-%	-%	6%	3%	7%	-%	-%	**	**	3%	8%	**	5%	4%	5%	5%	4%	5%
				b		d					j								
Blogger	6	-	1	5	2	4	-	-	**	**	2	3	**	2	-	3	3	3	6
	2%	-%	1%	2%	1%	2%	-%	-%	**	**	1%	2%	**	2%	-%	2%	2%	1%	2%
Piczo	4	-	1	2	-	4	-	-	**	**	-	2	**	2	-	1	3	1	4
	1%	-%	2%	1%	-%	2%	-%	-%	**	**	-%	2%	**	2%	-%	1%	2%	*%	1%
				d															
Flickr	2	-	-	2	1	2	-	-	**	**	1	2	**	1	1	*	1	1	2
	1%	-%	-%	1%	*%	1%	-%	-%	**	**	1%	1%	**	1%	1%	*%	1%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OF COM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 256**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
hi5	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	** **	** **	1 1%	- -%	** **	- -%	1 1%	- -%	- -%	1 *%	1 *%
Other	16 4%	- -%	2 3%	14 5%	7 4%	9 5%	- -%	- -%	** **	** **	7 5%	7 5%	** **	2 2%	4 5%	6 6%	6 4%	10 5%	16 4%
ACTIVE PROFILE ON FACEBOOK/ BEBO/ MYSPACE	347 98%	- -%	67 98%	280 98%	172 99%	175 98%	- -%	- -%	** **	** **	138 99%	142 98%	** **	103 98%	77 98%	106 99%	164 98%	183 99%	347 98%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 256**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 8-15 with a current social networking site profile

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
Facebook	346 98%	286 98%	**	**	**	296 98%	49 99%	346 98%
Twitter	79 22%	69 23%	**	**	**	65 21%	14 28%	79 22%
YouTube	70 20%	63 22%	**	**	**	62 20%	9 18%	70 20%
Google+	36 10%	33 11%	**	**	**	29 10%	7 14%	36 10%
Bebo	23 7%	18 6%	**	**	**	19 6%	4 9%	23 7%
MySpace	21 6%	18 6%	**	**	**	19 6%	2 4%	21 6%
Tumblr	16 5%	16 6%	**	**	**	15 5%	2 3%	16 5%
Blogger	6 2%	6 2%	**	**	**	4 1%	2 4%	6 2%
Piczo	4 1%	4 1%	**	**	**	3 1%	1 2%	4 1%
Flickr	2 1%	1 *%	**	**	**	2 1%	* 1%	2 1%
hi5	1 *%	1 *%	**	**	**	1 *%	- -%	1 *%
Other	16 4%	14 5%	**	**	**	14 5%	1 2%	16 4%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 256**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 8-15 with a current social networking site profile

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
ACTIVE PROFILE ON FACEBOOK/ BEBO/ MYSPACE	347	287	**	**	**	297	50	347
	98%	98%	**	**	**	98%	100%	98%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 8-15 with a current social networking site profile

	<b>AGED 8-12 WITH AN ACTIVE PROFILE ON FACEBOOK/BEBO/MYSPACE</b>	
	<b>Total</b>	<b>YES</b>
Unweighted total	555	228
Effective Weighted Sample	432	173
Total	353	122
Facebook	346 98%	122 99%
Twitter	79 22%	14 11%
YouTube	70 20%	11 9%
Google+	36 10%	7 6%
Bebo	23 7%	3 2%
MySpace	21 6%	2 2%
Tumblr	16 5%	* *%
Blogger	6 2%	* *%
Piczo	4 1%	1 1%
Flickr	2 1%	* *%
hi5	1 *%	- -%
Other	16 4%	7 6%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC22 Which different social networking sites do you have a page or profile on?**

Base : Children aged 8-15 with a current social networking site profile

	<b>AGED 8-12 WITH AN ACTIVE PROFILE ON FACEBOOK/BEBO/MYSPACE</b>	
	<b>Total</b>	<b>YES</b>
Unweighted total	555	228
Effective Weighted Sample	432	173
Total	353	122
ACTIVE PROFILE ON FACEBOOK/ BEBO/ MYSPACE	347 98%	122 100%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 258**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - HAVING A SOCIAL NETWORKING SITE PROFILE**

Base : Children aged 5-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	376	495	553	719	705	191	185	248	247	280	273	289	376	311	448	665	759	1424
Effective Weighted Sample	1092	313	382	436	556	536	162	151	195	187	219	217	231	293	236	337	524	571	1092
Total	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
HAS AN ACTIVE/CURRENT SOCIAL NETWORKING SITE PROFILE	357 43%	4 2%	69 22%	284 80%	177 42%	180 44%	2 3%	1 2%	35 22%	34 22%	140 79%	145 82%	63 34%	106 45%	79 44%	108 47%	169 41%	187 46%	357 43%
HAS A SOCIAL NETWORKING SITE PROFILE THAT IS NOT CURRENTLY ACTIVE	10 1%	1 1%	6 2%	3 1%	6 1%	5 1%	* *%	1 1%	3 2%	3 2%	2 1%	1 *%	3 1%	2 1%	3 1%	3 1%	5 1%	6 1%	10 1%
DOES NOT HAVE A SOCIAL NETWORKING SITE PROFILE	463 56%	155 97%	242 76%	66 19%	239 57%	224 55%	80 97%	75 97%	124 77%	117 76%	34 20%	32 18%	117 64%	127 54%	99 55%	120 52%	244 58%	219 53%	463 56%
ACTIVE PROFILE ON FACEBOOK/ BEBO/ MYSPACE	351 42%	4 2%	67 21%	280 79%	175 41%	176 43%	2 3%	1 2%	34 21%	33 21%	138 78%	142 80%	62 34%	104 44%	78 43%	107 46%	166 40%	185 45%	351 42%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 258**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - HAVING A SOCIAL NETWORKING SITE PROFILE**

Base : Children aged 5-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1424	934	178	149	163	1174	250	1424
Effective Weighted Sample	1092	847	153	129	147	919	179	1092
Total	830	701	77	34	18	718	112	830
HAS AN ACTIVE/CURRENT SOCIAL NETWORKING SITE PROFILE	357 43%	295 42%	37 48%	16 47%	9 50%	307 43%	50 45%	357 43%
HAS A SOCIAL NETWORKING SITE PROFILE THAT IS NOT CURRENTLY ACTIVE	10 1%	10 1%	* 1%	* 1%	* *%	9 1%	2 1%	10 1%
DOES NOT HAVE A SOCIAL NETWORKING SITE PROFILE	463 56%	397 57%	39 51%	18 52%	9 49%	402 56%	61 54%	463 56%
ACTIVE PROFILE ON FACEBOOK/ BEBO/ MYSPACE	351 42%	289 41%	37 48%	16 46%	9 49%	301 42%	50 45%	351 42%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 259**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - HAVING A SOCIAL NETWORKING SITE PROFILE**

Base : Children aged 5-15 who use the internet at home

	<b>CHILD'S AGE</b>	
	<b>Total</b>	<b>AGED 8-12</b>
Unweighted total	1424	678
Effective Weighted Sample	1092	523
Total	830	403
HAS AN ACTIVE/CURRENT SOCIAL NETWORKING SITE PROFILE	357 43%	124 31%
HAS A SOCIAL NETWORKING SITE PROFILE THAT IS NOT CURRENTLY ACTIVE	10 1%	8 2%
DOES NOT HAVE A SOCIAL NETWORKING SITE PROFILE	463 56%	271 67%
ACTIVE PROFILE ON FACEBOOK/ BEBO/ MYSPACE	351 42%	122 30%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 260**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC23 Do you know if your social networking site profile can be seen by other people? Which one of these options best describes who can see it?**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
It can only be seen by my friends and no-one else	271 77%	- -%	57 82%	214 75%	125 72%	146 82%	- -%	- -%	** **	** **	99 71%	115 80%	** **	86 82%	58 74%	82 77%	130 78%	140 76%	271 77%
It can only be seen by my friends and their friends	57 16%	- -%	8 12%	48 17%	32 19%	24 14%	- -%	- -%	** **	** **	25 18%	23 16%	** **	15 14%	14 18%	19 18%	23 14%	34 18%	57 16%
It can be seen by anyone	18 5%	- -%	3 4%	15 5%	14 8%	4 2%	- -%	- -%	** **	** **	12 8%	3 2%	** **	4 3%	5 6%	3 3%	10 6%	8 4%	18 5%
Nobody can see it	4 1%	- -%	- -%	4 1%	3 2%	1 1%	- -%	- -%	** **	** **	3 2%	1 1%	** **	* *%	1 2%	1 1%	2 1%	2 1%	4 1%
Don't know	3 1%	- -%	1 1%	3 1%	1 *%	3 1%	- -%	- -%	** **	** **	1 *%	2 1%	** **	* *%	* *%	1 1%	2 1%	1 1%	3 1%
POTENTIAL TO BE SEEN BY PEOPLE NOT DIRECTLY KNOW TO THE CHILD	75 21%	- -%	11 17%	63 22%	46 26%	29 16%	- -%	- -%	** **	** **	37 27%	26 18%	** **	19 18%	19 24%	23 21%	33 20%	42 22%	75 21%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 260**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC23 Do you know if your social networking site profile can be seen by other people? Which one of these options best describes who can see it?**

Base : Children aged 8-15 with a current social networking site profile

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
It can only be seen by my friends and no-one else	271	225	**	**	**	231	40	271
	77%	77%	**	**	**	76%	81%	77%
It can only be seen by my friends and their friends	57	45	**	**	**	49	8	57
	16%	15%	**	**	**	16%	16%	16%
It can be seen by anyone	18	16	**	**	**	17	1	18
	5%	5%	**	**	**	6%	2%	5%
Nobody can see it	4	3	**	**	**	4	*	4
	1%	1%	**	**	**	1%	*%	1%
Don't know	3	3	**	**	**	3	*	3
	1%	1%	**	**	**	1%	*%	1%
POTENTIAL TO BE SEEN BY PEOPLE NOT DIRECTLY KNOW TO THE CHILD	75	61	**	**	**	65	9	75
	21%	21%	**	**	**	22%	19%	21%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 261**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC23 Do you know if your social networking site profile can be seen by other people? Which one of these options best describes who can see it?**

Base : Children aged 8-15 with a current social networking site profile

	<b>AGED 8-12 WITH AN ACTIVE PROFILE ON FACEBOOK/BEBO/MYSPACE</b>	
	<b>Total</b>	<b>YES</b>
Unweighted total	555	228
Effective Weighted Sample	432	173
Total	353	122
It can only be seen by my friends and no-one else	271 77%	101 83%
It can only be seen by my friends and their friends	57 16%	14 12%
It can be seen by anyone	18 5%	4 3%
Nobody can see it	4 1%	2 2%
Don't know	3 1%	1 1%
POTENTIAL TO BE SEEN BY PEOPLE NOT DIRECTLY KNOW TO THE CHILD	75 21%	18 15%

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC24 Do you regularly use social networking sites for any of the things shown on this card?**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
For contact with friends/ family	336	-	63	273	161	174	-	-	**	**	131	141	**	100	73	105	158	178	336
	95%	-%	92%	96%	92%	98%	-%	-%	**	**	94%	97%	**	96%	93%	98%	94%	96%	95%
						d													
Clicking on the 'like' button when you see something you like	133	-	23	110	64	69	-	-	**	**	51	60	**	38	30	41	62	71	133
	38%	-%	33%	39%	36%	39%	-%	-%	**	**	36%	41%	**	36%	38%	38%	37%	38%	38%
Play games	115	-	28	88	68	48	-	-	**	**	57	31	**	37	23	37	55	60	115
	33%	-%	40%	31%	39%	27%	-%	-%	**	**	41%	21%	**	36%	30%	34%	33%	32%	33%
					e						k								
Listen to music/ find out about bands	113	-	10	102	54	59	-	-	**	**	48	54	**	34	24	29	60	53	113
	32%	-%	15%	36%	31%	33%	-%	-%	**	**	35%	37%	**	33%	31%	27%	36%	29%	32%
				b															
Look for old friends/ people I've lost touch with	100	-	12	88	39	61	-	-	**	**	34	54	**	33	22	28	50	50	100
	28%	-%	18%	31%	23%	34%	-%	-%	**	**	25%	37%	**	31%	29%	26%	30%	27%	28%
				b		d						j							
Look at other people's pages without leaving a message	99	-	15	84	41	58	-	-	**	**	32	53	**	26	22	33	45	54	99
	28%	-%	21%	30%	23%	33%	-%	-%	**	**	23%	36%	**	24%	27%	31%	27%	29%	28%
					d						j								
For contact with people who are friends of friends	95	-	14	82	51	45	-	-	**	**	40	42	**	28	20	29	46	49	95
	27%	-%	20%	29%	29%	25%	-%	-%	**	**	28%	29%	**	27%	26%	27%	28%	26%	27%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC24 Do you regularly use social networking sites for any of the things shown on this card?**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
Sharing links with other people	74 21%	- -%	9 13%	65 23%	33 19%	40 23%	- -%	- -%	** **	** **	29 21%	36 25%	** **	17 17%	25 31%	20 19%	29 18%	44 24%	74 21%
Join groups - set up by people you have met in person before	53 15%	- -%	9 13%	44 16%	28 16%	25 14%	- -%	- -%	** **	** **	23 16%	21 15%	** **	16 15%	12 16%	14 13%	27 16%	26 14%	53 15%
For contact with people I have never met in person/ face to face	48 14%	- -%	5 7%	44 15%	27 15%	21 12%	- -%	- -%	** **	** **	23 17%	20 14%	** **	14 14%	10 13%	16 15%	22 13%	26 14%	48 14%
Look at news and what is going on in the world	33 9%	- -%	5 7%	28 10%	22 13%	11 6%	- -%	- -%	** **	** **	19 14%	9 6%	** **	12 12%	7 9%	5 5%	21 12%	12 7%	33 9%
Invite people to events through your page or profile	27 8%	- -%	4 6%	23 8%	11 6%	16 9%	- -%	- -%	** **	** **	9 7%	14 10%	** **	8 7%	7 9%	8 7%	12 7%	15 8%	27 8%
Join groups - set up by people you have not met in person before	15 4%	- -%	- -%	15 5%	8 5%	7 4%	- -%	- -%	** **	** **	8 6%	7 5%	** **	3 3%	2 2%	3 3%	10 6%	5 3%	15 4%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC24 Do you regularly use social networking sites for any of the things shown on this card?**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
Look at or join in with campaigns and petitions	13	-	1	12	4	8	-	-	**	**	3	8	**	4	3	2	8	5	13
	4%	-%	1%	4%	2%	5%	-%	-%	**	**	2%	6%	**	4%	4%	2%	5%	3%	4%
Any other uses	6	-	1	4	4	2	-	-	**	**	3	2	**	1	2	1	3	3	6
	2%	-%	2%	2%	2%	1%	-%	-%	**	**	2%	1%	**	1%	2%	1%	2%	2%	2%
POTENTIAL CONTACT WITH PEOPLE NOT DIRECTLY KNOWN TO THE CHILD	117	-	17	101	66	51	-	-	**	**	53	48	**	36	28	33	57	61	117
	33%	-%	25%	35%	38%	29%	-%	-%	**	**	38%	33%	**	34%	35%	31%	34%	33%	33%
CONTACT WITH PEOPLE NOT DIRECTLY KNOWN TO THE CHILD - EXCLUDING NEW CODES ADDED IN 2012	113	-	17	96	62	51	-	-	**	**	48	48	**	35	26	33	54	59	113
	32%	-%	25%	34%	36%	28%	-%	-%	**	**	35%	33%	**	33%	34%	31%	32%	32%	32%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC24 Do you regularly use social networking sites for any of the things shown on this card?**

Base : Children aged 8-15 with a current social networking site profile

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
For contact with friends/ family	336	279	**	**	**	287	49	336
	95%	96%	**	**	**	95%	98%	95%
Clicking on the 'like' button when you see something you like	133	119	**	**	**	113	20	133
	38%	41%	**	**	**	37%	40%	38%
Play games	115	96	**	**	**	101	14	115
	33%	33%	**	**	**	33%	28%	33%
Listen to music/ find out about bands	113	99	**	**	**	93	19	113
	32%	34%	**	**	**	31%	39%	32%
Look for old friends/ people I've lost touch with	100	91	**	**	**	85	15	100
	28%	31%	**	**	**	28%	31%	28%
Look at other people's pages without leaving a message	99	86	**	**	**	86	13	99
	28%	29%	**	**	**	28%	26%	28%
For contact with people who are friends of friends	95	82	**	**	**	80	16	95
	27%	28%	**	**	**	26%	32%	27%
Sharing links with other people	74	68	**	**	**	65	9	74
	21%	23%	**	**	**	21%	18%	21%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC24 Do you regularly use social networking sites for any of the things shown on this card?**

Base : Children aged 8-15 with a current social networking site profile

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
Join groups - set up by people you have met in person before	53 15%	50 17%	** **	** **	** **	48 16%	5 9%	53 15%
For contact with people I have never met in person/ face to face	48 14%	42 14%	** **	** **	** **	42 14%	6 13%	48 14%
Look at news and what is going on in the world	33 9%	30 10%	** **	** **	** **	26 8%	7 15%	33 9%
Invite people to events through your page or profile	27 8%	25 9%	** **	** **	** **	22 7%	5 10%	27 8%
Join groups - set up by people you have not met in person before	15 4%	15 5%	** **	** **	** **	14 5%	1 2%	15 4%
Look at or join in with campaigns and petitions	13 4%	12 4%	** **	** **	** **	12 4%	1 2%	13 4%
Any other uses	6 2%	4 1%	** **	** **	** **	6 2%	- -	6 2%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC24 Do you regularly use social networking sites for any of the things shown on this card?**

Base : Children aged 8-15 with a current social networking site profile

	NATION							
Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL	
Significance Level: 95%	a	~b	~c	~d	e	f	g	
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
POTENTIAL CONTACT WITH PEOPLE NOT DIRECTLY KNOWN TO THE CHILD	117 33%	101 35%	**	**	**	99 33%	19 38%	117 33%
CONTACT WITH PEOPLE NOT DIRECTLY KNOWN TO THE CHILD - EXCLUDING NEW CODES ADDED IN 2012	113 32%	97 33%	**	**	**	94 31%	19 38%	113 32%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC25 Which of these things, if any, are things that you don't like about social networking sites?**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
Sometimes people get bullied on them	120	-	26	94	52	68	-	-	**	**	40	54	**	31	28	35	57	63	120
	34%	-%	38%	33%	30%	38%	-%	-%	**	**	29%	37%	**	29%	36%	33%	34%	34%	34%
Strangers might find out information about me	107	-	23	84	47	60	-	-	**	**	37	47	**	36	20	28	59	48	107
	30%	-%	34%	29%	27%	33%	-%	-%	**	**	26%	32%	**	34%	25%	27%	35%	26%	30%
																	q		
People can send hurtful messages to other people	106	-	14	93	37	70	-	-	**	**	29	63	**	31	24	27	55	51	106
	30%	-%	20%	33%	21%	39%	-%	-%	**	**	21%	44%	**	30%	31%	25%	33%	28%	30%
				b	d							j							
People can get a bad name from other people posting comments about them	96	-	13	83	40	56	-	-	**	**	33	50	**	29	20	23	54	42	96
	27%	-%	19%	29%	23%	31%	-%	-%	**	**	24%	35%	**	28%	25%	21%	32%	23%	27%
												j					oq		
I sometimes spend too much time on them	86	-	7	79	36	51	-	-	**	**	31	48	**	29	14	27	45	42	86
	24%	-%	10%	28%	20%	28%	-%	-%	**	**	22%	33%	**	28%	18%	25%	27%	22%	24%
				b								j							
Someone might pretend to be my age and get to know me	73	-	12	60	28	44	-	-	**	**	24	37	**	22	14	22	37	36	73
	21%	-%	18%	21%	16%	25%	-%	-%	**	**	17%	25%	**	21%	18%	21%	22%	19%	21%
					d														

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC25 Which of these things, if any, are things that you don't like about social networking sites?**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
Someone posting photos of me on their page	46	-	8	38	20	26	-	-	**	**	16	22	**	13	11	11	24	22	46
	13%	-%	12%	13%	12%	14%	-%	-%	**	**	11%	15%	**	13%	14%	10%	14%	12%	13%
People pretending to be me online	44	-	11	33	20	24	-	-	**	**	15	18	**	15	8	15	21	23	44
	12%	-%	17%	11%	11%	14%	-%	-%	**	**	11%	12%	**	14%	10%	14%	13%	12%	12%
I feel under pressure from my friends or others to go on these sites	10	-	3	8	3	7	-	-	**	**	1	6	**	1	3	2	5	5	10
	3%	-%	4%	3%	2%	4%	-%	-%	**	**	1%	4%	**	1%	4%	2%	3%	3%	3%
ANY OF THESE	220	-	36	184	99	121	-	-	**	**	82	102	**	66	44	66	110	110	220
	62%	-%	53%	65%	57%	68%	-%	-%	**	**	59%	70%	**	63%	56%	62%	66%	59%	62%
ANY APART FROM 'SPEND TOO MUCH TIME ON THEM'	200	-	35	164	90	109	-	-	**	**	73	91	**	59	40	58	101	98	200
	57%	-%	52%	58%	52%	61%	-%	-%	**	**	53%	63%	**	56%	51%	54%	60%	53%	57%
These things don't worry me/ None of these	132	-	32	100	75	57	-	-	**	**	57	43	**	39	34	41	57	75	132
	38%	-%	47%	35%	43%	32%	-%	-%	**	**	41%	30%	**	37%	44%	38%	34%	41%	38%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC25 Which of these things, if any, are things that you don't like about social networking sites?**

Base : Children aged 8-15 with a current social networking site profile

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
Sometimes people get bullied on them	120 34%	99 34%	** **	** **	** **	96 32%	24 48%	120 34%
Strangers might find out information about me	107 30%	93 32%	** **	** **	** **	85 28%	22 44%	107 30%
People can send hurtful messages to other people	106 30%	88 30%	** **	** **	** **	88 29%	19 37%	106 30%
People can get a bad name from other people posting comments about them	96 27%	82 28%	** **	** **	** **	80 27%	16 32%	96 27%
I sometimes spend too much time on them	86 24%	74 25%	** **	** **	** **	70 23%	16 33%	86 24%
Someone might pretend to be my age and get to know me	73 21%	62 21%	** **	** **	** **	57 19%	16 32%	73 21%
Someone posting photos of me on their page	46 13%	39 13%	** **	** **	** **	41 13%	5 10%	46 13%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC25 Which of these things, if any, are things that you don't like about social networking sites?**

Base : Children aged 8-15 with a current social networking site profile

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
People pretending to be me online	44 12%	39 13%	**	**	**	35 12%	9 18%	44 12%
I feel under pressure from my friends or others to go on these sites	10 3%	9 3%	**	**	**	9 3%	1 2%	10 3%
ANY OF THESE	220 62%	184 63%	**	**	**	183 60%	38 76%	220 62%
ANY APART FROM 'SPEND TOO MUCH TIME ON THEM'	200 57%	166 57%	**	**	**	164 54%	35 71%	200 57%
These things don't worry me/ None of these	132 38%	108 37%	**	**	**	121 40%	12 24%	132 38%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC26 How many people do you have listed as 'friends' across any social networking sites that you use?**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
None	3 1%	- -%	2 3%	1 *%	2 1%	1 1%	- -%	- -%	** **	** **	- -%	1 1%	** **	- -%	2 2%	- -%	1 1%	2 1%	3 1%
1-25	44 12%	- -%	18 27%	25 9%	24 14%	20 11%	- -%	- -%	** **	** **	13 9%	12 8%	** **	13 13%	7 9%	14 14%	22 13%	21 12%	44 12%
26-50	37 10%	- -%	14 20%	23 8%	17 10%	20 11%	- -%	- -%	** **	** **	10 8%	13 9%	** **	10 9%	7 9%	13 12%	17 10%	20 11%	37 10%
51-100	46 13%	- -%	12 18%	33 12%	22 13%	23 13%	- -%	- -%	** **	** **	16 11%	17 12%	** **	11 11%	17 22%	11 10%	17 10%	28 15%	46 13%
101-200	57 16%	- -%	7 11%	50 18%	22 12%	36 20%	- -%	- -%	** **	** **	19 13%	31 22%	** **	20 19%	11 14%	18 17%	29 17%	29 15%	57 16%
201-300	50 14%	- -%	3 5%	47 17%	30 17%	20 11%	- -%	- -%	** **	** **	30 21%	17 12%	** **	18 17%	8 11%	15 14%	27 16%	23 13%	50 14%
301-500	35 10%	- -%	4 6%	31 11%	19 11%	17 9%	- -%	- -%	** **	** **	15 11%	16 11%	** **	7 7%	9 11%	10 9%	17 10%	19 10%	35 10%
Over 500	33 9%	- -%	1 1%	33 11%	17 10%	16 9%	- -%	- -%	** **	** **	17 12%	15 11%	** **	12 12%	6 8%	10 9%	17 10%	16 9%	33 9%
Don't know	37 10%	- -%	7 11%	30 10%	18 11%	18 10%	- -%	- -%	** **	** **	17 12%	13 9%	** **	12 11%	11 14%	8 8%	18 11%	19 10%	37 10%
Mean number	248.6	-	92.3	286.1	238.9	258.0	-	-	**	**	278.8	293.0	**	243.1	219.9	281.9	239.5	256.6	248.6
Standard deviation	266.13	-	113.98	278.43	241.07	288.90	-	-	**	**	250.51	302.98	**	228.51	237.23	325.77	232.17	293.76	266.13
Standard error	11.85	-	11.46	13.84	15.28	18.09	-	-	**	**	17.80	21.06	**	19.18	22.42	24.77	15.69	17.40	11.85

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC26 How many people do you have listed as 'friends' across any social networking sites that you use?**

Base : Children aged 8-15 with a current social networking site profile

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
None	3 1%	3 1%	**	**	**	3 1%	- -%	3 1%
1-25	44 12%	38 13%	**	**	**	32 11%	11 22%	44 12%
							aeg	
26-50	37 10%	23 8%	**	**	**	31 10%	6 11%	37 10%
51-100	46 13%	37 13%	**	**	**	40 13%	6 11%	46 13%
101-200	57 16%	47 16%	**	**	**	50 16%	7 15%	57 16%
201-300	50 14%	41 14%	**	**	**	41 14%	9 18%	50 14%
301-500	35 10%	32 11%	**	**	**	32 11%	3 6%	35 10%
Over 500	33 9%	29 10%	**	**	**	30 10%	3 6%	33 9%
Don't know	37 10%	32 11%	**	**	**	32 11%	5 10%	37 10%
Mean number	248.6	263.6	**	**	**	260.6	175.9	248.6
Standard deviation	266.13	278.28	**	**	**	275.25	189.34	266.13
Standard error	11.85	15.83	**	**	**	13.58	19.63	11.85

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 265**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC27 How many of these people listed as 'friends' have you met face to face? IF NECESSARY - So in real life, not just online.**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555	
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432	
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353	
None	5 1%	- -%	2 3%	3 1%	2 1%	3 2%	- -%	- -%	** **	** **	- -%	3 2%	** **	1 1%	2 2%	1 1%	2 1%	3 1%	5 1%	
1-25	47 13%	- -%	19 28%	27 10%	25 14%	22 12%	- -%	- -%	** **	** **	14 10%	13 9%	** **	15 14%	7 9%	15 14%	24 15%	22 12%	47 13%	
26-50	38 11%	- -%	14 20%	24 9%	18 10%	21 12%	- -%	- -%	** **	** **	11 8%	13 9%	** **	10 9%	9 12%	14 13%	15 9%	23 12%	38 11%	
51-100	55 16%	- -%	12 18%	43 15%	24 14%	31 17%	- -%	- -%	** **	** **	19 13%	25 17%	** **	16 15%	18 23%	15 14%	23 14%	32 17%	55 16%	
101-200	61 17%	- -%	5 7%	56 20%	24 14%	36 20%	- -%	- -%	** **	** **	22 16%	33 23%	** **	18 17%	10 12%	19 18%	32 19%	29 15%	61 17%	
201-300	51 14%	- -%	4 5%	47 17%	31 18%	20 11%	- -%	- -%	** **	** **	31 22%	16 11%	** **	18 17%	8 10%	14 13%	28 17%	22 12%	51 14%	
301-500	34 10%	- -%	4 5%	31 11%	17 10%	17 10%	- -%	- -%	** **	** **	13 10%	17 12%	** **	10 9%	9 12%	11 10%	14 8%	20 11%	34 10%	
Over 500	14 4%	- -%	- -%	14 5%	7 4%	7 4%	- -%	- -%	** **	** **	7 5%	7 5%	** **	3 3%	2 3%	7 7%	5 3%	10 5%	14 4%	
Don't know	45 13%	- -%	9 13%	36 13%	25 14%	21 12%	- -%	- -%	** **	** **	21 15%	16 11%	** **	15 14%	13 16%	9 8%	24 14%	22 12%	45 13%	
Mean number	185.8	-	80.8	211.0	192.8	179.1	-	-	**	**	220.7	202.0	**	178.6	177.2	208.5	174.3	195.9	185.8	
Standard deviation	192.03	-	98.05	200.48	194.11	190.42	-	-	**	**	201.00	200.36	**	159.64	193.41	231.19	159.31	216.70	192.03	
Standard error	8.67	-	10.01	10.09	12.56	12.00	-	-	**	**	14.54	14.03	**	13.74	18.44	17.63	11.02	12.90	8.67	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 265**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC27 How many of these people listed as 'friends' have you met face to face? IF NECESSARY - So in real life, not just online.**

Base : Children aged 8-15 with a current social networking site profile

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
None	5 1%	4 1%	**	**	**	5 2%	- -%	5 1%
1-25	47 13%	40 14%	**	**	**	36 12%	11 22% eg	47 13%
26-50	38 11%	25 9%	**	**	**	32 11%	6 12%	38 11%
51-100	55 16%	46 16%	**	**	**	50 17%	5 10%	55 16%
101-200	61 17%	51 17%	**	**	**	52 17%	8 17%	61 17%
201-300	51 14%	44 15%	**	**	**	43 14%	7 14%	51 14%
301-500	34 10%	31 11%	**	**	**	30 10%	5 9%	34 10%
Over 500	14 4%	13 4%	**	**	**	13 4%	2 3%	14 4%
Don't know	45 13%	37 13%	**	**	**	40 13%	6 12%	45 13%
Mean number	185.8	193.4	**	**	**	189.7	162.5	185.8
Standard deviation	192.03	197.51	**	**	**	195.47	170.16	192.03
Standard error	8.67	11.35	**	**	**	9.76	17.94	8.67

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 266**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NUMBER OF PEOPLE LISTED AS 'FRIENDS' THAT CHILD HAS NOT MET FACE TO FACE**

Base : Children aged 8-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	555	-	109	446	275	280	-	-	55	54	220	226	84	156	128	187	240	315	555
Effective Weighted Sample	432	-	82	350	213	219	-	-	42	40	171	180	71	126	94	143	196	236	432
Total	353	-	69	284	174	179	-	-	35	34	140	145	63	105	79	107	168	185	353
None	188	-	47	141	99	90	-	-	**	**	73	69	**	57	41	61	86	102	188
	53%	-%	69%	50%	57%	50%	-%	-%	**	**	52%	47%	**	54%	52%	57%	52%	55%	53%
			c																
1-25	45	-	9	36	23	22	-	-	**	**	18	18	**	8	11	15	19	26	45
	13%	-%	13%	13%	13%	12%	-%	-%	**	**	13%	13%	**	7%	15%	14%	11%	14%	13%
26-50	16	-	2	14	8	8	-	-	**	**	8	6	**	7	2	5	9	7	16
	5%	-%	3%	5%	4%	5%	-%	-%	**	**	5%	4%	**	6%	3%	4%	5%	4%	5%
51-100	17	-	-	17	5	12	-	-	**	**	5	12	**	4	6	4	8	10	17
	5%	-%	-%	6%	3%	7%	-%	-%	**	**	4%	8%	**	4%	7%	4%	5%	5%	5%
			b																
101-200	11	-	1	10	3	8	-	-	**	**	3	7	**	3	3	3	5	5	11
	3%	-%	2%	3%	2%	4%	-%	-%	**	**	2%	4%	**	3%	3%	3%	3%	3%	3%
201-300	10	-	-	10	4	7	-	-	**	**	4	7	**	5	1	3	6	4	10
	3%	-%	-%	4%	2%	4%	-%	-%	**	**	3%	5%	**	5%	1%	3%	4%	2%	3%
301-500	11	-	1	11	4	7	-	-	**	**	4	6	**	4	2	3	6	5	11
	3%	-%	1%	4%	3%	4%	-%	-%	**	**	3%	4%	**	3%	2%	3%	4%	3%	3%
Over 500	6	-	-	6	4	3	-	-	**	**	4	3	**	2	-	3	4	3	6
	2%	-%	-%	2%	2%	2%	-%	-%	**	**	3%	2%	**	2%	-%	2%	2%	1%	2%
ANY	119	-	12	107	51	68	-	-	**	**	46	61	**	33	25	37	57	62	119
	34%	-%	18%	38%	29%	38%	-%	-%	**	**	33%	42%	**	32%	32%	35%	34%	33%	34%
			b																
Don't know	45	-	9	36	25	21	-	-	**	**	21	16	**	15	13	9	24	22	45
	13%	-%	13%	13%	14%	12%	-%	-%	**	**	15%	11%	**	14%	16%	8%	14%	12%	13%
Mean number	60.1	-	10.9	71.9	46.6	72.9	-	-	**	**	58.3	84.3	**	61.8	31.6	75.6	62.5	57.9	60.1
			n											n	n	n	n	n	n
Standard deviation	155.98	-	51.46	169.82	133.38	174.23	-	-	**	**	147.70	187.55	**	135.53	84.95	202.41	143.56	166.52	155.98
Standard error	7.04	-	5.25	8.54	8.63	10.98	-	-	**	**	10.69	13.13	**	11.66	8.10	15.43	9.93	9.92	7.04

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 266**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NUMBER OF PEOPLE LISTED AS 'FRIENDS' THAT CHILD HAS NOT MET FACE TO FACE**

Base : Children aged 8-15 with a current social networking site profile

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	555	344	76	64	71	452	103	555
Effective Weighted Sample	432	324	68	55	65	360	74	432
Total	353	292	36	16	9	303	50	353
None	188	155	**	**	**	155	34	188
	53%	53%	**	**	**	51%	67%	53%
							aeg	
1-25	45	35	**	**	**	40	5	45
	13%	12%	**	**	**	13%	10%	13%
26-50	16	12	**	**	**	14	2	16
	5%	4%	**	**	**	5%	4%	5%
51-100	17	15	**	**	**	17	1	17
	5%	5%	**	**	**	5%	2%	5%
101-200	11	10	**	**	**	8	3	11
	3%	4%	**	**	**	3%	5%	3%
201-300	10	9	**	**	**	10	-	10
	3%	3%	**	**	**	3%	-%	3%
301-500	11	10	**	**	**	11	-	11
	3%	4%	**	**	**	4%	-%	3%
Over 500	6	6	**	**	**	6	-	6
	2%	2%	**	**	**	2%	-%	2%
ANY	119	100	**	**	**	109	10	119
	34%	34%	**	**	**	36%	21%	34%
		f				f		f
Don't know	45	37	**	**	**	40	6	45
	13%	13%	**	**	**	13%	12%	13%
Mean number	60.1	66.9	**	**	**	67.8	13.6	60.1
Standard deviation	155.98	166.79	**	**	**	166.57	38.27	155.98
Standard error	7.04	9.58	**	**	**	8.32	4.03	7.04

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC28 Do you ever use search engine websites like Google, Yahoo, or Bing to search for information or to find out about other websites?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Yes	576	-	252	324	292	284	-	-	128	124	163	160	122	171	122	161	293	283	576
	86%	-%	80%	92%	86%	86%	-%	-%	79%	80%	93%	90%	88%	86%	83%	87%	87%	85%	86%
			b						hi	hi									
No	85	-	58	27	41	44	-	-	29	29	12	15	14	24	23	24	38	47	85
	13%	-%	18%	8%	12%	13%	-%	-%	18%	19%	7%	8%	10%	12%	16%	13%	11%	14%	13%
			c						jk	jk									
Don't know	10	-	6	3	6	3	-	-	5	1	1	2	3	4	2	1	7	3	10
	1%	-%	2%	1%	2%	1%	-%	-%	3%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC28 Do you ever use search engine websites like Google, Yahoo, or Bing to search for information or to find out about other websites?**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Yes	576	495	49	23	10	497	79	576
	86%	87%	82%	81%	70%	86%	85%	86%
	d	d			d	d	d	d
No	85	65	11	5	4	73	12	85
	13%	11%	18%	17%	29%	13%	13%	13%
				acefg				
Don't know	10	9	*	*	*	8	2	10
	1%	2%	%	2%	1%	1%	2%	1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC29 When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages?**

Base : Children aged 12-15 who use the internet at home and use search engine websites

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	~b	c	d	e	5-7 ~f	5-7 ~g	8-11 ~h	8-11 ~i	12-15 j	12-15 k	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	496	-	-	496	253	243	-	-	-	-	253	243	95	135	109	157	230	266	496
Effective Weighted Sample	396	-	-	396	202	195	-	-	-	-	202	195	82	113	82	122	195	203	396
Total	324	-	-	324	163	160	-	-	-	-	163	160	72	97	65	90	169	155	324
I think that if they have been listed by the search engine the information on that website must be truthful	101	-	-	101	52	49	-	-	-	-	52	49	**	28	21	25	55	46	101
	31%	-%	-%	31%	32%	30%	-%	-%	-%	-%	32%	30%	**	29%	32%	28%	33%	30%	31%
I think that some of the websites in the list will show truthful information and some will show untruthful information	146	-	-	146	67	79	-	-	-	-	67	79	**	50	29	38	79	67	146
	45%	-%	-%	45%	41%	49%	-%	-%	-%	-%	41%	49%	**	52%	45%	42%	47%	43%	45%
I don't really think about whether or not they have truthful information, I just use the sites I like the look of	55	-	-	55	28	27	-	-	-	-	28	27	**	14	11	18	26	29	55
	17%	-%	-%	17%	17%	17%	-%	-%	-%	-%	17%	17%	**	14%	16%	20%	16%	19%	17%
Don't know	21	-	-	21	16	5	-	-	-	-	16	5	**	4	5	9	7	14	21
	7%	-%	-%	7%	10%	3%	-%	-%	-%	-%	10%	3%	**	5%	8%	10%	4%	9%	7%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC29 When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages?**

Base : Children aged 12-15 who use the internet at home and use search engine websites

	Total	NATION						ALL
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	URBAN e	RURAL ~f	
Significance Level: 95%								g
Unweighted total	496	334	64	54	44	412	84	496
Effective Weighted Sample	396	311	57	46	40	334	64	396
Total	324	276	29	14	5	279	45	324
I think that if they have been listed by the search engine the information on that website must be truthful	101 31%	89 32%	**	**	**	84 30%	**	101 31%
I think that some of the websites in the list will show truthful information and some will show untruthful information	146 45%	126 46%	**	**	**	125 45%	**	146 45%
I don't really think about whether or not they have truthful information, I just use the sites I like the look of	55 17%	45 16%	**	**	**	51 18%	**	55 17%
Don't know	21 7%	16 6%	**	**	**	19 7%	**	21 7%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC30 When you use a search engine, are there ever ads or advertisements shown in the results?**

Base : Children aged 12-15 who use the internet at home and use search engine websites

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	~l	m	n	o	p	q	r
Unweighted total	496	-	-	496	253	243	-	-	-	-	253	243	95	135	109	157	230	266	496
Effective Weighted Sample	396	-	-	396	202	195	-	-	-	-	202	195	82	113	82	122	195	203	396
Total	324	-	-	324	163	160	-	-	-	-	163	160	72	97	65	90	169	155	324
Yes	225	-	-	225	113	112	-	-	-	-	113	112	**	69	43	64	118	107	225
	70%	-%	-%	70%	69%	70%	-%	-%	-%	-%	69%	70%	**	71%	66%	71%	70%	69%	70%
No	66	-	-	66	40	26	-	-	-	-	40	26	**	21	16	14	36	30	66
	20%	-%	-%	20%	24%	16%	-%	-%	-%	-%	24%	16%	**	21%	25%	15%	21%	19%	20%
					e					k									
Don't know	33	-	-	33	11	22	-	-	-	-	11	22	**	7	6	12	15	18	33
	10%	-%	-%	10%	7%	14%	-%	-%	-%	-%	7%	14%	**	8%	9%	14%	9%	12%	10%
					d					j									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC30 When you use a search engine, are there ever ads or advertisements shown in the results?**

Base : Children aged 12-15 who use the internet at home and use search engine websites

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	496	334	64	54	44	412	84	496
Effective Weighted Sample	396	311	57	46	40	334	64	396
Total	324	276	29	14	5	279	45	324
Yes	225 70%	190 69%	**	**	**	194 69%	**	225 70%
No	66 20%	58 21%	**	**	**	57 20%	**	66 20%
Don't know	33 10%	29 10%	**	**	**	28 10%	**	33 10%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC31 Do you use the internet anywhere apart from home at all?**

Base : Children aged 5-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
School	815	156	314	345	405	410	78	78	157	157	169	175	170	222	179	243	392	422	815
	81%	57%	86%	95%	81%	82%	59%	56%	84%	88%	93%	96%	82%	82%	84%	79%	82%	81%	81%
			a	ab					fg	fg	fgh	fghi							
Friend's house	289	20	96	172	147	142	9	12	53	43	85	87	64	86	57	82	150	139	289
	29%	7%	26%	47%	29%	28%	6%	8%	29%	24%	47%	47%	31%	32%	27%	26%	31%	27%	29%
			a	ab					fg	fg	fghi	fghi							
Relative's house	206	34	85	87	113	93	18	15	44	42	51	35	49	58	41	58	107	99	206
	21%	12%	23%	24%	23%	19%	14%	11%	24%	23%	28%	19%	24%	21%	19%	19%	22%	19%	21%
			a	a					fg	fg	fgk	g							
Anywhere - using a mobile phone/ Smartphone	105	2	16	86	49	56	2	*	8	8	39	47	26	26	17	36	52	53	105
	10%	1%	5%	24%	10%	11%	1%	*%	4%	5%	22%	26%	12%	10%	8%	11%	11%	10%	10%
			a	ab					fg	fg	fghi	fghi							
Library	67	10	23	34	30	37	3	6	11	12	16	18	15	15	14	24	30	37	67
	7%	4%	6%	9%	6%	7%	2%	5%	6%	7%	9%	10%	7%	6%	6%	8%	6%	7%	7%
			a	a					f	f	fg	fg							
Anywhere - using another portable device (laptop or portable media player or games player etc.)	14	*	4	10	8	6	-	*	3	1	5	5	4	2	2	6	6	8	14
	1%	*%	1%	3%	2%	1%	-%	*%	2%	1%	3%	3%	2%	1%	1%	2%	1%	2%	1%
			a	a					fg	fg	fg	fg							
Internet café	11	1	3	7	7	4	-	1	2	*	4	3	2	3	2	4	5	6	11
	1%	*%	1%	2%	1%	1%	-%	*%	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%	1%
			a	a					f	f	fi	fi							
Other	5	2	2	1	2	2	1	*	1	1	-	1	2	2	*	1	3	1	5
	*%	1%	1%	*%	*%	*%	1%	*%	1%	1%	-%	*%	1%	1%	*%	*%	1%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC31 Do you use the internet anywhere apart from home at all?**

Base : Children aged 5-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
USE ANYWHERE OUTSIDE THE HOME	848	170	325	354	425	423	86	83	164	161	175	178	174	229	188	257	403	445	848
	85%	62%	89%	97%	85%	85%	65%	60%	88%	91%	96%	97%	84%	84%	89%	83%	84%	85%	85%
			a	ab					fg	fg	fghi	fghi			o				
No, do not	153	103	39	11	76	77	47	56	22	17	7	5	34	42	24	53	76	77	153
	15%	38%	11%	3%	15%	15%	35%	40%	12%	9%	4%	3%	16%	16%	11%	17%	16%	15%	15%
		bc	c				hijk	hijk	jk	jk						n			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC31 Do you use the internet anywhere apart from home at all?**

Base : Children aged 5-15

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
School	815	699	67	34	15	702	113	815
	81%	82%	74%	84%	78%	81%	84%	81%
		b		b		b	b	b
Friend's house	289	246	25	13	5	247	41	289
	29%	29%	27%	33%	26%	29%	31%	29%
Relative's house	206	170	25	7	4	174	32	206
	21%	20%	28%	18%	18%	20%	24%	21%
			acdeg					
Anywhere - using a mobile phone/ Smartphone	105	94	4	5	2	95	10	105
	10%	11%	5%	13%	8%	11%	7%	10%
		b		bf		b		b
Library	67	54	7	3	2	56	11	67
	7%	6%	8%	8%	9%	6%	8%	7%
Anywhere - using another portable device (laptop or portable media player or games player etc.)	14	12	*	1	*	12	2	14
	1%	1%	*%	3%	1%	1%	1%	1%
				b				
Internet café	11	10	*	*	-	10	1	11
	1%	1%	*%	1%	-%	1%	1%	1%
Other	5	5	-	-	*	4	1	5
	*%	1%	-%	-%	*%	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC31 Do you use the internet anywhere apart from home at all?**

Base : Children aged 5-15

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
USE ANYWHERE OUTSIDE THE HOME	848	723	74	35	17	731	117	848
	85%	85%	82%	87%	84%	84%	87%	85%
No, do not	153	129	16	5	3	136	17	153
	15%	15%	18%	13%	16%	16%	13%	15%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 271**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF WHERE THE INTERNET IS USED**

Base : Children aged 5-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
USE AT HOME	830	159	316	354	421	408	83	77	162	154	176	177	182	235	181	231	417	412	830
	83%	58%	87%	97%	84%	82%	62%	55%	87%	87%	97%	97%	87%	87%	85%	75%	87%	79%	83%
			a	ab					fg	fg	fghi	fghi	oq	oq	oq		oqr		oq
NOT HOME BUT ELSEWHERE	31	13	11	6	14	17	4	9	6	5	3	3	1	6	5	19	7	24	31
	3%	5%	3%	2%	3%	3%	3%	6%	3%	3%	2%	2%	1%	2%	2%	6%	1%	5%	3%
		c						ijk								lmnpr		lp	lp
ONLY USE AT SCHOOL	52	30	18	3	25	26	16	14	8	10	1	2	4	8	15	25	12	40	52
	5%	11%	5%	1%	5%	5%	12%	10%	4%	6%	1%	1%	2%	3%	7%	8%	2%	8%	5%
		bc	c				hijk	hjk	jk	jk					lmp	lmpr		lmpr	lp
DO NOT USE AT ALL	90	70	19	1	41	48	30	40	10	9	1	-	21	22	12	34	43	46	90
	9%	26%	5%	1%	8%	10%	23%	28%	5%	5%	1%	0%	10%	8%	6%	11%	9%	9%	9%
		bc	c				hijk	hijk	jk	jk			n			n			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 271**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF WHERE THE INTERNET IS USED**

Base : Children aged 5-15

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
USE AT HOME	830	701	77	34	18	718	112	830
	83%	82%	85%	85%	90%	83%	83%	83%
				aeg				
NOT HOME BUT ELSEWHERE	31	27	3	*	*	25	6	31
	3%	3%	4%	*%	1%	3%	4%	3%
			c				cd	
ONLY USE AT SCHOOL	52	47	2	2	1	45	7	52
	5%	5%	2%	6%	3%	5%	5%	5%
DO NOT USE AT ALL	90	77	8	3	1	80	10	90
	9%	9%	9%	8%	7%	9%	7%	9%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 272**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32A ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about what you are doing**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Would not want anyone to see this	72	-	-	72	40	31	-	-	-	-	40	31	10	22	16	23	32	40	72
	20%	-%	-%	20%	22%	17%	-%	-%	-%	-%	22%	17%	13%	21%	22%	22%	18%	22%	20%
Would only want my friends to see this and nobody else	225	-	-	225	111	114	-	-	-	-	111	114	49	67	46	63	117	108	225
	62%	-%	-%	62%	61%	62%	-%	-%	-%	-%	61%	62%	65%	64%	61%	59%	64%	60%	62%
Would only want my friends and their friends to see this	38	-	-	38	11	27	-	-	-	-	11	27	9	13	4	11	22	15	38
	10%	-%	-%	10%	6%	15%	-%	-%	-%	-%	6%	15%	12%	12%	6%	11%	12%	8%	10%
						d					j								
Would be happy for anyone to see this	29	-	-	29	19	10	-	-	-	-	19	10	8	4	9	8	11	18	29
	8%	-%	-%	8%	10%	6%	-%	-%	-%	10%	6%	10%	3%	12%	8%	6%	10%	8%	8%
												m		m			m		
Don't know	*	-	-	*	*	*	-	-	-	-	*	*	-	*	*	*	*	*	*
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 272**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32A ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about what you are doing**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Would not want anyone to see this	72 20%	63 20%	**	**	**	64 21%	7 15%	72 20%
Would only want my friends to see this and nobody else	225 62%	188 61%	**	**	**	190 61%	35 69%	225 62%
Would only want my friends and their friends to see this	38 10%	33 11%	**	**	**	33 10%	5 10%	38 10%
Would be happy for anyone to see this	29 8%	25 8%	**	**	**	26 8%	3 7%	29 8%
Don't know	* *%	- -%	**	**	**	* *%	* *%	* *%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32B ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about how you are feeling**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Would not want anyone to see this	94	-	-	94	56	38	-	-	-	-	56	38	17	33	21	23	50	44	94
	26%	-%	-%	26%	31%	21%	-%	-%	-%	-%	31%	21%	23%	31%	27%	22%	28%	24%	26%
					e					k									
Would only want my friends to see this and nobody else	220	-	-	220	102	117	-	-	-	-	102	117	48	60	45	67	107	112	220
	60%	-%	-%	60%	57%	64%	-%	-%	-%	-%	57%	64%	62%	56%	60%	63%	59%	62%	60%
Would only want my friends and their friends to see this	28	-	-	28	10	18	-	-	-	-	10	18	6	8	6	8	14	13	28
	8%	-%	-%	8%	5%	10%	-%	-%	-%	-%	5%	10%	8%	8%	7%	7%	8%	7%	8%
Would be happy for anyone to see this	20	-	-	20	12	8	-	-	-	-	12	8	6	4	4	8	9	11	20
	6%	-%	-%	6%	7%	4%	-%	-%	-%	-%	7%	4%	7%	3%	5%	7%	5%	6%	6%
Don't know	2	-	-	2	*	1	-	-	-	-	*	1	-	1	*	*	1	1	2
	*%	-%	-%	*%	*%	1%	-%	-%	-%	-%	*%	1%	-%	1%	1%	*%	1%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32B ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Information about how you are feeling**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Would not want anyone to see this	94 26%	84 27%	**	**	**	82 26%	12 24%	94 26%
Would only want my friends to see this and nobody else	220 60%	184 59%	**	**	**	187 60%	33 65%	220 60%
Would only want my friends and their friends to see this	28 8%	23 8%	**	**	**	25 8%	3 5%	28 8%
Would be happy for anyone to see this	20 6%	18 6%	**	**	**	19 6%	2 3%	20 6%
Don't know	2 *%	1 *%	**	**	**	* *%	1 3%	2 *%

aeg

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 274**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32C ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos from your holidays**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Would not want anyone to see this	55	-	-	55	29	26	-	-	-	-	29	26	9	23	10	13	32	23	55
	15%	-%	-%	15%	16%	14%	-%	-%	-%	-%	16%	14%	11%	22%	13%	12%	18%	12%	15%
Would only want my friends to see this and nobody else	244	-	-	244	122	122	-	-	-	-	122	122	57	64	51	72	121	123	244
	67%	-%	-%	67%	68%	66%	-%	-%	-%	-%	68%	66%	74%	60%	67%	68%	66%	68%	67%
Would only want my friends and their friends to see this	43	-	-	43	14	30	-	-	-	-	14	30	8	14	7	14	22	21	43
	12%	-%	-%	12%	8%	16%	-%	-%	-%	-%	8%	16%	11%	13%	9%	13%	12%	12%	12%
Would be happy for anyone to see this	21	-	-	21	15	6	-	-	-	-	15	6	3	4	8	6	7	14	21
	6%	-%	-%	6%	8%	3%	-%	-%	-%	-%	8%	3%	3%	4%	10%	5%	4%	8%	6%
Don't know	1	-	-	1	1	*	-	-	-	-	1	*	-	1	*	*	1	1	1
	*%	-%	-%	*%	1%	*%	-%	-%	-%	-%	1%	*%	-%	1%	*%	*%	*%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 274

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32C ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos from your holidays**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Would not want anyone to see this	55 15%	48 15% f	** **	** **	** **	54 17% f	1 2%	55 15% f
Would only want my friends to see this and nobody else	244 67%	205 66%	** **	** **	** **	202 64%	42 83% aeg	244 67%
Would only want my friends and their friends to see this	43 12%	39 13%	** **	** **	** **	37 12%	6 13%	43 12%
Would be happy for anyone to see this	21 6%	18 6%	** **	** **	** **	19 6%	1 2%	21 6%
Don't know	1 *%	- -%	** **	** **	** **	1 *%	* *%	1 *%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 275**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32D ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos from being out with your friends**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Would not want anyone to see this	43	-	-	43	23	19	-	-	-	-	23	19	6	19	8	10	25	18	43
	12%	-%	-%	12%	13%	11%	-%	-%	-%	-%	13%	11%	8%	18%	11%	9%	14%	10%	12%
														loq					
Would only want my friends to see this and nobody else	236	-	-	236	117	119	-	-	-	-	117	119	50	67	50	70	117	120	236
	65%	-%	-%	65%	65%	65%	-%	-%	-%	-%	65%	65%	66%	63%	66%	66%	64%	66%	65%
Would only want my friends and their friends to see this	60	-	-	60	22	38	-	-	-	-	22	38	15	15	10	20	30	30	60
	16%	-%	-%	16%	12%	21%	-%	-%	-%	-%	12%	21%	19%	14%	13%	19%	16%	17%	16%
					d						j								
Would be happy for anyone to see this	23	-	-	23	17	6	-	-	-	-	17	6	6	5	7	6	11	13	23
	6%	-%	-%	6%	10%	3%	-%	-%	-%	-%	10%	3%	7%	5%	9%	6%	6%	7%	6%
					e					k									
Don't know	1	-	-	1	*	1	-	-	-	-	*	1	-	*	1	*	*	1	1
	0.3%	-%	-%	0.3%	0.6%	0.5%	-%	-%	-%	-%	0.6%	0.5%	-%	0.6%	1%	0.6%	0.6%	1%	0.3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 275

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32D ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Photos from being out with your friends**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Would not want anyone to see this	43	38	**	**	**	41	2	43
	12%	12%	**	**	**	13%	4%	12%
		f				f		f
Would only want my friends to see this and nobody else	236	195	**	**	**	195	41	236
	65%	63%	**	**	**	62%	81%	65%
							aeg	
Would only want my friends and their friends to see this	60	54	**	**	**	55	5	60
	16%	17%	**	**	**	17%	10%	16%
Would be happy for anyone to see this	23	21	**	**	**	22	2	23
	6%	7%	**	**	**	7%	3%	6%
Don't know	1	1	**	**	**	*	1	1
	*%	*%	**	**	**	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 276**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32E ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your home address**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Would not want anyone to see this	216	-	-	216	114	102	-	-	-	-	114	102	41	67	44	63	108	107	216
	59%	-%	-%	59%	63%	56%	-%	-%	-%	-%	63%	56%	54%	64%	58%	60%	59%	59%	59%
Would only want my friends to see this and nobody else	128	-	-	128	58	69	-	-	-	-	58	69	32	33	26	36	65	62	128
	35%	-%	-%	35%	32%	38%	-%	-%	-%	-%	32%	38%	42%	32%	35%	34%	36%	34%	35%
Would only want my friends and their friends to see this	10	-	-	10	3	6	-	-	-	-	3	6	2	2	3	3	4	6	10
	3%	-%	-%	3%	2%	3%	-%	-%	-%	-%	2%	3%	2%	2%	4%	3%	2%	3%	3%
Would be happy for anyone to see this	9	-	-	9	5	4	-	-	-	-	5	4	2	2	2	3	4	5	9
	2%	-%	-%	2%	3%	2%	-%	-%	-%	-%	3%	2%	2%	2%	3%	3%	2%	3%	2%
Don't know	2	-	-	2	*	2	-	-	-	-	*	2	-	1	*	1	1	1	2
	1%	-%	-%	1%	1%	1%	-%	-%	-%	-%	1%	1%	-%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 276**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32E ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your home address**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Would not want anyone to see this	216	188	**	**	**	184	31	216
	59%	61%	**	**	**	59%	61%	59%
Would only want my friends to see this and nobody else	128	105	**	**	**	112	16	128
	35%	34%	**	**	**	36%	31%	35%
Would only want my friends and their friends to see this	10	7	**	**	**	8	1	10
	3%	2%	**	**	**	3%	2%	3%
Would be happy for anyone to see this	9	8	**	**	**	7	1	9
	2%	2%	**	**	**	2%	3%	2%
Don't know	2	2	**	**	**	1	1	2
	1%	*%	**	**	**	*%	3%	1%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 277**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32F ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your email address**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Would not want anyone to see this	129	-	-	129	67	62	-	-	-	-	67	62	22	40	25	42	62	67	129
	35%	-%	-%	35%	37%	34%	-%	-%	-%	-%	37%	34%	28%	38%	33%	40%	34%	37%	35%
Would only want my friends to see this and nobody else	193	-	-	193	90	103	-	-	-	-	90	103	48	55	41	51	102	91	193
	53%	-%	-%	53%	50%	56%	-%	-%	-%	-%	50%	56%	62%	52%	54%	48%	56%	50%	53%
Would only want my friends and their friends to see this	27	-	-	27	14	13	-	-	-	-	14	13	4	7	8	8	12	16	27
	7%	-%	-%	7%	8%	7%	-%	-%	-%	-%	8%	7%	6%	7%	10%	7%	6%	9%	7%
Would be happy for anyone to see this	13	-	-	13	8	5	-	-	-	-	8	5	3	3	2	5	6	7	13
	4%	-%	-%	4%	5%	3%	-%	-%	-%	-%	5%	3%	4%	3%	2%	5%	3%	4%	4%
Don't know	2	-	-	2	1	1	-	-	-	-	1	1	-	1	*	*	1	1	2
	*%	-%	-%	*%	1%	*%	-%	-%	-%	-%	1%	*%	-%	1%	1%	*%	*%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 277**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32F ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your email address**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Would not want anyone to see this	129	107	**	**	**	106	23	129
	35%	35%	**	**	**	34%	45%	35%
Would only want my friends to see this and nobody else	193	167	**	**	**	170	23	193
	53%	54%	**	**	**	54%	45%	53%
Would only want my friends and their friends to see this	27	23	**	**	**	25	2	27
	7%	8%	**	**	**	8%	5%	7%
Would be happy for anyone to see this	13	11	**	**	**	11	2	13
	4%	4%	**	**	**	3%	5%	4%
Don't know	2	1	**	**	**	1	*	2
	*%	*%	**	**	**	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 278**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32G ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your mobile phone number**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Would not want anyone to see this	159	-	-	159	78	82	-	-	-	-	78	82	29	51	33	46	80	79	159
	44%	-%	-%	44%	43%	45%	-%	-%	-%	-%	43%	45%	38%	48%	44%	44%	44%	44%	44%
Would only want my friends to see this and nobody else	180	-	-	180	88	91	-	-	-	-	88	91	44	50	38	48	94	86	180
	49%	-%	-%	49%	49%	50%	-%	-%	-%	-%	49%	50%	57%	47%	51%	45%	51%	47%	49%
Would only want my friends and their friends to see this	12	-	-	12	6	6	-	-	-	-	6	6	2	3	3	5	5	8	12
	3%	-%	-%	3%	3%	3%	-%	-%	-%	-%	3%	3%	2%	3%	3%	5%	3%	4%	3%
Would be happy for anyone to see this	7	-	-	7	5	2	-	-	-	-	5	2	1	2	1	3	3	4	7
	2%	-%	-%	2%	3%	1%	-%	-%	-%	-%	3%	1%	1%	2%	2%	3%	2%	2%	2%
Don't know	4	-	-	4	3	1	-	-	-	-	3	1	1	*	*	3	1	4	4
	1%	-%	-%	1%	2%	1%	-%	-%	-%	-%	2%	1%	1%	1%	1%	3%	1%	2%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 278**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC32G ANY PRIVACY CONCERNS ABOUT SHOWING INFORMATION ONLINE - Your mobile phone number**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Would not want anyone to see this	159	135	**	**	**	138	21	159
	44%	44%	**	**	**	44%	42%	44%
Would only want my friends to see this and nobody else	180	154	**	**	**	154	26	180
	49%	50%	**	**	**	49%	51%	49%
Would only want my friends and their friends to see this	12	10	**	**	**	11	1	12
	3%	3%	**	**	**	4%	2%	3%
Would be happy for anyone to see this	7	7	**	**	**	6	1	7
	2%	2%	**	**	**	2%	3%	2%
Don't know	4	3	**	**	**	4	1	4
	1%	1%	**	**	**	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 279**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC33 Music and films can be downloaded from the internet in two main ways - by paying at an online shop like iTunes, or Tesco.com or by downloading for free from a site where someone else has shared their copy of the music or the film. Sharing content in this way is often illegal Do you think that sharing music and films in this way should be illegal?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	~b	c	d	e	5-7 ~f	5-7 ~g	8-11 ~h	8-11 ~i	12-15 j	12-15 k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
Yes	129	-	-	129	59	70	-	-	-	-	59	70	33	35	26	35	68	61	129
	35%	-%	-%	35%	33%	38%	-%	-%	-%	-%	33%	38%	44%	33%	35%	33%	37%	34%	35%
No	166	-	-	166	91	75	-	-	-	-	91	75	31	47	36	52	78	88	166
	46%	-%	-%	46%	50%	41%	-%	-%	-%	-%	50%	41%	40%	44%	48%	49%	43%	48%	46%
Don't know	69	-	-	69	32	38	-	-	-	-	32	38	12	24	13	20	36	33	69
	19%	-%	-%	19%	17%	21%	-%	-%	-%	-%	17%	21%	16%	23%	17%	19%	20%	18%	19%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 279**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC33 Music and films can be downloaded from the internet in two main ways - by paying at an online shop like iTunes, or Tesco.com or by downloading for free from a site where someone else has shared their copy of the music or the film. Sharing content in this way is often illegal Do you think that sharing music and films in this way should be illegal?**

Base : Children aged 12-15

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
Yes	129	116	**	**	**	115	14	129
	35%	38%	**	**	**	37%	28%	35%
No	166	140	**	**	**	143	23	166
	46%	45%	**	**	**	46%	44%	46%
Don't know	69	54	**	**	**	55	14	69
	19%	17%	**	**	**	18%	28%	19%
							ae	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 280**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC34 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you tell someone about it?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1107	-	539	568	555	552	-	-	270	269	285	283	197	299	244	367	496	611	1107
Effective Weighted Sample	867	-	419	448	437	430	-	-	213	206	224	225	162	240	188	281	401	468	867
Total	709	-	345	363	357	352	-	-	176	169	181	183	140	205	155	209	345	364	709
Would not tell anyone about this	39	-	8	31	23	16	-	-	5	3	18	13	5	15	9	10	20	19	39
	6%	-%	2%	8%	6%	4%	-%	-%	3%	2%	10%	7%	4%	7%	6%	5%	6%	5%	6%
			b							hi	i								
Parent	546	-	293	253	267	279	-	-	144	149	123	130	114	163	117	152	277	269	546
	77%	-%	85%	70%	75%	79%	-%	-%	82%	88%	68%	71%	82%	79%	75%	73%	80%	74%	77%
			c						jk	jk			oq				oq		
Teacher	154	-	91	64	71	83	-	-	47	43	24	40	37	42	29	46	79	75	154
	22%	-%	26%	17%	20%	24%	-%	-%	27%	26%	13%	22%	27%	21%	19%	22%	23%	21%	22%
			c						j	j		j							
Friend	91	-	22	69	40	52	-	-	12	10	27	42	18	29	17	28	47	45	91
	13%	-%	6%	19%	11%	15%	-%	-%	7%	6%	15%	23%	13%	14%	11%	13%	14%	12%	13%
			b							hi	hij								
Brother/ sister	45	-	17	28	20	25	-	-	7	10	13	14	11	13	9	12	24	21	45
	6%	-%	5%	8%	6%	7%	-%	-%	4%	6%	7%	8%	8%	6%	6%	6%	7%	6%	6%
Other relative	40	-	27	14	16	25	-	-	10	17	6	8	9	12	6	13	20	20	40
	6%	-%	8%	4%	4%	7%	-%	-%	5%	10%	3%	4%	6%	6%	4%	6%	6%	5%	6%
			c						jk										
The websites themselves	28	-	6	22	11	17	-	-	3	3	8	14	5	5	7	11	10	18	28
	4%	-%	2%	6%	3%	5%	-%	-%	2%	2%	4%	7%	3%	2%	4%	5%	3%	5%	4%
			b								hi								
The police	21	-	8	12	10	10	-	-	4	5	7	5	6	2	7	6	8	12	21
	3%	-%	2%	3%	3%	3%	-%	-%	2%	3%	4%	3%	4%	1%	4%	3%	2%	3%	3%
													m		m				

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 280**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC34 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you tell someone about it?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1107	-	539	568	555	552	-	-	270	269	285	283	197	299	244	367	496	611	1107
Effective Weighted Sample	867	-	419	448	437	430	-	-	213	206	224	225	162	240	188	281	401	468	867
Total	709	-	345	363	357	352	-	-	176	169	181	183	140	205	155	209	345	364	709
CEOP/ Child Exploitation and Online Protection Centre	3	-	1	2	1	2	-	-	1	-	-	2	-	1	1	1	1	2	3
	%	-%	%	1%	%	1%	-%	-%	%	-%	-%	1%	-%	%	1%	%	%	1%	%
Ofcom	2	-	1	1	1	1	-	-	1	-	1	1	1	-	1	-	1	1	2
	%	-%	%	%	%	%	-%	-%	%	-%	%	%	%	-%	1%	-%	%	%	%
The internet service providers (e.g. Virgin / AOL/ BT)	2	-	-	2	2	-	-	-	-	2	-	-	2	-	-	-	2	-	2
	%	-%	-%	%	1%	-%	-%	-%	-%	1%	-%	-%	1%	-%	-%	-%	1%	-%	%
PEGI website/ Pan European Game Information	1	-	1	*	1	*	-	-	1	-	-	*	*	-	1	-	*	1	1
	%	-%	%	%	%	%	-%	-%	%	-%	-%	%	%	-%	%	-%	%	%	%
Other	8	-	6	2	5	3	-	-	3	2	2	*	1	5	*	2	5	2	8
	1%	-%	2%	1%	1%	1%	-%	-%	2%	1%	1%	%	%	2%	%	1%	2%	1%	1%
Unsure who I would tell	21	-	5	16	11	11	-	-	3	2	8	9	2	7	5	7	9	12	21
	3%	-%	2%	4%	3%	3%	-%	-%	2%	1%	4%	5%	1%	3%	3%	3%	3%	3%	3%
TOTAL WOULD TELL SOMEONE	644	-	327	318	316	328	-	-	163	163	153	164	130	185	137	192	315	329	644
	91%	-%	95%	87%	89%	93%	-%	-%	93%	97%	85%	90%	93%	90%	88%	92%	91%	90%	91%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 280**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC34 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you tell someone about it?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1107	-	539	568	555	552	-	-	270	269	285	283	197	299	244	367	496	611	1107
Effective Weighted Sample	867	-	419	448	437	430	-	-	213	206	224	225	162	240	188	281	401	468	867
Total	709	-	345	363	357	352	-	-	176	169	181	183	140	205	155	209	345	364	709
Don't know if I would tell someone	26	-	11	15	17	8	-	-	8	3	10	5	4	6	9	7	10	15	26
	4%	-%	3%	4%	5%	2%	-%	-%	4%	2%	5%	3%	3%	3%	6%	3%	3%	4%	4%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 280**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC34 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you tell someone about it?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1107	728	139	116	124	909	198	1107
Effective Weighted Sample	867	676	122	102	113	727	145	867
Total	709	602	63	29	14	611	98	709
Would not tell anyone about this	39 6%	32 5%	6 9% c	1 2%	1 7%	34 6%	5 5%	39 6%
Parent	546 77%	466 77%	46 73%	23 79%	11 76%	470 77%	75 77%	546 77%
Teacher	154 22%	141 23% bd	6 10%	5 19%	2 13%	135 22% bd	19 20% b	154 22% bd
Friend	91 13%	72 12%	9 15%	7 24% aeg	3 20% aeg	74 12%	18 18%	91 13%
Brother/ sister	45 6%	39 7%	3 5%	1 4%	2 13% abceg	39 6%	6 6%	45 6%
Other relative	40 6%	34 6%	4 6%	1 5%	1 6%	34 6%	6 6%	40 6%
The websites themselves	28 4%	25 4%	1 1%	1 5%	* 2%	24 4%	3 3%	28 4%
The police	21 3%	19 3%	* 1%	1 4%	* 1%	16 3%	5 5% bd	21 3%
CEOP/ Child Exploitation and Online Protection Centre	3 *%	3 1%	- -%	- -%	- -%	2 *%	1 1%	3 *%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 280**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC34 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you tell someone about it?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1107	728	139	116	124	909	198	1107
Effective Weighted Sample	867	676	122	102	113	727	145	867
Total	709	602	63	29	14	611	98	709
Ofcom	2	2	-	-	-	-	2	2
	*%	*%	-%	-%	-%	-%	2%	*%
							aeg	
The internet service providers (e.g. Virgin / AOL/ BT)	2	2	-	-	-	1	1	2
	*%	*%	-%	-%	-%	*%	1%	*%
PEGI website/ Pan European Game Information	1	1	-	*	-	*	1	1
	*%	*%	-%	1%	-%	*%	1%	*%
Other	8	7	1	-	*	7	1	8
	1%	1%	1%	-%	1%	1%	1%	1%
Unsure who I would tell	21	17	4	*	*	17	4	21
	3%	3%	6%	1%	1%	3%	4%	3%
			cde					
TOTAL WOULD TELL SOMEONE	644	550	55	27	12	555	89	644
	91%	91%	87%	95%	86%	91%	91%	91%
				bd				
Don't know if I would tell someone	26	21	2	1	1	22	4	26
	4%	4%	4%	3%	7%	4%	4%	4%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 281**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC35 And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way that you didn't like?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1107	-	539	568	555	552	-	-	270	269	285	283	197	299	244	367	496	611	1107
Effective Weighted Sample	867	-	419	448	437	430	-	-	213	206	224	225	162	240	188	281	401	468	867
Total	709	-	345	363	357	352	-	-	176	169	181	183	140	205	155	209	345	364	709
Yes	103	-	37	66	47	56	-	-	20	16	27	39	20	27	24	33	46	56	103
	14%	-%	11%	18%	13%	16%	-%	-%	12%	10%	15%	21%	14%	13%	15%	16%	13%	16%	14%
			b									hi							
No	595	-	300	294	302	293	-	-	150	150	152	143	118	177	130	171	294	300	595
	84%	-%	87%	81%	85%	83%	-%	-%	85%	89%	84%	78%	84%	86%	83%	82%	85%	82%	84%
			c						k										
Don't know	11	-	8	3	8	4	-	-	5	3	2	1	2	2	2	5	4	7	11
	2%	-%	2%	1%	2%	1%	-%	-%	3%	2%	1%	*%	2%	1%	1%	2%	1%	2%	2%
									k										

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 281**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC35 And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way that you didn't like?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1107	728	139	116	124	909	198	1107
Effective Weighted Sample	867	676	122	102	113	727	145	867
Total	709	602	63	29	14	611	98	709
Yes	103 14%	92 15%	6 9%	3 12%	2 11%	92 15%	10 10%	103 14%
No	595 84%	501 83%	56 89%	25 87%	13 88%	508 83%	87 89%	595 84%
Don't know	11 2%	9 2%	2 3%	* 1%	* 2%	10 2%	1 1%	11 2%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 282**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC36 Have you ever been given any information or advice about how to stay safe while you are online?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1107	-	539	568	555	552	-	-	270	269	285	283	197	299	244	367	496	611	1107
Effective Weighted Sample	867	-	419	448	437	430	-	-	213	206	224	225	162	240	188	281	401	468	867
Total	709	-	345	363	357	352	-	-	176	169	181	183	140	205	155	209	345	364	709
Yes - from teacher at school	492	-	231	261	241	250	-	-	114	117	127	134	103	144	103	143	246	246	492
	69%	-%	67%	72%	68%	71%	-%	-%	65%	69%	70%	73%	74%	70%	66%	68%	72%	67%	69%
Yes - from parent	450	-	219	231	219	231	-	-	109	110	109	121	93	130	96	132	223	227	450
	64%	-%	64%	63%	61%	66%	-%	-%	62%	65%	61%	66%	67%	63%	62%	63%	65%	62%	64%
Yes - from other member of family	58	-	24	34	23	35	-	-	10	15	13	21	13	15	10	20	28	30	58
	8%	-%	7%	9%	6%	10%	-%	-%	6%	9%	7%	11%	9%	7%	7%	10%	8%	8%	8%
						d						h							
Yes - from friends	46	-	13	33	19	27	-	-	6	7	14	19	10	14	10	13	24	22	46
	7%	-%	4%	9%	5%	8%	-%	-%	3%	4%	8%	11%	7%	7%	6%	6%	7%	6%	7%
				b								hi							
Yes - from websites	19	-	10	10	10	9	-	-	4	5	6	4	2	6	5	7	8	12	19
	3%	-%	3%	3%	3%	3%	-%	-%	2%	3%	3%	2%	1%	3%	3%	3%	2%	3%	3%
Yes - from television/ radio programmes	17	-	5	12	7	10	-	-	1	4	6	7	4	5	2	6	9	8	17
	2%	-%	1%	3%	2%	3%	-%	-%	1%	2%	3%	4%	3%	2%	1%	3%	3%	2%	2%
				b								h							
Yes - from police	15	-	7	7	7	8	-	-	4	3	3	5	1	6	2	6	7	8	15
	2%	-%	2%	2%	2%	2%	-%	-%	2%	2%	2%	3%	1%	3%	1%	3%	2%	2%	2%
Other	7	-	3	3	1	5	-	-	*	3	1	3	1	3	1	2	4	3	7
	1%	-%	1%	1%	1%	2%	-%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
TOTAL GIVEN ANY INFORMATION OR ADVICE	636	-	304	332	317	318	-	-	154	150	164	168	131	187	134	183	318	318	636
	90%	-%	88%	91%	89%	90%	-%	-%	87%	89%	91%	92%	94%	91%	86%	88%	92%	87%	90%
													nq						nq

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 282**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC36 Have you ever been given any information or advice about how to stay safe while you are online?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	1107	-	539	568	555	552	-	-	270	269	285	283	197	299	244	367	496	611	1107
Effective Weighted Sample	867	-	419	448	437	430	-	-	213	206	224	225	162	240	188	281	401	468	867
Total	709	-	345	363	357	352	-	-	176	169	181	183	140	205	155	209	345	364	709
No - not been given information/ advice	61 9%	- -%	33 10%	28 8%	32 9%	29 8%	- -%	- -%	17 10%	16 9%	15 8%	13 7%	9 6%	14 7%	17 11%	21 10%	23 7%	38 10%	61 9%
Don't know	12 2%	- -%	9 3%	3 1%	7 2%	5 1%	- -%	- -%	5 3%	3 2%	2 1%	1 1%	* **%	3 2%	5 3%	4 2%	4 1%	8 2%	12 2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 282**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC36 Have you ever been given any information or advice about how to stay safe while you are online?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1107	728	139	116	124	909	198	1107
Effective Weighted Sample	867	676	122	102	113	727	145	867
Total	709	602	63	29	14	611	98	709
Yes - from teacher at school	492 69%	420 70%	39 62%	22 78% bf	11 74% b	427 70%	65 66%	492 69%
Yes - from parent	450 64%	373 62%	45 71%	23 81% adefg	10 66%	392 64%	59 60%	450 64%
Yes - from other member of family	58 8%	51 9%	4 6%	2 7%	1 6%	53 9%	6 6%	58 8%
Yes - from friends	46 7%	36 6%	4 6%	6 19% abdefg	* 3%	38 6%	9 9%	46 7%
Yes - from websites	19 3%	18 3%	- -%	1 3% b	* 1%	15 3%	4 4% b	19 3%
Yes - from television/ radio programmes	17 2%	15 3%	1 2%	* 1%	* 2%	16 3%	1 1%	17 2%
Yes - from police	15 2%	6 1%	4 7% aefg	3 12% adefg	1 4% a	11 2%	4 4% a	15 2%
Other	7 1%	6 1%	- -%	* 1%	* 2%	6 1%	* *%	7 1%
TOTAL GIVEN ANY INFORMATION OR ADVICE	636 90%	535 89%	60 95% af	27 95% f	14 94% f	554 91% f	81 83%	636 90% f

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 282**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC36 Have you ever been given any information or advice about how to stay safe while you are online?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1107	728	139	116	124	909	198	1107
Effective Weighted Sample	867	676	122	102	113	727	145	867
Total	709	602	63	29	14	611	98	709
No - not been given information/ advice	61	57	2	2	1	47	14	61
	9%	9%	3%	5%	4%	8%	14%	9%
		b				b	bcdeg	b
Don't know	12	10	1	-	*	9	3	12
	2%	2%	2%	-%	2%	2%	3%	2%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 283**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC37 And would you say you have been given any information or advice about how to stay safe while you are online in the last year?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1107	-	539	568	555	552	-	-	270	269	285	283	197	299	244	367	496	611	1107	
Effective Weighted Sample	867	-	419	448	437	430	-	-	213	206	224	225	162	240	188	281	401	468	867	
Total	709	-	345	363	357	352	-	-	176	169	181	183	140	205	155	209	345	364	709	
Yes	557 79%	- -%	268 78%	289 80%	275 77%	282 80%	- -%	- -%	134 76%	134 79%	141 78%	148 81%	117 84% n	163 79%	115 74%	163 78%	280 81% n	278 76%	557 79%	
No	60 9%	- -%	23 7%	37 10%	33 9%	27 8%	- -%	- -%	14 8%	9 6%	20 11% i	18 10%	12 9%	20 10%	13 8%	15 7%	32 9%	28 8%	60 9%	
Don't know	18 3%	- -%	12 4%	6 2%	9 3%	9 3%	- -%	- -%	6 3%	6 4%	3 2%	3 1%	2 1%	5 2%	6 4%	5 2%	7 2%	11 3%	18 3%	
DON'T KNOW IF EVER GIVEN ANY INFORMATION OR ADVICE	61 9%	- -%	33 10%	28 8%	32 9%	29 8%	- -%	- -%	17 10%	16 9%	15 8%	13 7%	9 6%	14 7%	17 11%	21 10%	23 7%	38 10% p	61 9%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 283**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC37 And would you say you have been given any information or advice about how to stay safe while you are online in the last year?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1107	728	139	116	124	909	198	1107
Effective Weighted Sample	867	676	122	102	113	727	145	867
Total	709	602	63	29	14	611	98	709
Yes	557 79%	466 77%	53 84%	26 90%	13 87%	482 79%	75 77%	557 79%
				aefg	aefg			
No	60 9%	54 9%	5 8%	1 4%	* 3%	56 9%	4 4%	60 9%
		df				df		d
Don't know	18 3%	15 3%	2 3%	* 1%	1 4%	16 3%	2 2%	18 3%
DON'T KNOW IF EVER GIVEN ANY INFORMATION OR ADVICE	61 9%	57 9%	2 3%	2 5%	1 4%	47 8%	14 14%	61 9%
		b				b	bcdeg	b

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 284**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC38 Thinking about sites like Facebook and other social media... If you were to see anything online that you found worrying, nasty or offensive in some way that you didn't like, are you aware that there is a function to report this to the website?**

Base : Children aged 12-15 with a current social networking site profile

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	446	-	-	446	220	226	-	-	-	-	220	226	72	126	101	147	198	248	446
Effective Weighted Sample	350	-	-	350	171	180	-	-	-	-	171	180	62	103	73	113	165	186	350
Total	284	-	-	284	140	145	-	-	-	-	140	145	55	85	60	84	140	145	284
Yes, aware of report function	214	-	-	214	100	114	-	-	-	-	100	114	**	63	46	61	107	108	214
	75%	-%	-%	75%	71%	79%	-%	-%	-%	-%	71%	79%	**	74%	77%	72%	76%	74%	75%
No, not aware of report function	61	-	-	61	35	26	-	-	-	-	35	26	**	19	12	19	29	31	61
	21%	-%	-%	21%	25%	18%	-%	-%	-%	25%	18%	**	23%	20%	23%	21%	22%	21%	
Don't know	10	-	-	10	5	4	-	-	-	-	5	4	**	3	2	4	4	6	10
	3%	-%	-%	3%	4%	3%	-%	-%	-%	4%	3%	**	3%	3%	5%	3%	4%	3%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 284**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC38 Thinking about sites like Facebook and other social media... If you were to see anything online that you found worrying, nasty or offensive in some way that you didn't like, are you aware that there is a function to report this to the website?**

Base : Children aged 12-15 with a current social networking site profile

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	446	283	61	52	50	363	83	446
Effective Weighted Sample	350	265	55	44	45	291	61	350
Total	284	237	29	13	6	243	41	284
Yes, aware of report function	214	174	**	**	**	183	**	214
	75%	74%	**	**	**	75%	**	75%
No, not aware of report function	61	54	**	**	**	52	**	61
	21%	23%	**	**	**	21%	**	21%
Don't know	10	8	**	**	**	8	**	10
	3%	4%	**	**	**	3%	**	3%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 285**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC39 Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item. Before today, were you aware that websites could use information to show you personalised advertising in this way?**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Yes, was aware	164	-	-	164	84	80	-	-	-	-	84	80	37	45	36	46	82	82	164
	45%	-%	-%	45%	46%	44%	-%	-%	-%	-%	46%	44%	48%	43%	48%	43%	45%	45%	45%
No, was not aware	169	-	-	169	83	86	-	-	-	-	83	86	38	54	30	48	91	78	169
	46%	-%	-%	46%	46%	47%	-%	-%	-%	-%	46%	47%	49%	51%	40%	45%	50%	43%	46%
Don't know	31	-	-	31	14	17	-	-	-	-	14	17	2	7	10	12	9	22	31
	8%	-%	-%	8%	8%	9%	-%	-%	-%	-%	8%	9%	3%	6%	13%	11%	5%	12%	8%
															lp	lp			lp

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 285**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC39 Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item. Before today, were you aware that websites could use information to show you personalised advertising in this way?**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Yes, was aware	164 45%	141 45%	**	**	**	145 46%	19 38%	164 45%
No, was not aware	169 46%	145 47%	**	**	**	143 46%	26 52%	169 46%
Don't know	31 8%	24 8%	**	**	**	25 8%	5 11%	31 8%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 286**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC40 How do you feel about websites using information about what you look at or 'like' online to show you personalised advertising? Would you say...**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
It's a good thing	47 13%	- -%	- -%	47 13%	26 14%	21 11%	- -%	- -%	- -%	- -%	26 14%	21 11%	9 12%	13 13%	10 14%	14 13%	23 13%	24 13%	47 13%
It's a bad thing	127 35%	- -%	- -%	127 35%	60 33%	68 37%	- -%	- -%	- -%	- -%	60 33%	68 37%	32 42%	33 32%	29 38%	33 31%	65 36%	62 34%	127 35%
It's not good or bad	79 22%	- -%	- -%	79 22%	43 24%	36 20%	- -%	- -%	- -%	- -%	43 24%	36 20%	19 25%	25 23%	12 16%	23 22%	44 24%	35 19%	79 22%
I don't know how I feel about this	110 30%	- -%	- -%	110 30%	52 29%	58 32%	- -%	- -%	- -%	- -%	52 29%	58 32%	16 20%	34 33%	24 32%	36 34%	50 27%	60 33%	110 30%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 286**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC40 How do you feel about websites using information about what you look at or 'like' online to show you personalised advertising? Would you say...**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
It's a good thing	47	38	**	**	**	40	7	47
	13%	12%	**	**	**	13%	14%	13%
It's a bad thing	127	113	**	**	**	110	18	127
	35%	37%	**	**	**	35%	35%	35%
It's not good or bad	79	66	**	**	**	72	7	79
	22%	21%	**	**	**	23%	14%	22%
I don't know how I feel about this	110	93	**	**	**	91	19	110
	30%	30%	**	**	**	29%	37%	30%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 287**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC40 How do you feel about websites using information about what you look at or 'like' online to show you personalised advertising? Would you say...**

Base : Children aged 12-15 who are aware of personalised online advertising

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL	
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE q		r
Significance Level: 95%																				
Unweighted total	248	-	-	248	129	119	-	-	-	-	129	119	49	64	58	77	113	135	248	
Effective Weighted Sample	197	-	-	197	103	95	-	-	-	-	103	95	41	53	44	60	94	104	197	
Total	164	-	-	164	84	80	-	-	-	-	84	80	37	45	36	46	82	82	164	
It's a good thing	37	-	-	37	19	18	-	-	-	-	19	18	**	**	**	**	19	18	37	
	23%	-%	-%	23%	23%	22%	-%	-%	-%	-%	23%	22%	**	**	**	**	23%	22%	23%	
It's a bad thing	53	-	-	53	29	24	-	-	-	-	29	24	**	**	**	**	26	28	53	
	33%	-%	-%	33%	35%	30%	-%	-%	-%	-%	35%	30%	**	**	**	**	31%	34%	33%	
It's not good or bad	39	-	-	39	19	20	-	-	-	-	19	20	**	**	**	**	22	17	39	
	24%	-%	-%	24%	23%	25%	-%	-%	-%	-%	23%	25%	**	**	**	**	27%	21%	24%	
I don't know how I feel about this	34	-	-	34	16	19	-	-	-	-	16	19	**	**	**	**	15	19	34	
	21%	-%	-%	21%	19%	23%	-%	-%	-%	-%	19%	23%	**	**	**	**	19%	23%	21%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 287**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC40 How do you feel about websites using information about what you look at or 'like' online to show you personalised advertising? Would you say...**

Base : Children aged 12-15 who are aware of personalised online advertising

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	248	167	31	19	31	209	39	248
Effective Weighted Sample	197	156	28	16	28	170	29	197
Total	164	141	14	5	4	145	19	164
It's a good thing	37 23%	30 22%	**	**	**	32 22%	**	37 23%
It's a bad thing	53 33%	49 35%	**	**	**	47 33%	**	53 33%
It's not good or bad	39 24%	33 23%	**	**	**	35 24%	**	39 24%
I don't know how I feel about this	34 21%	29 21%	**	**	**	30 21%	**	34 21%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 288**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC41A Thinking about when you go online at home, do you ever... Watch TV on a TV set?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Most times when I go online at home	76 11%	- -%	17 5%	59 17%	36 11%	40 12%	- -%	- -%	6 4%	11 7%	30 17%	30 17%	13 9%	29 15%	15 10%	19 10%	42 12%	34 10%	76 11%
Sometimes when I go online at home	277 41%	- -%	107 34%	170 48%	134 40%	143 43%	- -%	- -%	52 32%	55 36%	82 46%	88 50%	68 49%	71 36%	55 38%	83 44%	139 41%	138 41%	277 41%
EVER DO THIS	354 53%	- -%	124 39%	229 65%	170 50%	184 55%	- -%	- -%	59 36%	66 43%	111 63%	118 67%	81 59%	100 50%	70 48%	102 55%	181 54%	172 52%	354 53%
Never when I go online at home	312 47%	- -%	190 60%	123 35%	166 49%	147 44%	- -%	- -%	101 63%	88 57%	64 36%	59 33%	57 41%	98 49%	74 50%	83 45%	155 46%	157 47%	312 47%
Don't know	4 1%	- -%	2 1%	2 1%	3 1%	1 *%	- -%	- -%	2 1%	* *%	1 1%	1 *%	* *%	1 *%	3 2%	1 *%	1 *%	3 1%	4 1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 288**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC41A Thinking about when you go online at home, do you ever... Watch TV on a TV set?**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Most times when I go online at home	76 11%	67 12%	5 8%	4 13%	1 7%	66 11%	11 12%	76 11%
Sometimes when I go online at home	277 41%	226 40%	35 59%	11 38%	5 37%	243 42%	34 37%	277 41%
			acdefg					
EVER DO THIS	354 53%	294 52%	40 67%	14 51%	6 45%	308 53%	45 49%	354 53%
			acdefg					
Never when I go online at home	312 47%	273 48%	19 33%	13 47%	7 51%	268 46%	44 48%	312 47%
		b		b	b	b	b	b
Don't know	4 1%	3 *%	1 1%	1 2%	1 4%	2 *%	2 3%	4 1%
				e	aeg		aeg	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 289**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC41B Thinking about when you go online at home, do you ever... Talk on a mobile phone?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Most times when I go online at home	49 7%	- -%	5 2%	44 12%	21 6%	28 9%	- -%	- -%	1 1%	3 2%	19 11%	25 14%	7 5%	17 9%	10 7%	15 8%	24 7%	25 7%	49 7%
Sometimes when I go online at home	209 31%	- -%	49 15%	160 45%	94 28%	115 35%	- -%	- -%	23 14%	25 16%	71 40%	90 51%	44 32%	61 31%	46 31%	58 31%	105 31%	104 31%	209 31%
EVER DO THIS	258 38%	- -%	53 17%	205 58%	114 34%	143 43%	- -%	- -%	25 15%	29 19%	90 51%	115 65%	51 37%	78 39%	56 38%	73 39%	129 38%	129 39%	258 38%
Never when I go online at home	401 60%	- -%	256 81%	145 41%	217 64%	184 56%	- -%	- -%	135 83%	121 79%	82 47%	63 35%	84 61%	119 60%	88 60%	110 59%	203 60%	198 60%	401 60%
Don't know	11 2%	- -%	7 2%	4 1%	7 2%	4 1%	- -%	- -%	2 2%	4 3%	4 2%	* **	3 3%	1 1%	3 2%	3 2%	5 1%	6 2%	11 2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 289**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC41B Thinking about when you go online at home, do you ever... Talk on a mobile phone?**

Base : Children aged 8-15 who use the internet at home

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Most times when I go online at home	49 7%	41 7%	5 8%	2 6%	1 7%	45 8%	4 4%	49 7%
Sometimes when I go online at home	209 31%	178 31%	19 32%	8 30%	4 27%	179 31%	30 32%	209 31%
EVER DO THIS	258 38%	219 39%	24 40%	10 36%	5 34%	224 39%	33 36%	258 38%
Never when I go online at home	401 60%	341 60%	35 58%	17 60%	9 63%	345 60%	56 61%	401 60%
Don't know	11 2%	8 1%	1 2%	1 4%	* 3%	9 1%	2 3%	11 2%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 290**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC41C Thinking about when you go online at home, do you ever... Text or send instant messages with a mobile phone?**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
Most times when I go online at home	88 13%	- -%	6 2%	81 23%	34 10%	54 16%	- -%	- -%	1 1%	5 3%	33 18%	48 27%	17 12%	28 14%	15 10%	28 15%	45 13%	43 13%	88 13%
Sometimes when I go online at home	201 30%	- -%	41 13%	160 45%	94 28%	108 33%	- -%	- -%	21 13%	21 13%	73 41%	87 49%	43 31%	54 27%	46 31%	59 32%	96 29%	105 32%	201 30%
EVER DO THIS	289 43%	- -%	48 15%	241 68%	127 38%	161 49%	- -%	- -%	22 14%	26 17%	105 60%	136 76%	59 43%	82 41%	61 42%	86 46%	141 42%	148 44%	289 43%
Never when I go online at home	371 55%	- -%	263 83%	108 31%	204 60%	167 50%	- -%	- -%	138 85%	125 81%	67 38%	41 23%	77 55%	115 58%	82 56%	97 52%	192 57%	179 54%	371 55%
Don't know	10 2%	- -%	6 2%	5 1%	7 2%	3 1%	- -%	- -%	2 2%	3 2%	4 2%	* **	2 2%	1 1%	3 2%	3 2%	4 1%	6 2%	10 2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 290**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC41C Thinking about when you go online at home, do you ever... Text or send instant messages with a mobile phone?**

Base : Children aged 8-15 who use the internet at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
Most times when I go online at home	88 13%	76 13%	7 12%	2 8%	2 13%	76 13%	11 12%	88 13%
Sometimes when I go online at home	201 30%	172 30%	17 28%	9 32%	4 28%	176 30%	25 27%	201 30%
EVER DO THIS	289 43%	248 44%	24 40%	11 40%	6 41%	253 44%	36 40%	289 43%
Never when I go online at home	371 55%	313 55%	34 58%	15 56%	8 56%	318 55%	53 58%	371 55%
Don't know	10 2%	7 1%	1 2%	1 4%	* 3%	8 1%	3 3%	10 2%

aeg

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 291**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC41A-C OTHER ACTIVITIES WHEN GO ONLINE AT HOME**

Base : Children aged 8-15 who use the internet at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1048	-	495	553	528	520	-	-	248	247	280	273	195	291	232	330	486	562	1048
Effective Weighted Sample	818	-	382	436	414	405	-	-	195	187	219	217	160	233	178	250	393	427	818
Total	670	-	316	354	339	332	-	-	162	154	176	177	139	199	147	186	337	333	670
EVER WATCH TV ON A TV SET	354	-	124	229	170	184	-	-	59	66	111	118	81	100	70	102	181	172	354
	53%	-%	39%	65%	50%	55%	-%	-%	36%	43%	63%	67%	59%	50%	48%	55%	54%	52%	53%
				b							hi	hi	n						
EVER TEXT/ SEND INSTANT MESSAGES ON A MOBILE PHONE	289	-	48	241	127	161	-	-	22	26	105	136	59	82	61	86	141	148	289
	43%	-%	15%	68%	38%	49%	-%	-%	14%	17%	60%	76%	43%	41%	42%	46%	42%	44%	43%
				b		d					hi	hij							
EVER TALK ON A MOBILE PHONE	258	-	53	205	114	143	-	-	25	29	90	115	51	78	56	73	129	129	258
	38%	-%	17%	58%	34%	43%	-%	-%	15%	19%	51%	65%	37%	39%	38%	39%	38%	39%	38%
				b		d					hi	hij							
ANY OF THESE	427	-	139	287	204	223	-	-	68	71	136	152	94	121	90	122	214	212	427
	64%	-%	44%	81%	60%	67%	-%	-%	42%	46%	77%	86%	67%	61%	61%	66%	64%	64%	64%
				b		d					hi	hij							
NONE OF THESE	238	-	173	65	132	106	-	-	92	81	40	25	45	77	54	62	122	116	238
	35%	-%	55%	18%	39%	32%	-%	-%	57%	53%	22%	14%	32%	39%	37%	33%	36%	35%	35%
			c		e				jk	jk	k								
DONT KNOW	6	-	4	2	3	3	-	-	2	2	1	1	*	1	3	2	1	4	6
	1%	-%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 291**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC41A-C OTHER ACTIVITIES WHEN GO ONLINE AT HOME**

Base : Children aged 8-15 who use the internet at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1048	685	129	112	122	862	186	1048
Effective Weighted Sample	818	637	114	98	111	687	136	818
Total	670	569	59	28	14	578	92	670
EVER WATCH TV ON A TV SET	354	294	40	14	6	308	45	354
	53%	52%	67%	51%	45%	53%	49%	53%
			acdefg					
EVER TEXT/ SEND INSTANT MESSAGES ON A MOBILE PHONE	289	248	24	11	6	253	36	289
	43%	44%	40%	40%	41%	44%	40%	43%
EVER TALK ON A MOBILE PHONE	258	219	24	10	5	224	33	258
	38%	39%	40%	36%	34%	39%	36%	38%
ANY OF THESE	427	359	43	16	8	373	54	427
	64%	63%	73%	59%	56%	64%	58%	64%
			cdf					
NONE OF THESE	238	206	16	10	6	203	35	238
	35%	36%	27%	37%	39%	35%	38%	35%
		b			b			
DONT KNOW	6	4	1	1	1	2	3	6
	1%	1%	1%	4%	5%	*%	4%	1%
				aeg	aeg		aeg	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 292**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC42 Do you ever play games at home in any of these ways?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
On a games console connected to a TV (e.g. Xbox/ PlayStation/ Wii)	272	-	-	272	163	108	-	-	-	-	163	108	60	77	57	78	137	135	272
	75%	-%	-%	75%	90%	59%	-%	-%	-%	-%	90%	59%	78%	73%	75%	73%	75%	74%	75%
					e					k									
On a hand held games console (e.g. Sony PSP/ Nintendo DS)	184	-	-	184	102	82	-	-	-	-	102	82	36	54	40	53	90	94	184
	51%	-%	-%	51%	56%	45%	-%	-%	-%	-%	56%	45%	47%	51%	53%	50%	50%	51%	51%
					e					k									
On a computer/ laptop/ netbook	157	-	-	157	101	57	-	-	-	-	101	57	37	45	34	41	82	75	157
	43%	-%	-%	43%	55%	31%	-%	-%	-%	-%	55%	31%	49%	42%	45%	39%	45%	41%	43%
					e					k									
On a mobile phone or Smartphone (e.g. BlackBerry or iPhone)	124	-	-	124	68	55	-	-	-	-	68	55	29	34	27	34	63	61	124
	34%	-%	-%	34%	38%	30%	-%	-%	-%	-%	38%	30%	37%	32%	35%	32%	34%	33%	34%
On a portable media player (e.g. iPod Touch/ Archos)	43	-	-	43	29	14	-	-	-	-	29	14	12	13	9	9	25	18	43
	12%	-%	-%	12%	16%	7%	-%	-%	-%	-%	16%	7%	15%	12%	12%	8%	14%	10%	12%
					e					k									
On a tablet computer (e.g. iPad)	31	-	-	31	21	10	-	-	-	-	21	10	13	9	5	4	22	9	31
	8%	-%	-%	8%	11%	5%	-%	-%	-%	-%	11%	5%	17%	8%	6%	4%	12%	5%	8%
					e					k			noqr				oq		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 292**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC42 Do you ever play games at home in any of these ways?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
On an MP3 player (e.g. iPod)	16	-	-	16	11	5	-	-	-	-	11	5	4	8	2	3	12	5	16
	4%	-%	-%	4%	6%	3%	-%	-%	-%	-%	6%	3%	5%	7%	3%	2%	6%	3%	4%
														q			q		
No, never/ Do not play games at home	46	-	-	46	5	41	-	-	-	-	5	41	9	17	8	12	26	20	46
	13%	-%	-%	13%	3%	22%	-%	-%	-%	-%	3%	22%	12%	16%	10%	12%	14%	11%	13%
						d						j							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 292**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC42 Do you ever play games at home in any of these ways?**

Base : Children aged 12-15

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
On a games console connected to a TV (e.g. Xbox/ PlayStation/ Wii)	272	231	**	**	**	233	39	272
	75%	75%	**	**	**	74%	76%	75%
On a hand held games console (e.g. Sony PSP/ Nintendo DS)	184	156	**	**	**	159	26	184
	51%	50%	**	**	**	51%	50%	51%
On a computer/ laptop/ netbook	157	135	**	**	**	135	22	157
	43%	44%	**	**	**	43%	44%	43%
On a mobile phone or Smartphone (e.g. BlackBerry or iPhone)	124	111	**	**	**	108	16	124
	34%	36%	**	**	**	34%	30%	34%
On a portable media player (e.g. iPod Touch/ Archos)	43	39	**	**	**	36	7	43
	12%	12%	**	**	**	11%	13%	12%
On a tablet computer (e.g. iPad)	31	26	**	**	**	24	7	31
	8%	8%	**	**	**	8%	14%	8%
On an MP3 player (e.g. iPod)	16	15	**	**	**	13	4	16
	4%	5%	**	**	**	4%	7%	4%
No, never/ Do not play games at home	46	40	**	**	**	40	6	46
	13%	13%	**	**	**	13%	11%	13%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 293**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC43 Do you ever play online games at home on any of these devices which is often referred to as online game playing? IF NECESSARY - Please think about the types of games that can be played online where more than one person can play in the same game at the same time, wherever they are in the world.**

Base : Children aged 12-15 who play games at home on any type of game playing device

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	~b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	505	-	-	505	281	224	-	-	-	-	281	224	89	129	115	172	218	287	505
Effective Weighted Sample	395	-	-	395	220	175	-	-	-	-	220	175	76	105	86	131	180	217	395
Total	319	-	-	319	177	142	-	-	-	-	177	142	68	89	68	95	156	162	319
Yes	164	-	-	164	114	51	-	-	-	-	114	51	**	47	40	41	83	81	164
	52%	-%	-%	52%	64%	36%	-%	-%	-%	-%	64%	36%	**	53%	59%	43%	53%	50%	52%
					e					k					o				
No	153	-	-	153	63	90	-	-	-	-	63	90	**	42	28	52	73	80	153
	48%	-%	-%	48%	35%	64%	-%	-%	-%	-%	35%	64%	**	47%	41%	55%	47%	49%	48%
					d					j					n				
Don't know	1	-	-	1	1	1	-	-	-	-	1	1	**	-	-	1	-	1	1
	*%	-%	-%	*%	*%	1%	-%	-%	-%	-%	*%	1%	**	-%	-%	1%	-%	1%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 293

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC43 Do you ever play online games at home on any of these devices which is often referred to as online game playing? IF NECESSARY - Please think about the types of games that can be played online where more than one person can play in the same game at the same time, wherever they are in the world.**

Base : Children aged 12-15 who play games at home on any type of game playing device

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	505	329	65	55	56	415	90	505
Effective Weighted Sample	395	306	57	47	51	330	67	395
Total	319	270	28	14	6	273	45	319
Yes	164	138	**	**	**	141	**	164
	52%	51%	**	**	**	51%	**	52%
No	153	131	**	**	**	131	**	153
	48%	49%	**	**	**	48%	**	48%
Don't know	1	1	**	**	**	1	**	1
	*%	*%	**	**	**	*%	**	*%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 294**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC44 When you play online games at home, which of these describes how you are playing?**

Base : Children aged 12-15 who play online games at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	~b	c	d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o	p	q	r
Unweighted total	262	-	-	262	175	87	-	-	-	-	175	87	51	69	66	76	120	142	262
Effective Weighted Sample	202	-	-	202	138	64	-	-	-	-	138	64	42	55	50	57	97	106	202
Total	164	-	-	164	114	51	-	-	-	-	114	51	37	47	40	41	83	81	164
On your own/ against the computer or games player	113	-	-	113	75	**	-	-	-	-	75	**	**	**	**	**	65	47	113
	69%	-%	-%	69%	66%	**	-%	-%	-%	-%	66%	**	**	**	**	**	78%	59%	69%
Against someone else in the same room as you	75	-	-	75	52	**	-	-	-	-	52	**	**	**	**	**	39	37	75
	46%	-%	-%	46%	46%	**	-%	-%	-%	-%	46%	**	**	**	**	**	46%	45%	46%
Against someone else you have met in person who is playing elsewhere	96	-	-	96	71	**	-	-	-	-	71	**	**	**	**	**	55	42	96
	58%	-%	-%	58%	62%	**	-%	-%	-%	-%	62%	**	**	**	**	**	65%	51%	58%
Against one or more other people you have not met in person who are playing elsewhere	66	-	-	66	51	**	-	-	-	-	51	**	**	**	**	**	33	33	66
	40%	-%	-%	40%	45%	**	-%	-%	-%	-%	45%	**	**	**	**	**	39%	40%	40%
Don't know	1	-	-	1	1	**	-	-	-	-	1	**	**	**	**	**	-	1	1
	*%	-%	-%	*%	*%	**	-%	-%	-%	-%	*%	**	**	**	**	**	-%	1%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 294**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC44 When you play online games at home, which of these describes how you are playing?**

Base : Children aged 12-15 who play online games at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	262	163	35	31	33	215	47	262
Effective Weighted Sample	202	153	30	26	30	169	33	202
Total	164	138	15	8	4	141	24	164
On your own/ against the computer or games player	113	95	**	**	**	97	**	113
	69%	69%	**	**	**	69%	**	69%
Against someone else in the same room as you	75	62	**	**	**	61	**	75
	46%	45%	**	**	**	44%	**	46%
Against someone else you have met in person who is playing elsewhere	96	81	**	**	**	83	**	96
	58%	59%	**	**	**	59%	**	58%
Against one or more other people you have not met in person who are playing elsewhere	66	59	**	**	**	54	**	66
	40%	43%	**	**	**	39%	**	40%
Don't know	1	-	**	**	**	-	**	1
	*%	-%	**	**	**	-%	**	*%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 295**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC46 Which of these things, if any, are things that you don't like about playing games over the internet?**

Base : Children aged 8-15 who play online games at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	~k	~l	m	~n	o	p	q	r
Unweighted total	420	-	158	262	265	155	-	-	90	68	175	87	82	107	99	132	189	231	420
Effective Weighted Sample	318	-	116	202	204	114	-	-	65	51	138	64	66	82	74	98	148	171	318
Total	259	-	95	164	168	91	-	-	55	40	114	51	58	69	62	71	127	132	259
Strangers might find out information about me	58	-	23	35	37	21	-	-	**	**	24	**	**	22	**	15	34	24	58
	22%	-%	24%	21%	22%	23%	-%	-%	**	**	21%	**	**	31%	**	21%	27%	18%	22%
														q			q		
I sometimes spend too much time on them	57	-	13	44	40	17	-	-	**	**	31	**	**	18	**	13	34	24	57
	22%	-%	14%	27%	24%	19%	-%	-%	**	**	27%	**	**	26%	**	18%	27%	18%	22%
				b															
Having to pay to upgrade or extend a game in order to play more	56	-	16	39	35	21	-	-	**	**	26	**	**	17	**	15	32	24	56
	21%	-%	17%	24%	21%	23%	-%	-%	**	**	23%	**	**	25%	**	22%	25%	18%	21%
Players can pick on other players through playing the game	47	-	19	28	31	16	-	-	**	**	20	**	**	18	**	9	31	16	47
	18%	-%	20%	17%	18%	17%	-%	-%	**	**	17%	**	**	25%	**	13%	24%	12%	18%
														oq			oq		
People can say hurtful things about how other people play games	47	-	15	32	31	16	-	-	**	**	22	**	**	13	**	9	29	18	47
	18%	-%	16%	19%	18%	17%	-%	-%	**	**	19%	**	**	19%	**	13%	23%	13%	18%
																	q		
Players can exclude other players from the game on purpose	42	-	13	29	30	12	-	-	**	**	21	**	**	15	**	11	24	18	42
	16%	-%	14%	18%	18%	14%	-%	-%	**	**	18%	**	**	22%	**	15%	19%	14%	16%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 295**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC46 Which of these things, if any, are things that you don't like about playing games over the internet?**

Base : Children aged 8-15 who play online games at home

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						ALL
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	~k	~l	m	~n	o	p	q	r
Unweighted total	420	-	158	262	265	155	-	-	90	68	175	87	82	107	99	132	189	231	420
Effective Weighted Sample	318	-	116	202	204	114	-	-	65	51	138	64	66	82	74	98	148	171	318
Total	259	-	95	164	168	91	-	-	55	40	114	51	58	69	62	71	127	132	259
Someone might pretend to be my age and get to know me	37	-	17	21	23	15	-	-	**	**	12	**	**	12	**	10	21	16	37
	14%	-%	18%	13%	14%	16%	-%	-%	**	**	10%	**	**	17%	**	14%	17%	12%	14%
ANY OF THESE	135	-	46	89	92	44	-	-	**	**	63	**	**	41	**	35	76	59	135
	52%	-%	48%	54%	54%	48%	-%	-%	**	**	55%	**	**	60%	**	50%	60%	45%	52%
														q			q		
ANY APART FROM 'SPEND TOO MUCH TIME ON THEM' OR 'HAVING TO PAY TO UPGRADE'	95	-	35	60	63	32	-	-	**	**	42	**	**	30	**	26	52	43	95
	37%	-%	37%	37%	37%	35%	-%	-%	**	**	37%	**	**	44%	**	37%	41%	32%	37%
These things don't worry me/																			
None of these	124	-	49	75	77	47	-	-	**	**	51	**	**	27	**	35	51	73	124
	48%	-%	52%	46%	46%	52%	-%	-%	**	**	45%	**	**	40%	**	50%	40%	55%	48%
																		mp	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 295**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC46 Which of these things, if any, are things that you don't like about playing games over the internet?**

Base : Children aged 8-15 who play online games at home

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	420	253	54	53	60	344	76	420
Effective Weighted Sample	318	238	47	46	55	269	51	318
Total	259	215	24	13	7	225	34	259
Strangers might find out information about me	58 22%	52 24%	** **	** **	** **	46 20%	** **	58 22%
I sometimes spend too much time on them	57 22%	49 23%	** **	** **	** **	46 20%	** **	57 22%
Having to pay to upgrade or extend a game in order to play more	56 21%	50 23%	** **	** **	** **	45 20%	** **	56 21%
Players can pick on other players through playing the game	47 18%	40 19%	** **	** **	** **	36 16%	** **	47 18%
People can say hurtful things about how other people play games	47 18%	40 18%	** **	** **	** **	37 16%	** **	47 18%
Players can exclude other players from the game on purpose	42 16%	39 18%	** **	** **	** **	34 15%	** **	42 16%
Someone might pretend to be my age and get to know me	37 14%	32 15%	** **	** **	** **	31 14%	** **	37 14%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 295**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC46 Which of these things, if any, are things that you don't like about playing games over the internet?**

Base : Children aged 8-15 who play online games at home

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	~f	g
Unweighted total	420	253	54	53	60	344	76	420
Effective Weighted Sample	318	238	47	46	55	269	51	318
Total	259	215	24	13	7	225	34	259
ANY OF THESE	135	114	**	**	**	111	**	135
	52%	53%	**	**	**	49%	**	52%
ANY APART FROM 'SPEND TOO MUCH TIME ON THEM' OR 'HAVING TO PAY TO UPGRADE'	95	82	**	**	**	77	**	95
	37%	38%	**	**	**	34%	**	37%
These things don't worry me/ None of these	124	102	**	**	**	114	**	124
	48%	47%	**	**	**	51%	**	48%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 296**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A FREQUENCY OF MOBILE PHONE USE - Make or receive calls**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	244	-	49	195	116	128	-	-	27	22	89	106	51	70	55	68	121	123	244
	52%	-%	31%	61%	49%	54%	-%	-%	34%	28%	57%	66%	56%	49%	51%	52%	52%	51%	52%
			b							hi	hi								
Once or twice a week	88	-	35	54	42	46	-	-	14	20	28	26	16	28	21	24	43	45	88
	19%	-%	22%	17%	18%	19%	-%	-%	18%	26%	18%	16%	17%	20%	19%	19%	19%	19%	19%
									k										
Not much	116	-	59	58	65	51	-	-	32	27	33	25	22	37	29	28	60	57	116
	25%	-%	38%	18%	28%	22%	-%	-%	40%	35%	21%	15%	24%	26%	26%	22%	25%	24%	25%
			c						jk	jk									
AT LEAST WEEKLY	333	-	84	249	159	174	-	-	42	42	117	131	67	98	76	92	164	168	333
	70%	-%	54%	78%	67%	73%	-%	-%	53%	55%	75%	82%	73%	69%	70%	70%	70%	70%	70%
				b						hi	hi								
EVER	449	-	143	306	224	225	-	-	73	69	150	156	89	135	104	120	224	225	449
	95%	-%	91%	97%	95%	95%	-%	-%	93%	90%	96%	97%	97%	95%	96%	92%	96%	94%	95%
				b						i	i								
Never	25	-	14	11	12	13	-	-	6	8	6	5	3	7	4	11	10	15	25
	5%	-%	9%	3%	5%	5%	-%	-%	7%	10%	4%	3%	3%	5%	4%	8%	4%	6%	5%
			c							jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 296**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A FREQUENCY OF MOBILE PHONE USE - Make or receive calls**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	244	202	**	**	**	214	30	244
	52%	50%	**	**	**	52%	48%	52%
Once or twice a week	88	78	**	**	**	74	14	88
	19%	20%	**	**	**	18%	22%	19%
Not much	116	99	**	**	**	99	18	116
	25%	25%	**	**	**	24%	27%	25%
AT LEAST WEEKLY	333	280	**	**	**	288	45	333
	70%	70%	**	**	**	70%	70%	70%
EVER	449	379	**	**	**	387	62	449
	95%	95%	**	**	**	94%	97%	95%
Never	25	22	**	**	**	23	2	25
	5%	5%	**	**	**	6%	3%	5%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 297**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51B FREQUENCY OF MOBILE PHONE USE - Send or receive texts**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	331	-	74	257	156	175	-	-	36	38	120	137	71	98	71	92	168	163	331
	70%	-%	47%	81%	66%	74%	-%	-%	46%	49%	77%	85%	77%	69%	65%	70%	72%	68%	70%
			b						hi	hij									
Once or twice a week	53	-	27	27	28	25	-	-	9	18	19	8	11	16	11	15	27	26	53
	11%	-%	17%	8%	12%	11%	-%	-%	11%	23%	12%	5%	12%	11%	10%	12%	12%	11%	11%
			c						k	hjk	k								
Not much	64	-	41	23	35	29	-	-	23	17	12	12	7	20	23	14	27	37	64
	13%	-%	26%	7%	15%	12%	-%	-%	29%	23%	7%	7%	8%	14%	21%	11%	12%	15%	13%
			c						jk	jk					lopr				
AT LEAST WEEKLY	385	-	101	284	184	201	-	-	45	56	139	145	82	114	82	107	196	189	385
	81%	-%	65%	89%	78%	84%	-%	-%	57%	72%	89%	90%	89%	80%	75%	82%	84%	79%	81%
			b						h	hi	hi	nqr					n		
EVER	449	-	142	307	219	230	-	-	68	73	151	157	89	134	104	121	223	226	449
	95%	-%	91%	97%	93%	96%	-%	-%	86%	95%	96%	97%	97%	94%	96%	93%	95%	94%	95%
			b						h	h	h								
Never	25	-	15	10	17	8	-	-	11	4	6	4	3	8	4	10	11	14	25
	5%	-%	9%	3%	7%	4%	-%	-%	14%	5%	4%	3%	3%	6%	4%	7%	5%	6%	5%
			c						ijk										

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 297**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51B FREQUENCY OF MOBILE PHONE USE - Send or receive texts**

Base : Children aged 8-15 with their own mobile phone

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	331	278	**	**	**	292	40	331
	70%	69%	**	**	**	71%	62%	70%
Once or twice a week	53	48	**	**	**	44	9	53
	11%	12%	**	**	**	11%	14%	11%
Not much	64	54	**	**	**	52	12	64
	13%	13%	**	**	**	13%	19%	13%
AT LEAST WEEKLY	385	326	**	**	**	336	49	385
	81%	81%	**	**	**	82%	76%	81%
EVER	449	380	**	**	**	388	61	449
	95%	95%	**	**	**	95%	95%	95%
Never	25	21	**	**	**	22	3	25
	5%	5%	**	**	**	5%	5%	5%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 298**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51C FREQUENCY OF MOBILE PHONE USE - Send or receive photos**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	28	-	5	24	15	14	-	-	1	4	14	10	3	6	7	12	9	19	28
	6%	-%	3%	7%	6%	6%	-%	-%	1%	5%	9%	6%	4%	4%	7%	9%	4%	8%	6%
				b							h					p		p	
Once or twice a week	78	-	18	60	36	43	-	-	9	9	27	33	17	20	18	23	37	41	78
	17%	-%	12%	19%	15%	18%	-%	-%	12%	12%	17%	21%	19%	14%	16%	18%	16%	17%	17%
				b															
Not much	168	-	45	123	75	93	-	-	20	25	54	68	36	55	36	41	91	77	168
	35%	-%	29%	39%	32%	39%	-%	-%	25%	32%	35%	42%	39%	39%	33%	31%	39%	32%	35%
				b								h							
AT LEAST WEEKLY	107	-	23	84	51	56	-	-	10	13	41	43	21	26	25	36	46	61	107
	23%	-%	15%	26%	22%	24%	-%	-%	13%	17%	26%	27%	22%	18%	23%	27%	20%	25%	23%
				b							h	h				m			
EVER	275	-	68	206	125	149	-	-	30	38	95	111	56	81	61	76	137	137	275
	58%	-%	44%	65%	53%	63%	-%	-%	38%	49%	61%	69%	61%	57%	56%	58%	59%	57%	58%
				b		d					h	hi							
Never	199	-	88	111	110	89	-	-	49	39	61	50	35	61	48	55	97	102	199
	42%	-%	56%	35%	47%	37%	-%	-%	62%	51%	39%	31%	39%	43%	44%	42%	41%	43%	42%
			c		e				jk	k									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 298**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51C FREQUENCY OF MOBILE PHONE USE - Send or receive photos**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	28 6%	27 7%	**	**	**	27 6%	2 3%	28 6%
Once or twice a week	78 17%	69 17%	**	**	**	66 16%	12 19%	78 17%
Not much	168 35%	141 35%	**	**	**	144 35%	24 37%	168 35%
AT LEAST WEEKLY	107 23%	95 24%	**	**	**	93 23%	14 22%	107 23%
EVER	275 58%	236 59%	**	**	**	237 58%	37 58%	275 58%
Never	199 42%	164 41%	**	**	**	172 42%	27 42%	199 42%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 299**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51D FREQUENCY OF MOBILE PHONE USE - Send or receive video clips**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	6 1%	- -%	1 1%	5 2%	3 1%	3 1%	- -%	- -%	1 1%	- -%	2 1%	3 2%	1 1%	1 1%	1 1%	2 1%	3 1%	3 1%	6 1%
Once or twice a week	38 8%	- -%	6 4%	32 10% b	16 7%	22 9%	- -%	- -%	2 3%	4 5%	14 9%	18 11% h	6 6%	11 8%	8 7%	13 10%	17 7%	21 9%	38 8%
Not much	133 28%	- -%	22 14%	111 35% b	67 29%	65 27%	- -%	- -%	12 16%	10 13%	55 35% hi	55 34% hi	32 35%	34 24%	32 29%	35 27%	66 28%	67 28%	133 28%
AT LEAST WEEKLY	44 9%	- -%	7 4%	37 12% b	19 8%	24 10%	- -%	- -%	3 4%	4 5%	16 10%	21 13% hi	7 8%	12 9%	9 8%	15 11%	19 8%	24 10%	44 9%
EVER	176 37%	- -%	29 18%	148 47% b	87 37%	90 38%	- -%	- -%	15 19%	13 17%	71 46% hi	76 47% hi	39 42%	46 33%	41 38%	50 38%	85 36%	91 38%	176 37%
Never	297 63%	- -%	128 82% c	170 53%	149 63%	149 62%	- -%	- -%	64 81% jk	64 83% jk	85 54%	85 53%	53 58%	96 67%	68 62%	81 62%	149 64%	149 62%	297 63%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 299**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51D FREQUENCY OF MOBILE PHONE USE - Send or receive video clips**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	6 1%	5 1%	**	**	**	5 1%	1 1%	6 1%
Once or twice a week	38 8%	35 9%	**	**	**	32 8%	6 9%	38 8%
Not much	133 28%	115 29%	**	**	**	120 29%	13 20%	133 28%
AT LEAST WEEKLY	44 9%	40 10%	**	**	**	37 9%	7 10%	44 9%
EVER	176 37%	155 39%	**	**	**	157 38%	19 30%	176 37%
Never	297 63%	246 61%	**	**	**	253 62%	45 70%	297 63%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 300**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51E FREQUENCY OF MOBILE PHONE USE - Play games that are loaded on the phone**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	71	-	23	48	41	30	-	-	12	11	29	19	11	20	17	23	31	40	71
	15%	-%	15%	15%	17%	13%	-%	-%	15%	14%	18%	12%	12%	14%	16%	17%	13%	17%	15%
Once or twice a week	111	-	26	85	62	49	-	-	12	14	50	35	21	30	25	35	51	60	111
	24%	-%	17%	27%	26%	21%	-%	-%	16%	18%	32%	22%	23%	21%	23%	27%	22%	25%	24%
				b							hik								
Not much	92	-	29	63	44	48	-	-	17	12	27	36	17	25	21	28	42	49	92
	19%	-%	18%	20%	19%	20%	-%	-%	21%	15%	17%	22%	19%	18%	20%	21%	18%	21%	19%
AT LEAST WEEKLY	182	-	49	133	103	79	-	-	24	25	79	55	32	51	42	58	83	100	182
	39%	-%	31%	42%	44%	33%	-%	-%	31%	32%	50%	34%	35%	36%	39%	44%	35%	42%	39%
				b	e						hik								
EVER	274	-	78	197	147	127	-	-	41	37	106	91	49	76	64	86	125	149	274
	58%	-%	50%	62%	62%	53%	-%	-%	52%	47%	68%	56%	54%	53%	59%	65%	53%	62%	58%
				b	e						hik					mp		p	
Never	199	-	79	121	88	111	-	-	38	41	50	70	42	66	45	46	109	91	199
	42%	-%	50%	38%	38%	47%	-%	-%	48%	53%	32%	44%	46%	47%	41%	35%	47%	38%	42%
			c		d				j	j		j		o			oq		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 300**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51E FREQUENCY OF MOBILE PHONE USE - Play games that are loaded on the phone**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	71	63	**	**	**	66	5	71
	15%	16%	**	**	**	16%	8%	15%
		f				f		
Once or twice a week	111	100	**	**	**	96	15	111
	24%	25%	**	**	**	24%	23%	24%
Not much	92	72	**	**	**	76	16	92
	19%	18%	**	**	**	18%	25%	19%
AT LEAST WEEKLY	182	163	**	**	**	163	20	182
	39%	41%	**	**	**	40%	31%	39%
EVER	274	235	**	**	**	238	36	274
	58%	59%	**	**	**	58%	56%	58%
Never	199	166	**	**	**	171	28	199
	42%	41%	**	**	**	42%	44%	42%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 301**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51F FREQUENCY OF MOBILE PHONE USE - Play games over the internet using your phone**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	15 3%	- -%	2 1%	14 4%	9 4%	7 3%	- -%	- -%	1 2%	* 1%	7 5%	6 4%	2 3%	3 2%	4 4%	6 5%	5 2%	10 4%	15 3%
Once or twice a week	41 9%	- -%	5 3%	36 11%	23 10%	18 8%	- -%	- -%	4 5%	1 1%	19 12%	17 11%	8 8%	11 7%	14 13%	9 7%	18 8%	23 9%	41 9%
Not much	47 10%	- -%	10 7%	37 12%	28 12%	19 8%	- -%	- -%	6 8%	4 6%	22 14%	15 9%	14 15%	12 8%	8 7%	13 10%	26 11%	21 9%	47 10%
AT LEAST WEEKLY	56 12%	- -%	7 4%	50 16%	32 13%	25 10%	- -%	- -%	5 7%	2 2%	26 17%	23 14%	10 11%	13 9%	18 16%	15 12%	23 10%	33 14%	56 12%
EVER	103 22%	- -%	17 11%	86 27%	59 25%	44 18%	- -%	- -%	11 14%	6 8%	48 31%	38 24%	24 26%	25 18%	26 24%	28 22%	49 21%	54 23%	103 22%
Never	370 78%	- -%	139 89%	231 73%	176 75%	194 82%	- -%	- -%	68 86%	71 92%	108 69%	123 76%	67 74%	117 82%	83 76%	103 78%	185 79%	186 77%	370 78%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 301**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51F FREQUENCY OF MOBILE PHONE USE - Play games over the internet using your phone**

Base : Children aged 8-15 with their own mobile phone

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	15 3%	13 3%	**	**	**	14 4%	1 2%	15 3%
Once or twice a week	41 9%	36 9%	**	**	**	35 9%	5 8%	41 9%
Not much	47 10%	40 10%	**	**	**	44 11%	4 6%	47 10%
AT LEAST WEEKLY	56 12%	50 12%	**	**	**	50 12%	6 10%	56 12%
EVER	103 22%	90 22%	**	**	**	93 23%	10 16%	103 22%
Never	370 78%	311 78%	**	**	**	316 77%	54 84%	370 78%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 302**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51G FREQUENCY OF MOBILE PHONE USE - Visit websites using your phone**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	64	-	7	58	22	42	-	-	5	2	17	41	11	20	14	19	32	33	64
	14%	-%	4%	18%	9%	18%	-%	-%	6%	2%	11%	25%	12%	14%	13%	14%	14%	14%	14%
			b	d						i	hij								
Once or twice a week	72	-	13	59	37	35	-	-	7	6	30	29	16	23	12	21	38	34	72
	15%	-%	8%	19%	16%	15%	-%	-%	9%	8%	19%	18%	17%	16%	11%	16%	16%	14%	15%
			b	b						hi	hi								
Not much	62	-	12	50	32	30	-	-	6	6	26	23	16	14	16	15	30	32	62
	13%	-%	8%	16%	14%	12%	-%	-%	8%	8%	17%	15%	17%	10%	15%	12%	13%	13%	13%
			b	b						hi	hi								
AT LEAST WEEKLY	136	-	19	117	59	77	-	-	12	8	47	69	27	43	26	40	70	66	136
	29%	-%	12%	37%	25%	32%	-%	-%	15%	10%	30%	43%	29%	30%	24%	31%	30%	28%	29%
			b	b						hi	hij								
EVER	198	-	32	167	92	107	-	-	18	14	74	93	43	57	42	56	100	98	198
	42%	-%	20%	53%	39%	45%	-%	-%	22%	18%	47%	58%	47%	40%	39%	42%	43%	41%	42%
			b	b						hi	hij								
Never	275	-	125	151	144	132	-	-	61	63	82	68	49	85	66	75	134	142	275
	58%	-%	80%	47%	61%	55%	-%	-%	78%	82%	53%	42%	53%	60%	61%	58%	57%	59%	58%
			c						jk	jk	k								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 302**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51G FREQUENCY OF MOBILE PHONE USE - Visit websites using your phone**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	64	57	**	**	**	58	6	64
	14%	14%	**	**	**	14%	10%	14%
Once or twice a week	72	64	**	**	**	66	6	72
	15%	16%	**	**	**	16%	9%	15%
Not much	62	49	**	**	**	53	9	62
	13%	12%	**	**	**	13%	14%	13%
AT LEAST WEEKLY	136	121	**	**	**	124	12	136
	29%	30%	**	**	**	30%	19%	29%
		f				f		f
EVER	198	170	**	**	**	177	21	198
	42%	43%	**	**	**	43%	33%	42%
Never	275	230	**	**	**	233	43	275
	58%	57%	**	**	**	57%	67%	58%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 303**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51H FREQUENCY OF MOBILE PHONE USE - Listen to music**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	152	-	34	118	69	84	-	-	15	19	54	65	31	39	33	48	70	82	152
	32%	-%	22%	37%	29%	35%	-%	-%	19%	24%	34%	40%	34%	28%	31%	37%	30%	34%	32%
			b							h	hi								
Once or twice a week	92	-	21	71	48	44	-	-	10	11	38	34	15	26	21	30	41	52	92
	19%	-%	13%	22%	20%	19%	-%	-%	13%	14%	24%	21%	16%	18%	20%	23%	17%	22%	19%
			b							hi									
Not much	72	-	20	52	33	40	-	-	8	12	25	27	18	21	15	18	39	33	72
	15%	-%	13%	16%	14%	17%	-%	-%	10%	16%	16%	17%	20%	15%	14%	14%	17%	14%	15%
AT LEAST WEEKLY	245	-	55	190	117	128	-	-	25	29	91	98	45	66	55	78	111	133	245
	52%	-%	35%	60%	50%	54%	-%	-%	32%	38%	58%	61%	50%	46%	51%	60%	48%	56%	52%
			b							hi	hi					mp			
EVER	317	-	75	242	150	167	-	-	34	42	116	126	64	87	70	96	151	166	317
	67%	-%	48%	76%	64%	70%	-%	-%	42%	54%	74%	78%	69%	61%	64%	74%	64%	69%	67%
			b							hi	hi					mp			
Never	157	-	81	76	86	71	-	-	46	35	40	35	28	55	39	35	83	73	157
	33%	-%	52%	24%	36%	30%	-%	-%	58%	46%	26%	22%	31%	39%	36%	26%	36%	31%	33%
			c						jk	jk				o		o			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 303**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51H FREQUENCY OF MOBILE PHONE USE - Listen to music**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	152	135	**	**	**	139	13	152
	32%	34%	**	**	**	34%	21%	32%
		f				f		f
Once or twice a week	92	77	**	**	**	81	12	92
	19%	19%	**	**	**	20%	18%	19%
Not much	72	59	**	**	**	61	12	72
	15%	15%	**	**	**	15%	18%	15%
AT LEAST WEEKLY	245	212	**	**	**	220	25	245
	52%	53%	**	**	**	54%	39%	52%
		f				f		f
EVER	317	271	**	**	**	280	36	317
	67%	68%	**	**	**	68%	57%	67%
		f				f		
Never	157	130	**	**	**	129	28	157
	33%	32%	**	**	**	32%	43%	33%
							ae	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 304**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51I FREQUENCY OF MOBILE PHONE USE - Take photos**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	88	-	17	71	28	60	-	-	5	12	24	47	17	22	20	29	38	50	88
	19%	-%	11%	22%	12%	25%	-%	-%	6%	16%	15%	29%	18%	15%	19%	22%	16%	21%	19%
			b	d					h	h	hij								
Once or twice a week	136	-	33	103	67	69	-	-	16	17	51	52	28	38	27	43	66	70	136
	29%	-%	21%	32%	28%	29%	-%	-%	20%	22%	33%	32%	30%	27%	25%	33%	28%	29%	29%
			b						h	h	hij								
Not much	146	-	46	100	82	64	-	-	25	21	57	43	34	44	30	38	78	68	146
	31%	-%	29%	32%	35%	27%	-%	-%	31%	27%	36%	27%	37%	31%	28%	29%	33%	28%	31%
				e					k										
AT LEAST WEEKLY	224	-	50	174	95	129	-	-	20	30	74	99	45	60	47	72	104	119	224
	47%	-%	32%	55%	40%	54%	-%	-%	26%	38%	48%	62%	49%	42%	43%	55%	45%	50%	47%
			b	d					h	hij						mnp			
EVER	369	-	96	274	176	193	-	-	45	51	131	142	79	103	77	110	182	187	369
	78%	-%	61%	86%	75%	81%	-%	-%	57%	65%	84%	88%	86%	73%	71%	84%	78%	78%	78%
			b						hi	hi	mn		mn		mn				
Never	104	-	61	44	59	45	-	-	34	27	25	19	13	39	32	21	52	52	104
	22%	-%	39%	14%	25%	19%	-%	-%	43%	35%	16%	12%	14%	27%	29%	16%	22%	22%	22%
			c						jk	jk			lo	lo					

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 304**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51I FREQUENCY OF MOBILE PHONE USE - Take photos**

Base : Children aged 8-15 with their own mobile phone

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	88	79	**	**	**	81	7	88
	19%	20%	**	**	**	20%	10%	19%
		f				f		
Once or twice a week	136	113	**	**	**	124	12	136
	29%	28%	**	**	**	30%	19%	29%
						f		f
Not much	146	123	**	**	**	118	28	146
	31%	31%	**	**	**	29%	44%	31%
							aeg	
AT LEAST WEEKLY	224	193	**	**	**	205	19	224
	47%	48%	**	**	**	50%	29%	47%
		f				f		f
EVER	369	316	**	**	**	323	47	369
	78%	79%	**	**	**	79%	73%	78%
Never	104	85	**	**	**	87	18	104
	22%	21%	**	**	**	21%	27%	22%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 305**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51J FREQUENCY OF MOBILE PHONE USE - Take videos**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	32	-	11	21	12	20	-	-	4	7	8	13	6	9	8	9	15	17	32
	7%	-%	7%	7%	5%	9%	-%	-%	5%	9%	5%	8%	6%	7%	7%	7%	6%	7%	7%
Once or twice a week	77	-	12	65	37	40	-	-	7	5	30	35	15	18	12	32	33	44	77
	16%	-%	7%	21%	16%	17%	-%	-%	9%	6%	19%	22%	16%	13%	11%	24%	14%	18%	16%
				b							hi	hi				mnpr			
Not much	159	-	45	113	86	73	-	-	24	21	61	52	34	53	35	37	87	72	159
	33%	-%	29%	36%	36%	31%	-%	-%	31%	27%	39%	32%	37%	37%	32%	28%	37%	30%	33%
										i									
AT LEAST WEEKLY	109	-	23	86	48	60	-	-	10	12	38	48	20	27	20	41	48	61	109
	23%	-%	14%	27%	21%	25%	-%	-%	13%	16%	24%	30%	22%	19%	19%	31%	20%	25%	23%
				b							h	hi				mnpr			
EVER	267	-	68	200	134	133	-	-	35	33	99	100	55	80	55	78	135	133	267
	56%	-%	43%	63%	57%	56%	-%	-%	44%	43%	63%	62%	59%	56%	51%	59%	58%	55%	56%
				b							hi	hi							
Never	206	-	89	118	101	105	-	-	44	44	57	61	37	62	53	53	99	107	206
	44%	-%	57%	37%	43%	44%	-%	-%	56%	57%	37%	38%	41%	44%	49%	41%	42%	45%	44%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 305**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51J FREQUENCY OF MOBILE PHONE USE - Take videos**

Base : Children aged 8-15 with their own mobile phone

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	32	28	**	**	**	29	3	32
	7%	7%	**	**	**	7%	5%	7%
Once or twice a week	77	68	**	**	**	69	8	77
	16%	17%	**	**	**	17%	12%	16%
Not much	159	136	**	**	**	140	19	159
	33%	34%	**	**	**	34%	30%	33%
AT LEAST WEEKLY	109	96	**	**	**	98	11	109
	23%	24%	**	**	**	24%	18%	23%
EVER	267	231	**	**	**	237	30	267
	56%	58%	**	**	**	58%	47%	56%
Never	206	169	**	**	**	173	34	206
	44%	42%	**	**	**	42%	53%	44%

Columns Tested: a,b,c,d,e,f,g

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 306**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51K FREQUENCY OF MOBILE PHONE USE - Watch TV programmes or clips**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	15 3%	- -%	1 1%	14 4%	10 4%	5 2%	- -%	- -%	1 1%	* *%	9 6%	5 3%	2 3%	5 3%	5 5%	3 2%	7 3%	8 3%	15 3%
Once or twice a week	26 5%	- -%	2 2%	24 7%	16 7%	10 4%	- -%	- -%	1 1%	2 2%	15 10%	8 5%	7 8%	4 3%	5 5%	9 7%	11 5%	15 6%	26 5%
Not much	54 11%	- -%	11 7%	44 14%	27 11%	28 12%	- -%	- -%	7 8%	4 5%	20 13%	24 15%	14 15%	13 9%	13 12%	15 11%	27 11%	28 11%	54 11%
AT LEAST WEEKLY	41 9%	- -%	4 2%	37 12%	26 11%	15 6%	- -%	- -%	2 2%	2 2%	24 16%	13 8%	10 10%	9 6%	11 10%	12 9%	18 8%	23 10%	41 9%
EVER	96 20%	- -%	14 9%	81 26%	53 23%	42 18%	- -%	- -%	8 11%	6 8%	45 28%	37 23%	24 26%	21 15%	24 22%	27 21%	45 19%	50 21%	96 20%
Never	378 80%	- -%	142 91%	236 74%	182 77%	196 82%	- -%	- -%	71 89%	71 92%	112 72%	124 77%	68 74%	121 85%	85 78%	104 79%	189 81%	189 79%	378 80%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 306**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51K FREQUENCY OF MOBILE PHONE USE - Watch TV programmes or clips**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	15 3%	13 3%	**	**	**	14 3%	1 2%	15 3%
Once or twice a week	26 5%	23 6%	**	**	**	21 5%	5 7%	26 5%
Not much	54 11%	50 12%	**	**	**	50 12%	5 7%	54 11%
AT LEAST WEEKLY	41 9%	36 9%	**	**	**	35 9%	6 9%	41 9%
EVER	96 20%	86 21%	**	**	**	85 21%	10 16%	96 20%
Never	378 80%	315 79%	**	**	**	324 79%	54 84%	378 80%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 307**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51L FREQUENCY OF MOBILE PHONE USE - Use your phone to visit social networking websites like Facebook, Bebo, MySpace, Tumblr or Hi5**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	133	-	8	124	50	82	-	-	1	7	49	75	23	39	33	38	62	71	133
	28%	-%	5%	39%	21%	34%	-%	-%	1%	9%	32%	47%	25%	27%	31%	29%	26%	30%	28%
			b	d					h	hi	hij								
Once or twice a week	37	-	5	32	19	18	-	-	4	1	15	18	6	14	10	8	19	18	37
	8%	-%	3%	10%	8%	8%	-%	-%	5%	1%	9%	11%	6%	10%	9%	6%	8%	7%	8%
			b	i					5%	1%	9%	11%	6%	10%	9%	6%	8%	7%	8%
Not much	23	-	4	19	16	7	-	-	3	1	13	6	7	3	5	8	10	13	23
	5%	-%	3%	6%	7%	3%	-%	-%	4%	2%	8%	3%	8%	2%	4%	6%	4%	5%	5%
			e	ik					4%	2%	8%	3%	8%	2%	4%	6%	4%	5%	5%
AT LEAST WEEKLY	170	-	13	157	69	101	-	-	5	8	64	93	29	52	43	45	81	89	170
	36%	-%	8%	49%	29%	42%	-%	-%	7%	10%	41%	58%	31%	37%	40%	35%	35%	37%	36%
			b	d					7%	10%	41%	58%	31%	37%	40%	35%	35%	37%	36%
EVER	193	-	17	175	85	108	-	-	8	9	77	98	36	55	48	53	91	101	193
	41%	-%	11%	55%	36%	45%	-%	-%	10%	12%	49%	61%	39%	39%	44%	41%	39%	42%	41%
			b	d					10%	12%	49%	61%	39%	39%	44%	41%	39%	42%	41%
Never	281	-	139	142	150	131	-	-	71	68	79	63	56	87	61	78	143	138	281
	59%	-%	89%	45%	64%	55%	-%	-%	90%	88%	51%	39%	61%	61%	56%	59%	61%	58%	59%
			c	e					90%	88%	51%	39%	61%	61%	56%	59%	61%	58%	59%
									jk	jk	k								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 307**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51L FREQUENCY OF MOBILE PHONE USE - Use your phone to visit social networking websites like Facebook, Bebo, MySpace, Tumblr or Hi5**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	133	115	**	**	**	120	13	133
	28%	29%	**	**	**	29%	20%	28%
Once or twice a week	37	30	**	**	**	31	6	37
	8%	8%	**	**	**	8%	10%	8%
Not much	23	19	**	**	**	20	3	23
	5%	5%	**	**	**	5%	4%	5%
AT LEAST WEEKLY	170	145	**	**	**	150	19	170
	36%	36%	**	**	**	37%	30%	36%
EVER	193	165	**	**	**	171	22	193
	41%	41%	**	**	**	42%	34%	41%
Never	281	236	**	**	**	239	42	281
	59%	59%	**	**	**	58%	66%	59%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 308**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51M FREQUENCY OF MOBILE PHONE USE - Use your phone to look at videos or clips posted by other people on sites like YouTube**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	39	-	4	36	22	17	-	-	2	1	19	16	9	8	12	11	17	23	39
	8%	-%	2%	11%	9%	7%	-%	-%	3%	1%	12%	10%	10%	5%	11%	8%	7%	9%	8%
				b							hi	hi							
Once or twice a week	54	-	4	50	27	27	-	-	2	2	25	25	9	18	10	17	27	27	54
	11%	-%	3%	16%	11%	12%	-%	-%	3%	3%	16%	16%	10%	13%	10%	13%	11%	11%	11%
				b							hi	hi							
Not much	43	-	12	31	22	21	-	-	7	5	15	15	7	16	10	10	22	20	43
	9%	-%	8%	10%	9%	9%	-%	-%	9%	7%	10%	10%	7%	11%	9%	8%	10%	9%	9%
				b							hi	hi							
AT LEAST WEEKLY	94	-	8	86	49	45	-	-	5	3	44	42	18	26	23	28	43	50	94
	20%	-%	5%	27%	21%	19%	-%	-%	6%	4%	28%	26%	19%	18%	21%	21%	19%	21%	20%
				b							hi	hi							
EVER	136	-	20	117	71	66	-	-	11	8	59	57	24	41	33	38	66	71	136
	29%	-%	13%	37%	30%	28%	-%	-%	14%	11%	38%	36%	27%	29%	30%	29%	28%	29%	29%
				b							hi	hi							
Never	337	-	137	201	165	173	-	-	68	69	97	104	67	101	76	93	168	169	337
	71%	-%	87%	63%	70%	72%	-%	-%	86%	89%	62%	64%	73%	71%	70%	71%	72%	71%	71%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 308**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51M FREQUENCY OF MOBILE PHONE USE - Use your phone to look at videos or clips posted by other people on sites like YouTube**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	39	34	**	**	**	35	4	39
	8%	9%	**	**	**	9%	6%	8%
Once or twice a week	54	47	**	**	**	47	7	54
	11%	12%	**	**	**	12%	11%	11%
Not much	43	37	**	**	**	39	4	43
	9%	9%	**	**	**	9%	6%	9%
AT LEAST WEEKLY	94	82	**	**	**	83	11	94
	20%	20%	**	**	**	20%	17%	20%
EVER	136	118	**	**	**	121	15	136
	29%	30%	**	**	**	30%	23%	29%
Never	337	283	**	**	**	288	49	337
	71%	70%	**	**	**	70%	77%	71%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 309**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51N FREQUENCY OF MOBILE PHONE USE - Use your phone to put photos or videos on sites like YouTube for others to see**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	10 2%	- -%	- -%	10 3%	3 1%	7 3%	- -%	- -%	- -%	- -%	3 2%	7 4%	2 2%	2 1%	3 3%	4 3%	4 2%	7 3%	10 2%
Once or twice a week	31 6%	- -%	2 1%	29 9%	18 8%	13 5%	- -%	- -%	1 1%	1 1%	17 11%	12 8%	6 7%	9 6%	8 7%	8 6%	15 7%	15 6%	31 6%
Not much	35 7%	- -%	3 2%	32 10%	16 7%	19 8%	- -%	- -%	2 3%	1 1%	14 9%	18 11%	10 10%	8 6%	9 8%	8 6%	18 8%	17 7%	35 7%
AT LEAST WEEKLY	41 9%	- -%	2 1%	39 12%	21 9%	20 8%	- -%	- -%	1 1%	1 1%	20 13%	19 12%	8 9%	11 8%	11 10%	11 9%	19 8%	22 9%	41 9%
EVER	76 16%	- -%	4 3%	71 22%	37 16%	39 16%	- -%	- -%	3 4%	1 2%	34 22%	37 23%	18 19%	19 13%	20 18%	19 15%	37 16%	39 16%	76 16%
Never	398 84%	- -%	152 97%	246 78%	198 84%	200 84%	- -%	- -%	76 96%	76 98%	122 78%	124 77%	74 81%	123 87%	89 82%	112 85%	197 84%	201 84%	398 84%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 309**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51N FREQUENCY OF MOBILE PHONE USE - Use your phone to put photos or videos on sites like YouTube for others to see**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	10 2%	8 2%	**	**	**	9 2%	1 2%	10 2%
Once or twice a week	31 6%	27 7%	**	**	**	27 7%	4 6%	31 6%
Not much	35 7%	30 7%	**	**	**	29 7%	6 9%	35 7%
AT LEAST WEEKLY	41 9%	35 9%	**	**	**	36 9%	5 8%	41 9%
EVER	76 16%	65 16%	**	**	**	65 16%	11 17%	76 16%
Never	398 84%	336 84%	**	**	**	345 84%	53 83%	398 84%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 310**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC510 FREQUENCY OF MOBILE PHONE USE - Send or receive Twitter updates using your phone**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	31 6%	- -%	* *%	30 10% b	8 3%	23 10% d	- -%	- -%	* *%	* *%	7 5%	23 14% hij	5 6%	13 9% o	8 7%	5 4%	18 8%	13 5%	31 6%
Once or twice a week	19 4%	- -%	- -%	19 6% b	10 4%	9 4%	- -%	- -%	- -%	- -%	10 6% hi	9 6% hi	5 5%	5 3%	4 4%	6 4%	10 4%	10 4%	19 4%
Not much	18 4%	- -%	2 1%	16 5% b	9 4%	9 4%	- -%	- -%	1 1%	1 2%	8 5%	8 5%	4 4%	4 3%	3 3%	7 5%	8 3%	10 4%	18 4%
AT LEAST WEEKLY	50 11%	- -%	* *%	49 16% b	17 7%	32 14% d	- -%	- -%	* *%	* *%	17 11% hi	32 20% hij	10 11%	17 12%	12 11%	10 8%	28 12%	22 9%	50 11%
EVER	68 14%	- -%	3 2%	65 20% b	26 11%	41 17% d	- -%	- -%	1 1%	2 2%	25 16% hi	40 25% hij	14 15%	21 15%	15 14%	17 13%	35 15%	32 13%	68 14%
Never	406 86%	- -%	154 98% c	252 80%	209 89% e	197 83%	- -%	- -%	78 99% jk	76 98% jk	131 84% k	121 75%	78 85%	121 85%	93 86%	114 87%	199 85%	207 87%	406 86%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 310**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC510 FREQUENCY OF MOBILE PHONE USE - Send or receive Twitter updates using your phone**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	31	28	**	**	**	25	6	31
	6%	7%	**	**	**	6%	9%	6%
Once or twice a week	19	16	**	**	**	18	2	19
	4%	4%	**	**	**	4%	3%	4%
Not much	18	15	**	**	**	16	1	18
	4%	4%	**	**	**	4%	2%	4%
AT LEAST WEEKLY	50	44	**	**	**	43	7	50
	11%	11%	**	**	**	10%	11%	11%
EVER	68	59	**	**	**	59	9	68
	14%	15%	**	**	**	14%	13%	14%
Never	406	342	**	**	**	351	55	406
	86%	85%	**	**	**	86%	87%	86%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 311**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51P FREQUENCY OF MOBILE PHONE USE - Send or receive emails**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	21 5%	- -%	1 1%	20 6% b	8 4%	13 6%	- -%	- -%	1 1%	* *%	7 5%	13 8% hi	6 6%	6 4%	6 5%	4 3%	12 5%	10 4%	21 5%
Once or twice a week	33 7%	- -%	6 4%	28 9% b	16 7%	17 7%	- -%	- -%	4 6%	1 1%	12 8% i	16 10% i	11 12% oq	10 7%	7 7%	5 4%	21 9% o	13 5%	33 7%
Not much	46 10%	- -%	6 4%	40 13% b	21 9%	25 10%	- -%	- -%	2 3%	3 4%	19 12% hi	21 13% hi	6 7%	15 11%	12 11%	12 9%	22 9% o	24 10%	46 10%
AT LEAST WEEKLY	55 12%	- -%	7 4%	48 15% b	25 10%	30 13%	- -%	- -%	5 7%	1 2%	19 12% i	29 18% hi	17 18% oq	16 11%	13 12%	9 7%	33 14% o	22 9%	55 12%
EVER	101 21%	- -%	13 8%	88 28% b	46 19%	55 23%	- -%	- -%	8 10%	5 6%	38 24% hi	50 31% hi	23 25%	31 22%	26 24%	21 16%	54 23%	47 19%	101 21%
Never	373 79%	- -%	144 92% c	229 72%	190 81%	183 77%	- -%	- -%	71 90% jk	73 94% jk	119 76%	111 69%	69 75%	111 78%	83 76%	110 84%	180 77%	193 81%	373 79%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 311**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51P FREQUENCY OF MOBILE PHONE USE - Send or receive emails**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	21	19	**	**	**	20	1	21
	5%	5%	**	**	**	5%	2%	5%
Once or twice a week	33	30	**	**	**	29	4	33
	7%	8%	**	**	**	7%	7%	7%
Not much	46	39	**	**	**	37	9	46
	10%	10%	**	**	**	9%	14%	10%
AT LEAST WEEKLY	55	49	**	**	**	49	5	55
	12%	12%	**	**	**	12%	8%	12%
EVER	101	88	**	**	**	87	14	101
	21%	22%	**	**	**	21%	22%	21%
Never	373	312	**	**	**	323	50	373
	79%	78%	**	**	**	79%	78%	79%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 312**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51Q FREQUENCY OF MOBILE PHONE USE - Use Instant Messaging applications such as BlackBerry Messenger/ BBMs, Apple iMessage, Ping, Windows Live Messenger, Yahoo Messenger or Whats App.**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	109	-	11	97	43	66	-	-	3	8	40	58	19	29	28	32	48	60	109
	23%	-%	7%	31%	18%	28%	-%	-%	4%	10%	25%	36%	21%	21%	26%	25%	21%	25%	23%
			b	d					hi	hij									
Once or twice a week	27	-	5	22	13	13	-	-	3	2	10	12	7	10	4	5	17	10	27
	6%	-%	3%	7%	6%	6%	-%	-%	4%	2%	6%	7%	7%	7%	4%	4%	7%	4%	6%
Not much	24	-	3	20	10	13	-	-	1	2	9	11	6	7	6	5	13	11	24
	5%	-%	2%	6%	4%	6%	-%	-%	1%	3%	6%	7%	7%	5%	6%	4%	6%	4%	5%
			b	h															
AT LEAST WEEKLY	135	-	16	119	56	79	-	-	7	10	49	70	26	40	32	38	65	70	135
	29%	-%	10%	37%	24%	33%	-%	-%	8%	12%	32%	43%	28%	28%	30%	29%	28%	29%	29%
			b	d					hi	hij									
EVER	159	-	19	139	66	93	-	-	7	12	59	81	32	46	38	42	78	81	159
	34%	-%	12%	44%	28%	39%	-%	-%	9%	15%	38%	50%	35%	33%	35%	32%	33%	34%	34%
			b	d					hi	hij									
Never	315	-	137	178	169	146	-	-	72	65	97	80	60	96	71	89	156	159	315
	66%	-%	88%	56%	72%	61%	-%	-%	91%	85%	62%	50%	65%	67%	65%	68%	67%	66%	66%
			c	e					jk	jk	k								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 312

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51Q FREQUENCY OF MOBILE PHONE USE - Use Instant Messaging applications such as BlackBerry Messenger/ BBMs, Apple iMessage, Ping, Windows Live Messenger, Yahoo Messenger or Whats App.**

Base : Children aged 8-15 with their own mobile phone

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	109	97	**	**	**	101	7	109
	23%	24%	**	**	**	25%	11%	23%
		f				f		f
Once or twice a week	27	21	**	**	**	24	2	27
	6%	5%	**	**	**	6%	4%	6%
Not much	24	20	**	**	**	20	4	24
	5%	5%	**	**	**	5%	6%	5%
AT LEAST WEEKLY	135	118	**	**	**	126	10	135
	29%	29%	**	**	**	31%	15%	29%
		f				f		f
EVER	159	138	**	**	**	146	13	159
	34%	35%	**	**	**	36%	21%	34%
		f				f		f
Never	315	262	**	**	**	264	51	315
	66%	65%	**	**	**	64%	79%	66%
							aeg	

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 313**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51R FREQUENCY OF MOBILE PHONE USE - Use your phone to update your location on a service like FourSquare or Facebook Places**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	31 6%	- -%	1 1%	30 9% b	6 3%	25 10% d	- -%	- -%	- -%	1 1%	6 4%	24 15% hij	5 5%	6 4%	9 9%	10 8%	11 5%	20 8%	31 6%
Once or twice a week	23 5%	- -%	2 1%	22 7% b	15 6%	9 4%	- -%	- -%	1 1%	1 1%	14 9% hi	8 5%	7 8%	6 4%	6 6%	4 3%	13 6%	10 4%	23 5%
Not much	37 8%	- -%	1 1%	36 11% b	13 6%	24 10%	- -%	- -%	1 1%	* *%	12 8% hi	23 15% hij	6 6%	9 6%	10 9%	12 9%	15 6%	22 9%	37 8%
AT LEAST WEEKLY	54 11%	- -%	3 2%	52 16% b	21 9%	33 14%	- -%	- -%	1 1%	2 2%	20 13% hi	31 20% hi	12 13%	12 9%	16 14%	14 11%	24 10%	30 13%	54 11%
EVER	91 19%	- -%	4 3%	87 27% b	34 15%	57 24% d	- -%	- -%	2 3%	2 3%	32 21% hi	55 34% hij	18 19%	21 15%	26 24%	27 20%	39 17%	52 22%	91 19%
Never	382 81%	- -%	152 97% c	230 73%	201 85% e	181 76%	- -%	- -%	77 97% jk	75 97% jk	124 79% k	106 66%	74 81%	121 85%	83 76%	104 80%	195 83%	187 78%	382 81%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 313**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51R FREQUENCY OF MOBILE PHONE USE - Use your phone to update your location on a service like FourSquare or Facebook Places**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	31 6%	28 7%	**	**	**	28 7%	3 5%	31 6%
Once or twice a week	23 5%	20 5%	**	**	**	20 5%	3 5%	23 5%
Not much	37 8%	32 8%	**	**	**	32 8%	5 8%	37 8%
AT LEAST WEEKLY	54 11%	48 12%	**	**	**	48 12%	6 10%	54 11%
EVER	91 19%	80 20%	**	**	**	80 19%	12 18%	91 19%
Never	382 81%	321 80%	**	**	**	330 81%	52 82%	382 81%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 314**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51S FREQUENCY OF MOBILE PHONE USE - Download apps/ applications (including games)**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most days	27	-	3	24	14	13	-	-	1	2	13	11	5	4	10	8	9	18	27
	6%	-%	2%	8%	6%	5%	-%	-%	1%	3%	8%	7%	6%	3%	9%	6%	4%	7%	6%
			b							h					mp				
Once or twice a week	54	-	5	49	24	30	-	-	1	3	23	26	12	19	12	11	31	23	54
	11%	-%	3%	16%	10%	12%	-%	-%	2%	4%	15%	16%	13%	13%	11%	8%	13%	10%	11%
			b							hi	hi								
Not much	65	-	13	52	31	34	-	-	7	6	24	28	15	17	14	19	32	33	65
	14%	-%	9%	16%	13%	14%	-%	-%	9%	8%	15%	17%	16%	12%	13%	15%	14%	14%	14%
			b								i								
AT LEAST WEEKLY	81	-	8	73	38	43	-	-	2	6	36	37	17	23	22	18	40	41	81
	17%	-%	5%	23%	16%	18%	-%	-%	3%	7%	23%	23%	19%	16%	20%	14%	17%	17%	17%
			b							hi	hi								
EVER	146	-	21	125	69	77	-	-	9	12	60	65	32	40	36	38	72	74	146
	31%	-%	14%	39%	29%	32%	-%	-%	12%	15%	38%	40%	35%	28%	33%	29%	31%	31%	31%
			b							hi	hi								
Never	327	-	135	192	166	161	-	-	70	65	97	96	59	102	73	93	162	166	327
	69%	-%	86%	61%	71%	68%	-%	-%	88%	85%	62%	60%	65%	72%	67%	71%	69%	69%	69%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 314**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51S FREQUENCY OF MOBILE PHONE USE - Download apps/ applications (including games)**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most days	27	23	**	**	**	24	3	27
	6%	6%	**	**	**	6%	5%	6%
Once or twice a week	54	49	**	**	**	49	5	54
	11%	12%	**	**	**	12%	7%	11%
Not much	65	55	**	**	**	56	9	65
	14%	14%	**	**	**	14%	14%	14%
AT LEAST WEEKLY	81	72	**	**	**	73	8	81
	17%	18%	**	**	**	18%	12%	17%
EVER	146	127	**	**	**	129	17	146
	31%	32%	**	**	**	32%	27%	31%
Never	327	274	**	**	**	280	47	327
	69%	68%	**	**	**	68%	73%	69%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 315**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Send or receive texts	385	-	101	284	184	201	-	-	45	56	139	145	82	114	82	107	196	189	385
	81%	-%	65%	89%	78%	84%	-%	-%	57%	72%	89%	90%	89%	80%	75%	82%	84%	79%	81%
			b						h	hi	hi		nqr			n			
Make or receive calls	333	-	84	249	159	174	-	-	42	42	117	131	67	98	76	92	164	168	333
	70%	-%	54%	78%	67%	73%	-%	-%	53%	55%	75%	82%	73%	69%	70%	70%	70%	70%	70%
			b							hi	hi								
Listen to music	245	-	55	190	117	128	-	-	25	29	91	98	45	66	55	78	111	133	245
	52%	-%	35%	60%	50%	54%	-%	-%	32%	38%	58%	61%	50%	46%	51%	60%	48%	56%	52%
			b							hi	hi				mp				
Take photos	224	-	50	174	95	129	-	-	20	30	74	99	45	60	47	72	104	119	224
	47%	-%	32%	55%	40%	54%	-%	-%	26%	38%	48%	62%	49%	42%	43%	55%	45%	50%	47%
			b		d					h	hij					mnp			
Play games that are loaded on the phone	182	-	49	133	103	79	-	-	24	25	79	55	32	51	42	58	83	100	182
	39%	-%	31%	42%	44%	33%	-%	-%	31%	32%	50%	34%	35%	36%	39%	44%	35%	42%	39%
			b		e					hik									
Use your phone to visit social networking websites like Facebook, Bebo, MySpace, Tumblr or Hi5	170	-	13	157	69	101	-	-	5	8	64	93	29	52	43	45	81	89	170
	36%	-%	8%	49%	29%	42%	-%	-%	7%	10%	41%	58%	31%	37%	40%	35%	35%	37%	36%
			b		d					hi	hij								
Visit websites using your phone	136	-	19	117	59	77	-	-	12	8	47	69	27	43	26	40	70	66	136
	29%	-%	12%	37%	25%	32%	-%	-%	15%	10%	30%	43%	29%	30%	24%	31%	30%	28%	29%
			b							hi	hij								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 315**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Use Instant Messaging applications such as BlackBerry Messenger/ BBMs, Apple iMessage, Ping, Windows Live Messenger, Yahoo Messenger or Whats App.	135 29%	- -%	16 10%	119 37% b	56 24%	79 33% d	- -%	- -%	7 8%	10 12%	49 32% hi	70 43% hij	26 28%	40 28%	32 30%	38 29%	65 28%	70 29%	135 29%
Take videos	109 23%	- -%	23 14%	86 27% b	48 21%	60 25%	- -%	- -%	10 13%	12 16%	38 24% h	48 30% hi	20 22%	27 19%	20 19%	41 31% mnpr	48 20%	61 25%	109 23%
Send or receive photos	107 23%	- -%	23 15%	84 26% b	51 22%	56 24%	- -%	- -%	10 13%	13 17%	41 26% h	43 27% h	21 22%	26 18%	25 23%	36 27% m	46 20%	61 25%	107 23%
Use your phone to look at videos or clips posted by other people on sites like YouTube	94 20%	- -%	8 5%	86 27% b	49 21%	45 19%	- -%	- -%	5 6%	3 4%	44 28% hi	42 26% hi	18 19%	26 18%	23 21%	28 21%	43 19%	50 21%	94 20%
Download apps/ applications (including games)	81 17%	- -%	8 5%	73 23% b	38 16%	43 18%	- -%	- -%	2 3%	6 7%	36 23% hi	37 23% hi	17 19%	23 16%	22 20%	18 14%	40 17%	41 17%	81 17%
Play games over the internet using your phone	56 12%	- -%	7 4%	50 16% b	32 13%	25 10%	- -%	- -%	5 7%	2 2%	26 17% hi	23 14% i	10 11%	13 9%	18 16%	15 12%	23 10%	33 14%	56 12%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 315**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Send or receive emails	55 12%	- -%	7 4%	48 15%	25 10%	30 13%	- -%	- -%	5 7%	1 2%	19 12%	29 18%	17 18%	16 11%	13 12%	9 7%	33 14%	22 9%	55 12%
Use your phone to update your location on a service like FourSquare or Facebook Places	54 11%	- -%	3 2%	52 16%	21 9%	33 14%	- -%	- -%	1 1%	2 2%	20 13%	31 20%	12 13%	12 9%	16 14%	14 11%	24 10%	30 13%	54 11%
Send or receive Twitter updates using your phone	50 11%	- -%	* *%	49 16%	17 7%	32 14%	- -%	- -%	* *%	* *%	17 11%	32 20%	10 11%	17 12%	12 11%	10 8%	28 12%	22 9%	50 11%
Send or receive video clips	44 9%	- -%	7 4%	37 12%	19 8%	24 10%	- -%	- -%	3 4%	4 5%	16 10%	21 13%	7 8%	12 9%	9 8%	15 11%	19 8%	24 10%	44 9%
Watch TV programmes or clips	41 9%	- -%	4 2%	37 12%	26 11%	15 6%	- -%	- -%	2 2%	2 2%	24 16%	13 8%	10 10%	9 6%	11 10%	12 9%	18 8%	23 10%	41 9%
Use your phone to put photos or videos on sites like YouTube for others to see	41 9%	- -%	2 1%	39 12%	21 9%	20 8%	- -%	- -%	1 1%	1 1%	20 13%	19 12%	8 9%	11 8%	11 10%	11 9%	19 8%	22 9%	41 9%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 315**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
ANY ONLINE USE	232	-	38	193	104	128	-	-	22	17	82	111	45	70	55	62	115	116	232
	49%	-%	24%	61%	44%	54%	-%	-%	27%	21%	53%	69%	49%	49%	50%	47%	49%	49%	49%
			b	d					hi	hij									
NONE OF THESE	38	-	29	10	28	10	-	-	21	8	8	2	4	12	13	9	16	22	38
	8%	-%	18%	3%	12%	4%	-%	-%	26%	10%	5%	1%	5%	8%	12%	7%	7%	9%	8%
			c	e					ijk	k	k								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 315**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Send or receive texts	385	326	**	**	**	336	49	385
	81%	81%	**	**	**	82%	76%	81%
Make or receive calls	333	280	**	**	**	288	45	333
	70%	70%	**	**	**	70%	70%	70%
Listen to music	245	212	**	**	**	220	25	245
	52%	53%	**	**	**	54%	39%	52%
		f				f		f
Take photos	224	193	**	**	**	205	19	224
	47%	48%	**	**	**	50%	29%	47%
		f				f		f
Play games that are loaded on the phone	182	163	**	**	**	163	20	182
	39%	41%	**	**	**	40%	31%	39%
Use your phone to visit social networking websites like Facebook, Bebo, MySpace, Tumblr or Hi5	170	145	**	**	**	150	19	170
	36%	36%	**	**	**	37%	30%	36%
Visit websites using your phone	136	121	**	**	**	124	12	136
	29%	30%	**	**	**	30%	19%	29%
		f				f		f

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 315

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Use Instant Messaging applications such as BlackBerry Messenger/ BBMs, Apple iMessage, Ping, Windows Live Messenger, Yahoo Messenger or Whats App.	135 29%	118 29%	**	**	**	126 31%	10 15%	135 29%
		f				f		f
Take videos	109 23%	96 24%	**	**	**	98 24%	11 18%	109 23%
Send or receive photos	107 23%	95 24%	**	**	**	93 23%	14 22%	107 23%
Use your phone to look at videos or clips posted by other people on sites like YouTube	94 20%	82 20%	**	**	**	83 20%	11 17%	94 20%
Download apps/ applications (including games)	81 17%	72 18%	**	**	**	73 18%	8 12%	81 17%
Play games over the internet using your phone	56 12%	50 12%	**	**	**	50 12%	6 10%	56 12%
Send or receive emails	55 12%	49 12%	**	**	**	49 12%	5 8%	55 12%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 315**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Use your phone to update your location on a service like FourSquare or Facebook Places	54 11%	48 12%	**	**	**	48 12%	6 10%	54 11%
Send or receive Twitter updates using your phone	50 11%	44 11%	**	**	**	43 10%	7 11%	50 11%
Send or receive video clips	44 9%	40 10%	**	**	**	37 9%	7 10%	44 9%
Watch TV programmes or clips	41 9%	36 9%	**	**	**	35 9%	6 9%	41 9%
Use your phone to put photos or videos on sites like YouTube for others to see	41 9%	35 9%	**	**	**	36 9%	5 8%	41 9%
ANY ONLINE USE	232 49%	201 50%	**	**	**	211 51%	21 33%	232 49%
NONE OF THESE	38 8%	29 7%	**	**	**	28 7%	10 16%	38 8%

aeg

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 316**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE</b>	<b>NOT SMART- PHONE</b>	<b>ALL MOBILE PHONES</b>
Significance Level: 95%		a	b	c
Unweighted total	731	349	141	493
Effective Weighted Sample	567	273	112	386
Total	474	225	91	317
Send or receive texts	385 81%	206 92% b	76 84%	284 89%
Make or receive calls	333 70%	186 83% b	62 68%	249 78% b
Listen to music	245 52%	152 68% bc	37 40%	190 60% b
Take photos	224 47%	138 61% b	35 39%	174 55% b
Play games that are loaded on the phone	182 39%	110 49% b	23 25%	133 42% b
Use your phone to visit social networking websites like Facebook, Bebo, MySpace, Tumblr or Hi5	170 36%	147 65% bc	9 10%	157 49% b
Visit websites using your phone	136 29%	108 48% bc	8 9%	117 37% b

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 316**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE</b>	<b>NOT SMART- PHONE</b>	<b>ALL MOBILE PHONES</b>
Significance Level: 95%		a	b	c
Unweighted total	731	349	141	493
Effective Weighted Sample	567	273	112	386
Total	474	225	91	317
Use Instant Messaging applications such as BlackBerry Messenger/ BBMs, Apple iMessage, Ping, Windows Live Messenger, Yahoo Messenger or Whats App.	135 29%	113 50% bc	6 7%	119 37% b
Take videos	109 23%	70 31% b	15 17%	86 27% b
Send or receive photos	107 23%	67 30% b	16 17%	84 26%
Use your phone to look at videos or clips posted by other people on sites like YouTube	94 20%	82 36% bc	4 4%	86 27% b
Download apps/ applications (including games)	81 17%	69 31% bc	4 4%	73 23% b

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 316**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	731	349	141	493
Effective Weighted Sample	567	273	112	386
Total	474	225	91	317
Play games over the internet using your phone	56 12%	44 20% b	4 5%	50 16% b
Send or receive emails	55 12%	46 20% b	2 2%	48 15% b
Use your phone to update your location on a service like FourSquare or Facebook Places	54 11%	49 22% b	3 3%	52 16% b
Send or receive Twitter updates using your phone	50 11%	46 20% b	4 4%	49 16% b
Send or receive video clips	44 9%	29 13%	8 9%	37 12%
Watch TV programmes or clips	41 9%	36 16% b	2 2%	37 12% b

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 316**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES MADE OF MOBILE PHONE AT LEAST WEEKLY**

Base : Children aged 8-15 with their own mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	731	349	141	493
Effective Weighted Sample	567	273	112	386
Total	474	225	91	317
Use your phone to put photos or videos on sites like YouTube for others to see	41 9%	37 17% b	2 2%	39 12% b
ANY ONLINE USE	232 49%	180 80% bc	12 13%	193 61% b
NONE OF THESE	38 8%	2 1%	7 8% ac	10 3%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 317**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES EVER MADE OF MOBILE PHONE**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Make or receive calls	449	-	143	306	224	225	-	-	73	69	150	156	89	135	104	120	224	225	449
	95%	-%	91%	97%	95%	95%	-%	-%	93%	90%	96%	97%	97%	95%	96%	92%	96%	94%	95%
				b						i	i								
Send or receive texts	449	-	142	307	219	230	-	-	68	73	151	157	89	134	104	121	223	226	449
	95%	-%	91%	97%	93%	96%	-%	-%	86%	95%	96%	97%	97%	94%	96%	93%	95%	94%	95%
				b					h	h	h								
Take photos	369	-	96	274	176	193	-	-	45	51	131	142	79	103	77	110	182	187	369
	78%	-%	61%	86%	75%	81%	-%	-%	57%	65%	84%	88%	86%	73%	71%	84%	78%	78%	78%
				b						hi	hi		mn		mn				
Listen to music	317	-	75	242	150	167	-	-	34	42	116	126	64	87	70	96	151	166	317
	67%	-%	48%	76%	64%	70%	-%	-%	42%	54%	74%	78%	69%	61%	64%	74%	64%	69%	67%
				b						hi	hi		mp						
Send or receive photos	275	-	68	206	125	149	-	-	30	38	95	111	56	81	61	76	137	137	275
	58%	-%	44%	65%	53%	63%	-%	-%	38%	49%	61%	69%	61%	57%	56%	58%	59%	57%	58%
				b		d				h	hi								
Play games that are loaded on the phone	274	-	78	197	147	127	-	-	41	37	106	91	49	76	64	86	125	149	274
	58%	-%	50%	62%	62%	53%	-%	-%	52%	47%	68%	56%	54%	53%	59%	65%	53%	62%	58%
				b	e					hik					mp			p	
Take videos	267	-	68	200	134	133	-	-	35	33	99	100	55	80	55	78	135	133	267
	56%	-%	43%	63%	57%	56%	-%	-%	44%	43%	63%	62%	59%	56%	51%	59%	58%	55%	56%
				b						hi	hi								
Visit websites using your phone	198	-	32	167	92	107	-	-	18	14	74	93	43	57	42	56	100	98	198
	42%	-%	20%	53%	39%	45%	-%	-%	22%	18%	47%	58%	47%	40%	39%	42%	43%	41%	42%
				b						hi	hij								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 317**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES EVER MADE OF MOBILE PHONE**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Use your phone to visit social networking websites like Facebook, Bebo, MySpace, Tumblr or Hi5	193 41%	- -%	17 11%	175 55% b	85 36%	108 45% d	- -%	- -%	8 10%	9 12%	77 49% hi	98 61% hij	36 39%	55 39%	48 44%	53 41%	91 39%	101 42%	193 41%
Send or receive video clips	176 37%	- -%	29 18%	148 47% b	87 37%	90 38%	- -%	- -%	15 19%	13 17%	71 46% hi	76 47% hi	39 42%	46 33%	41 38%	50 38%	85 36%	91 38%	176 37%
Use Instant Messaging applications such as BlackBerry Messenger/ BBMs, Apple iMessage, Ping, Windows Live Messenger, Yahoo Messenger or Whats App.	159 34%	- -%	19 12%	139 44% b	66 28%	93 39% d	- -%	- -%	7 9%	12 15%	59 38% hi	81 50% hij	32 35%	46 33%	38 35%	42 32%	78 33%	81 34%	159 34%
Download apps/ applications (including games)	146 31%	- -%	21 14%	125 39% b	69 29%	77 32%	- -%	- -%	9 12%	12 15%	60 38% hi	65 40% hi	32 35%	40 28%	36 33%	38 29%	72 31%	74 31%	146 31%
Use your phone to look at videos or clips posted by other people on sites like YouTube	136 29%	- -%	20 13%	117 37% b	71 30%	66 28%	- -%	- -%	11 14%	8 11%	59 38% hi	57 36% hi	24 27%	41 29%	33 30%	38 29%	66 28%	71 29%	136 29%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 317**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES EVER MADE OF MOBILE PHONE**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Play games over the internet using your phone	103	-	17	86	59	44	-	-	11	6	48	38	24	25	26	28	49	54	103
	22%	-%	11%	27%	25%	18%	-%	-%	14%	8%	31%	24%	26%	18%	24%	22%	21%	23%	22%
				b						hi	i								
Send or receive emails	101	-	13	88	46	55	-	-	8	5	38	50	23	31	26	21	54	47	101
	21%	-%	8%	28%	19%	23%	-%	-%	10%	6%	24%	31%	25%	22%	24%	16%	23%	19%	21%
				b						hi	hi								
Watch TV programmes or clips	96	-	14	81	53	42	-	-	8	6	45	37	24	21	24	27	45	50	96
	20%	-%	9%	26%	23%	18%	-%	-%	11%	8%	28%	23%	26%	15%	22%	21%	19%	21%	20%
				b						hi	hi		m						
Use your phone to update your location on a service like FourSquare or Facebook Places	91	-	4	87	34	57	-	-	2	2	32	55	18	21	26	27	39	52	91
	19%	-%	3%	27%	15%	24%	-%	-%	3%	3%	21%	34%	19%	15%	24%	20%	17%	22%	19%
				b		d					hi	hij							
Use your phone to put photos or videos on sites like YouTube for others to see	76	-	4	71	37	39	-	-	3	1	34	37	18	19	20	19	37	39	76
	16%	-%	3%	22%	16%	16%	-%	-%	4%	2%	22%	23%	19%	13%	18%	15%	16%	16%	16%
				b							hi	hi							
Send or receive Twitter updates using your phone	68	-	3	65	26	41	-	-	1	2	25	40	14	21	15	17	35	32	68
	14%	-%	2%	20%	11%	17%	-%	-%	1%	2%	16%	25%	15%	15%	14%	13%	15%	13%	14%
				b		d					hi	hij							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 317**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES EVER MADE OF MOBILE PHONE**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
ANY ONLINE USE	260	-	46	214	124	136	-	-	26	20	98	116	53	77	58	73	130	131	260
	55%	-%	29%	68%	53%	57%	-%	-%	33%	26%	63%	72%	58%	54%	53%	55%	55%	54%	55%
			b						hi	hi									
NONE OF THESE	5	-	3	1	4	1	-	-	3	1	1	-	2	2	*	1	4	1	5
	1%	-%	2%	*%	2%	*%	-%	-%	4%	1%	1%	-%	2%	1%	*%	1%	2%	*%	1%
			c						k										

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 317**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES EVER MADE OF MOBILE PHONE**

Base : Children aged 8-15 with their own mobile phone

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Make or receive calls	449	379	**	**	**	387	62	449
	95%	95%	**	**	**	94%	97%	95%
Send or receive texts	449	380	**	**	**	388	61	449
	95%	95%	**	**	**	95%	95%	95%
Take photos	369	316	**	**	**	323	47	369
	78%	79%	**	**	**	79%	73%	78%
Listen to music	317	271	**	**	**	280	36	317
	67%	68%	**	**	**	68%	57%	67%
		f				f		
Send or receive photos	275	236	**	**	**	237	37	275
	58%	59%	**	**	**	58%	58%	58%
Play games that are loaded on the phone	274	235	**	**	**	238	36	274
	58%	59%	**	**	**	58%	56%	58%
Take videos	267	231	**	**	**	237	30	267
	56%	58%	**	**	**	58%	47%	56%
Visit websites using your phone	198	170	**	**	**	177	21	198
	42%	43%	**	**	**	43%	33%	42%
Use your phone to visit social networking websites like Facebook, Bebo, MySpace, Tumblr or Hi5	193	165	**	**	**	171	22	193
	41%	41%	**	**	**	42%	34%	41%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 317**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES EVER MADE OF MOBILE PHONE**

Base : Children aged 8-15 with their own mobile phone

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Send or receive video clips	176	155	**	**	**	157	19	176
	37%	39%	**	**	**	38%	30%	37%
Use Instant Messaging applications such as BlackBerry Messenger/ BBMs, Apple iMessage, Ping, Windows Live Messenger, Yahoo Messenger or Whats App.	159	138	**	**	**	146	13	159
	34%	35%	**	**	**	36%	21%	34%
		f				f		f
Download apps/ applications (including games)	146	127	**	**	**	129	17	146
	31%	32%	**	**	**	32%	27%	31%
Use your phone to look at videos or clips posted by other people on sites like YouTube	136	118	**	**	**	121	15	136
	29%	30%	**	**	**	30%	23%	29%
Play games over the internet using your phone	103	90	**	**	**	93	10	103
	22%	22%	**	**	**	23%	16%	22%
Send or receive emails	101	88	**	**	**	87	14	101
	21%	22%	**	**	**	21%	22%	21%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 317**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC51A-S USES EVER MADE OF MOBILE PHONE**

Base : Children aged 8-15 with their own mobile phone

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Watch TV programmes or clips	96 20%	86 21%	**	**	**	85 21%	10 16%	96 20%
Use your phone to update your location on a service like FourSquare or Facebook Places	91 19%	80 20%	**	**	**	80 19%	12 18%	91 19%
Use your phone to put photos or videos on sites like YouTube for others to see	76 16%	65 16%	**	**	**	65 16%	11 17%	76 16%
Send or receive Twitter updates using your phone	68 14%	59 15%	**	**	**	59 14%	9 13%	68 14%
ANY ONLINE USE	260 55%	224 56%	**	**	**	233 57%	27 42%	260 55%
NONE OF THESE	5 1%	3 1%	**	**	**	4 1%	1 2%	5 1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 318**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC52 Which of these things, if any, are things that you don't like about mobile phones?**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
It costs too much money	234	-	68	166	107	127	-	-	33	35	74	92	40	68	55	70	109	125	234
	49%	-%	43%	52%	45%	53%	-%	-%	42%	45%	47%	57%	44%	48%	51%	54%	46%	52%	49%
Sometimes people get bullied on them	87	-	29	58	36	51	-	-	12	17	24	34	22	24	16	25	46	41	87
	18%	-%	19%	18%	15%	21%	-%	-%	16%	22%	15%	21%	24%	17%	15%	19%	20%	17%	18%
People can send hurtful messages to other people	74	-	21	53	27	47	-	-	7	14	21	33	17	25	13	20	42	33	74
	16%	-%	13%	17%	12%	20%	-%	-%	8%	18%	13%	20%	19%	17%	12%	15%	18%	14%	16%
Slow access to the internet over the phone	57	-	11	46	29	28	-	-	5	6	24	22	14	16	9	17	30	27	57
	12%	-%	7%	15%	12%	12%	-%	-%	6%	7%	15%	14%	15%	11%	9%	13%	13%	11%	12%
Seeing things on the phone that are too old for me	30	-	12	18	15	15	-	-	5	7	10	8	5	7	8	10	12	18	30
	6%	-%	7%	6%	6%	6%	-%	-%	6%	9%	7%	5%	5%	5%	7%	8%	5%	7%	6%
Seeing things on my phone that make me feel sad, frightened or embarrassed	30	-	15	15	14	16	-	-	5	10	9	6	3	10	6	11	13	17	30
	6%	-%	10%	5%	6%	7%	-%	-%	7%	13%	6%	4%	3%	7%	6%	8%	6%	7%	6%
Too difficult to use	18	-	8	10	9	9	-	-	3	5	6	4	3	6	2	7	9	9	18
	4%	-%	5%	3%	4%	4%	-%	-%	4%	7%	4%	2%	3%	4%	2%	6%	4%	4%	4%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 318**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC52 Which of these things, if any, are things that you don't like about mobile phones?**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
ANY OF THESE	291	-	91	201	129	162	-	-	41	49	88	113	52	90	66	84	141	150	291
	61%	-%	58%	63%	55%	68%	-%	-%	52%	64%	56%	70%	56%	63%	60%	64%	60%	62%	61%
						d						hj							
EITHER SEEING THINGS 'SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'	46	-	19	27	22	24	-	-	7	12	15	12	7	15	11	12	22	23	46
	10%	-%	12%	8%	9%	10%	-%	-%	9%	15%	10%	7%	8%	11%	10%	9%	10%	10%	10%
										k									
ANY OF THESE APART FROM ONLY 'COSTS TOO MUCH', 'SLOW ACCESS' OR 'DIFFICULT TO USE'	114	-	38	76	45	69	-	-	15	23	30	46	25	34	22	34	58	56	114
	24%	-%	24%	24%	19%	29%	-%	-%	19%	30%	19%	28%	27%	24%	20%	26%	25%	23%	24%
						d				j		j							
These things don't worry me/ None of these	182	-	66	117	106	76	-	-	38	28	68	48	40	52	43	47	92	90	182
	39%	-%	42%	37%	45%	32%	-%	-%	48%	36%	44%	30%	44%	37%	40%	36%	40%	38%	39%
					e				k		k								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 318**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC52 Which of these things, if any, are things that you don't like about mobile phones?**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
It costs too much money	234	195	**	**	**	195	39	234
	49%	49%	**	**	**	48%	61%	49%
							aeg	
Sometimes people get bullied on them	87	75	**	**	**	74	13	87
	18%	19%	**	**	**	18%	20%	18%
People can send hurtful messages to other people	74	62	**	**	**	61	13	74
	16%	16%	**	**	**	15%	20%	16%
Slow access to the internet over the phone	57	51	**	**	**	48	9	57
	12%	13%	**	**	**	12%	14%	12%
Seeing things on the phone that are too old for me	30	25	**	**	**	26	4	30
	6%	6%	**	**	**	6%	7%	6%
Seeing things on my phone that make me feel sad, frightened or embarrassed	30	25	**	**	**	26	4	30
	6%	6%	**	**	**	6%	7%	6%
Too difficult to use	18	15	**	**	**	17	1	18
	4%	4%	**	**	**	4%	2%	4%
ANY OF THESE	291	241	**	**	**	246	45	291
	61%	60%	**	**	**	60%	70%	61%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 318**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC52 Which of these things, if any, are things that you don't like about mobile phones?**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
EITHER SEEING THINGS 'SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'	46 10%	39 10%	** **	** **	** **	40 10%	6 9%	46 10%
ANY OF THESE APART FROM ONLY 'COSTS TOO MUCH', 'SLOW ACCESS' OR 'DIFFICULT TO USE'	114 24%	96 24%	** **	** **	** **	98 24%	16 25%	114 24%
These things don't worry me/ None of these	182 39%	159 40%	** **	** **	** **	163 40%	19 30%	182 39%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 319**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC52 Which of these things, if any, are things that you don't like about mobile phones?**

Base : Children aged 8-15 with their own mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	731	349	141	493
Effective Weighted Sample	567	273	112	386
Total	474	225	91	317
It costs too much money	234 49%	117 52%	47 52%	166 52%
Sometimes people get bullied on them	87 18%	41 18%	16 18%	58 18%
People can send hurtful messages to other people	74 16%	38 17%	15 16%	53 17%
Slow access to the internet over the phone	57 12%	38 17% b	7 8%	46 15%
Seeing things on the phone that are too old for me	30 6%	14 6%	4 4%	18 6%
Seeing things on my phone that make me feel sad, frightened or embarrassed	30 6%	11 5%	3 4%	15 5%
Too difficult to use	18 4%	7 3%	3 3%	10 3%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 319**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC52 Which of these things, if any, are things that you don't like about mobile phones?**

Base : Children aged 8-15 with their own mobile phone

	<b>AGED 12-15 MOBILE PHONE OWNERSHIP</b>			
	<b>Total</b>	<b>SMART- PHONE a</b>	<b>NOT SMART- PHONE b</b>	<b>ALL MOBILE PHONES c</b>
Significance Level: 95%				
Unweighted total	731	349	141	493
Effective Weighted Sample	567	273	112	386
Total	474	225	91	317
ANY OF THESE	291	147	52	201
	61%	65%	57%	63%
EITHER SEEING THINGS 'SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'	46	21	6	27
	10%	9%	7%	8%
ANY OF THESE APART FROM ONLY 'COSTS TOO MUCH', 'SLOW ACCESS' OR 'DIFFICULT TO USE'	114	57	19	76
	24%	25%	21%	24%
These things don't worry me/ None of these	182	78	39	117
	39%	35%	43%	37%

Columns Tested: a,b,c

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 320**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53A Thinking about when you use your phone for calls, texts or instant messages at home, do you ever... Watch TV on a TV set?**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most times when I watch TV	68	-	8	60	32	37	-	-	3	5	29	32	11	17	18	22	28	40	68
	14%	-%	5%	19%	13%	15%	-%	-%	4%	6%	18%	20%	12%	12%	16%	17%	12%	17%	14%
			b							hi	hi								
Sometimes when I watch TV	238	-	58	180	108	130	-	-	30	29	79	101	52	72	46	68	124	114	238
	50%	-%	37%	57%	46%	55%	-%	-%	37%	37%	50%	63%	56%	51%	42%	52%	53%	48%	50%
			b		d					hi	hij		n			n			
EVER DO THIS	306	-	66	240	140	166	-	-	33	34	107	133	63	89	64	91	152	154	306
	65%	-%	42%	76%	60%	70%	-%	-%	41%	44%	69%	82%	69%	63%	58%	69%	65%	64%	65%
			b		d					hi	hij								
Never when I watch TV	162	-	86	76	92	70	-	-	44	42	48	28	28	50	45	39	78	84	162
	34%	-%	55%	24%	39%	30%	-%	-%	56%	54%	30%	18%	31%	35%	41%	30%	33%	35%	34%
			c		e			jk	jk	k					o				
Don't know	5	-	4	1	4	2	-	-	2	2	1	-	1	3	*	1	4	2	5
	1%	-%	2%	*%	2%	1%	-%	-%	3%	2%	1%	-%	1%	2%	*%	1%	2%	1%	1%
			c					k											

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 320**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53A Thinking about when you use your phone for calls, texts or instant messages at home, do you ever... Watch TV on a TV set?**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most times when I watch TV	68	59	**	**	**	63	6	68
	14%	15%	**	**	**	15%	9%	14%
Sometimes when I watch TV	238	201	**	**	**	206	32	238
	50%	50%	**	**	**	50%	50%	50%
EVER DO THIS	306	261	**	**	**	269	37	306
	65%	65%	**	**	**	66%	58%	65%
Never when I watch TV	162	136	**	**	**	136	26	162
	34%	34%	**	**	**	33%	41%	34%
Don't know	5	4	**	**	**	5	*	5
	1%	1%	**	**	**	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 321**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53B Thinking about when you use your phone for calls, texts or instant messages at home, do you ever... Go online (using any type of device - like a PC, laptop, netbook, iPad, iPod Touch, games console)?**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Most times when I watch TV	50 11%	- -%	2 1%	48 15% b	22 9%	28 12%	- -%	- -%	* *%	2 3%	22 14%	26 16% hi	7 7%	14 10%	14 13%	15 11%	21 9%	29 12%	50 11%
Sometimes when I watch TV	197 42%	- -%	38 24%	159 50% b	91 39%	106 45%	- -%	- -%	19 24%	19 25%	72 46% hi	87 54% hi	44 48%	58 41%	40 36%	56 42%	102 44%	95 40%	197 42%
EVER DO THIS	247 52%	- -%	40 26%	207 65% b	113 48%	134 56% d	- -%	- -%	19 24%	21 27%	93 60% hi	113 70% hij	51 55%	72 51%	54 50%	70 54%	123 53%	124 52%	247 52%
Never when I watch TV	218 46%	- -%	112 72% c	105 33%	116 49%	102 43%	- -%	- -%	57 72% jk	56 72% jk	59 38%	46 29%	38 42%	66 47%	53 49%	60 46%	104 45%	113 47%	218 46%
Don't know	9 2%	- -%	4 2%	5 2%	7 3%	2 1% e	- -%	- -%	3 4% k	* 1%	4 2%	1 1%	3 3%	4 3%	2 1%	1 1%	7 3%	2 1%	9 2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 321**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53B Thinking about when you use your phone for calls, texts or instant messages at home, do you ever... Go online (using any type of device - like a PC, laptop, netbook, iPad, iPod Touch, games console)?**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Most times when I watch TV	50	41	**	**	**	46	4	50
	11%	10%	**	**	**	11%	6%	11%
Sometimes when I watch TV	197	169	**	**	**	171	26	197
	42%	42%	**	**	**	42%	40%	42%
EVER DO THIS	247	210	**	**	**	218	29	247
	52%	52%	**	**	**	53%	46%	52%
Never when I watch TV	218	183	**	**	**	184	34	218
	46%	46%	**	**	**	45%	53%	46%
Don't know	9	8	**	**	**	8	1	9
	2%	2%	**	**	**	2%	1%	2%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 322**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53A-B OTHER ACTIVITIES WHEN USE MOBILE PHONE FOR CALLS, TEXTS OR INSTANT MESSAGES AT HOME**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
EVER WATCH TV ON A TV SET	306	-	66	240	140	166	-	-	33	34	107	133	63	89	64	91	152	154	306
	65%	-%	42%	76%	60%	70%	-%	-%	41%	44%	69%	82%	69%	63%	58%	69%	65%	64%	65%
			b	d					hi	hij									
EVER GO ONLINE	247	-	40	207	113	134	-	-	19	21	93	113	51	72	54	70	123	124	247
	52%	-%	26%	65%	48%	56%	-%	-%	24%	27%	60%	70%	55%	51%	50%	54%	53%	52%	52%
			b	d					hi	hij									
EITHER OF THESE	319	-	68	251	147	172	-	-	34	34	112	138	64	95	66	94	159	160	319
	67%	-%	44%	79%	62%	72%	-%	-%	43%	44%	72%	86%	70%	67%	61%	72%	68%	67%	67%
			b	d					hi	hij						n			
NEITHER OF THESE	149	-	84	65	84	64	-	-	42	42	42	23	26	44	42	36	70	78	149
	31%	-%	54%	20%	36%	27%	-%	-%	54%	54%	27%	14%	28%	31%	39%	28%	30%	33%	31%
			c	e					jk	jk	k				o				
DONT KNOW	6	-	4	2	4	2	-	-	2	2	2	-	1	3	*	1	4	2	6
	1%	-%	2%	1%	2%	1%	-%	-%	3%	2%	1%	-%	1%	2%	*%	1%	2%	1%	1%
									k										

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 322**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53A-B OTHER ACTIVITIES WHEN USE MOBILE PHONE FOR CALLS, TEXTS OR INSTANT MESSAGES AT HOME**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
EVER WATCH TV ON A TV SET	306	261	**	**	**	269	37	306
	65%	65%	**	**	**	66%	58%	65%
EVER GO ONLINE	247	210	**	**	**	218	29	247
	52%	52%	**	**	**	53%	46%	52%
EITHER OF THESE	319	270	**	**	**	281	38	319
	67%	67%	**	**	**	69%	60%	67%
NEITHER OF THESE	149	126	**	**	**	123	26	149
	31%	31%	**	**	**	30%	40%	31%
DONT KNOW	6	5	**	**	**	5	*	6
	1%	1%	**	**	**	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 323**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF CROSS-MEDIA MULTI-TASKING MOST TIMES WHEN USING MEDIA**

Base : Children aged 8-15 who watch television at home, go online at home and use a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	710	-	228	482	349	361	-	-	110	118	239	243	123	202	168	217	325	385	710
Effective Weighted Sample	550	-	173	377	271	279	-	-	86	87	185	193	102	161	126	163	263	288	550
Total	460	-	149	311	228	232	-	-	75	74	153	158	91	141	106	122	232	228	460
<b>MOST TIMES WHEN WATCH TV</b>																			
Go online	47	-	6	41	23	24	-	-	2	4	21	20	8	17	8	14	25	22	47
	10%	-%	4%	13%	10%	10%	-%	-%	3%	5%	14%	13%	8%	12%	8%	11%	11%	10%	10%
			b	b					hi	hi	hi	hi							
Talk on a mobile	42	-	5	37	16	26	-	-	3	2	13	24	8	15	8	11	23	19	42
	9%	-%	3%	12%	7%	11%	-%	-%	4%	3%	9%	15%	8%	11%	8%	9%	10%	8%	9%
			b	b					hi	hi	hi	hi							
Text or IM	96	-	10	86	34	62	-	-	3	7	31	54	20	34	16	26	54	42	96
	21%	-%	7%	28%	15%	27%	-%	-%	4%	10%	20%	34%	22%	24%	15%	21%	23%	18%	21%
			b	b		d			hi	hi	hi	hi							
ALL FOUR	17	-	1	17	5	12	-	-	-	1	5	11	3	7	3	5	10	7	17
	4%	-%	1%	5%	2%	5%	-%	-%	-%	1%	4%	7%	3%	5%	2%	4%	4%	3%	4%
			b	b					hi	hi	hi	hi							
ANY THREE	35	-	4	31	16	19	-	-	2	2	14	17	8	10	7	10	18	17	35
	8%	-%	3%	10%	7%	8%	-%	-%	3%	3%	9%	11%	9%	7%	7%	8%	8%	8%	8%
			b	b					hi	hi	hi	hi							
ANY TWO	62	-	10	52	25	37	-	-	4	6	21	31	11	24	11	17	35	27	62
	14%	-%	7%	17%	11%	16%	-%	-%	6%	8%	14%	20%	12%	17%	10%	14%	15%	12%	14%
			b	b					h	hi	hi	hi							
ANY MULTI-TASKING MOST TIMES WHEN WATCH TV	115	-	15	100	47	68	-	-	6	9	41	59	22	42	20	31	63	52	115
	25%	-%	10%	32%	21%	29%	-%	-%	8%	12%	27%	37%	24%	30%	19%	26%	27%	23%	25%
			b	b		d			hi	hi	hi	hi		n					
<b>MOST TIMES WHEN GO ONLINE</b>																			
Watch TV	61	-	8	53	29	32	-	-	3	6	27	26	10	23	15	13	33	28	61
	13%	-%	6%	17%	13%	14%	-%	-%	4%	8%	17%	17%	11%	16%	14%	11%	14%	12%	13%
			b	b					hi	hi	hi	hi							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 323**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF CROSS-MEDIA MULTI-TASKING MOST TIMES WHEN USING MEDIA**

Base : Children aged 8-15 who watch television at home, go online at home and use a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	710	-	228	482	349	361	-	-	110	118	239	243	123	202	168	217	325	385	710
Effective Weighted Sample	550	-	173	377	271	279	-	-	86	87	185	193	102	161	126	163	263	288	550
Total	460	-	149	311	228	232	-	-	75	74	153	158	91	141	106	122	232	228	460
Talk on a mobile	47	-	5	43	20	28	-	-	1	3	18	24	7	16	10	14	23	24	47
	10%	-%	3%	14%	9%	12%	-%	-%	2%	5%	12%	15%	8%	11%	9%	12%	10%	11%	10%
				b							h	hi							
Text or IM	84	-	6	77	32	52	-	-	1	5	31	47	16	26	15	27	42	42	84
	18%	-%	4%	25%	14%	22%	-%	-%	2%	7%	20%	30%	17%	18%	14%	22%	18%	19%	18%
				b		d					hi	hij							
ALL FOUR	28	-	3	24	11	17	-	-	-	3	11	13	4	11	5	8	15	12	28
	6%	-%	2%	8%	5%	7%	-%	-%	-%	5%	7%	8%	5%	8%	4%	6%	7%	5%	6%
				b						h	h	h							
ANY THREE	31	-	2	29	12	19	-	-	1	1	11	18	5	9	8	9	14	17	31
	7%	-%	1%	9%	5%	8%	-%	-%	2%	1%	7%	11%	5%	6%	7%	8%	6%	8%	7%
				b						i	hi								
ANY TWO	48	-	5	43	24	23	-	-	3	2	22	21	10	14	10	13	24	24	48
	10%	-%	3%	14%	11%	10%	-%	-%	4%	3%	14%	14%	11%	10%	10%	11%	11%	10%	10%
				b							hi	hi							
ANY MULTI-TASKING MOST TIMES WHEN GO ONLINE	106	-	10	96	47	59	-	-	4	7	43	52	19	34	23	30	53	53	106
	23%	-%	7%	31%	21%	25%	-%	-%	5%	9%	28%	33%	21%	24%	21%	25%	23%	23%	23%
				b							hi	hi							
<b>MOST TIMES WHEN USING A MOBILE PHONE</b>																			
Watch TV	67	-	7	60	31	36	-	-	2	5	29	31	11	17	18	21	28	39	67
	15%	-%	5%	19%	14%	16%	-%	-%	3%	6%	19%	20%	12%	12%	17%	17%	12%	17%	15%
				b							hi	hi							
Go online	50	-	2	48	22	28	-	-	*	2	22	26	7	14	14	15	21	29	50
	11%	-%	1%	15%	10%	12%	-%	-%	*%	3%	14%	16%	7%	10%	14%	12%	9%	13%	11%
				b							hi	hi							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 323**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF CROSS-MEDIA MULTI-TASKING MOST TIMES WHEN USING MEDIA**

Base : Children aged 8-15 who watch television at home, go online at home and use a mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	710	-	228	482	349	361	-	-	110	118	239	243	123	202	168	217	325	385	710
Effective Weighted Sample	550	-	173	377	271	279	-	-	86	87	185	193	102	161	126	163	263	288	550
Total	460	-	149	311	228	232	-	-	75	74	153	158	91	141	106	122	232	228	460
ALL THREE	43	-	2	41	17	25	-	-	-	2	17	23	7	10	13	13	17	26	43
	9%	-%	1%	13%	8%	11%	-%	-%	-%	3%	11%	15%	7%	7%	12%	11%	7%	11%	9%
				b						hi	hi								
ANY TWO	31	-	5	26	18	13	-	-	2	3	15	11	5	10	7	10	15	16	31
	7%	-%	3%	8%	8%	6%	-%	-%	3%	4%	10%	7%	5%	7%	6%	8%	6%	7%	7%
				b						h									
ANY MULTI-TASKING MOST TIMES WHEN USING A MOBILE PHONE	74	-	7	67	35	39	-	-	2	5	33	34	11	21	19	23	32	42	74
	16%	-%	5%	22%	15%	17%	-%	-%	3%	6%	22%	22%	12%	15%	18%	19%	14%	18%	16%
				b						hi	hi								
ANY CROSS-MEDIA MULTI-TASKING WHEN USING THESE MEDIA	158	-	21	137	73	85	-	-	10	11	63	74	30	51	33	44	81	78	158
	34%	-%	14%	44%	32%	37%	-%	-%	13%	15%	41%	47%	32%	36%	32%	36%	35%	34%	34%
				b						hi	hi								
NONE OF THESE	301	-	128	174	155	146	-	-	65	63	90	84	62	90	72	77	151	150	301
	66%	-%	86%	56%	68%	63%	-%	-%	87%	85%	59%	53%	68%	64%	68%	64%	65%	66%	66%
			c						jk	jk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 323**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF CROSS-MEDIA MULTI-TASKING MOST TIMES WHEN USING MEDIA**

Base : Children aged 8-15 who watch television at home, go online at home and use a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	710	451	82	85	92	584	126	710
Effective Weighted Sample	550	425	72	75	84	462	92	550
Total	460	389	39	21	11	398	62	460
<b>MOST TIMES WHEN WATCH TV</b>								
Go online	47	39	**	**	**	39	8	47
	10%	10%	**	**	**	10%	13%	10%
Talk on a mobile	42	34	**	**	**	36	6	42
	9%	9%	**	**	**	9%	10%	9%
Text or IM	96	84	**	**	**	87	9	96
	21%	22%	**	**	**	22%	15%	21%
ALL FOUR	17	14	**	**	**	14	4	17
	4%	4%	**	**	**	3%	6%	4%
ANY THREE	35	29	**	**	**	32	3	35
	8%	7%	**	**	**	8%	5%	8%
ANY TWO	62	57	**	**	**	57	6	62
	14%	15%	**	**	**	14%	9%	14%
ANY MULTI-TASKING MOST TIMES WHEN WATCH TV	115	100	**	**	**	102	13	115
	25%	26%	**	**	**	26%	20%	25%
<b>MOST TIMES WHEN GO ONLINE</b>								
Watch TV	61	54	**	**	**	52	9	61
	13%	14%	**	**	**	13%	14%	13%
Talk on a mobile	47	40	**	**	**	44	3	47
	10%	10%	**	**	**	11%	6%	10%
Text or IM	84	72	**	**	**	74	10	84
	18%	19%	**	**	**	19%	15%	18%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 323**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF CROSS-MEDIA MULTI-TASKING MOST TIMES WHEN USING MEDIA**

Base : Children aged 8-15 who watch television at home, go online at home and use a mobile phone

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	710	451	82	85	92	584	126	710
Effective Weighted Sample	550	425	72	75	84	462	92	550
Total	460	389	39	21	11	398	62	460
ALL FOUR	28 6%	23 6%	**	**	**	25 6%	3 5%	28 6%
ANY THREE	31 7%	27 7%	**	**	**	29 7%	2 3%	31 7%
ANY TWO	48 10%	43 11%	**	**	**	39 10%	9 15%	48 10%
ANY MULTI-TASKING MOST TIMES WHEN GO ONLINE	106 23%	93 24%	**	**	**	92 23%	14 23%	106 23%
<b>MOST TIMES WHEN USING A MOBILE PHONE</b>								
Watch TV	67 15%	58 15%	**	**	**	61 15%	6 9%	67 15%
Go online	50 11%	41 10%	**	**	**	46 12%	4 6%	50 11%
ALL THREE	43 9%	36 9%	**	**	**	40 10%	3 5%	43 9%
ANY TWO	31 7%	27 7%	**	**	**	28 7%	3 5%	31 7%
ANY MULTI-TASKING MOST TIMES WHEN USING A MOBILE PHONE	74 16%	63 16%	**	**	**	68 17%	6 10%	74 16%
ANY CROSS-MEDIA MULTI-TASKING WHEN USING THESE MEDIA	158 34%	138 36%	**	**	**	140 35%	18 29%	158 34%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 323**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF CROSS-MEDIA MULTI-TASKING MOST TIMES WHEN USING MEDIA**

Base : Children aged 8-15 who watch television at home, go online at home and use a mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	710	451	82	85	92	584	126	710
Effective Weighted Sample	550	425	72	75	84	462	92	550
Total	460	389	39	21	11	398	62	460
NONE OF THESE	301	250	**	**	**	257	44	301
Columns Tested: a,b,c,d,e,f,g	66%	64%	**	**	**	65%	71%	66%



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 324**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC54 Which of the following do you do almost every day?**

Base : Children aged 5-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Watch TV	931	261	331	339	465	466	126	136	171	160	169	171	196	255	196	284	451	481	931
	93%	96%	91%	93%	93%	93%	94%	97%	92%	90%	93%	93%	94%	94%	93%	92%	94%	92%	93%
		b						hijk											
Use the internet	650	105	227	319	330	320	53	52	120	107	158	161	146	192	136	177	338	312	650
	65%	38%	62%	87%	66%	64%	40%	37%	64%	60%	87%	88%	70%	71%	64%	57%	70%	60%	65%
			a	ab					fg	fg	fghi	fghi	oq	oqr			oqr		oq
Play computer or video games	576	146	224	205	359	216	83	63	136	88	140	65	123	159	125	169	282	294	576
	57%	54%	62%	56%	72%	43%	62%	45%	73%	50%	77%	36%	59%	59%	59%	55%	59%	56%	57%
			a		e		gik	k	fgik	k	fgik								
Watch videos or DVDs	475	133	168	174	247	228	68	65	90	78	89	85	104	126	100	145	230	245	475
	47%	49%	46%	48%	49%	46%	51%	47%	48%	44%	49%	47%	50%	47%	47%	47%	48%	47%	47%
Use a mobile phone	425	16	113	297	205	221	8	8	57	55	140	157	78	126	99	121	205	221	425
	42%	6%	31%	81%	41%	44%	6%	6%	31%	31%	77%	86%	38%	47%	47%	39%	43%	42%	42%
			a	ab					fg	fg	fghi	fghij		lo	lo				
Read magazines, comics or newspapers	385	93	150	141	174	211	39	54	78	73	57	84	76	100	86	122	177	208	385
	38%	34%	41%	39%	35%	42%	30%	39%	42%	41%	32%	46%	37%	37%	41%	40%	37%	40%	38%
			a			d		f	fj	fj		fj							
Listen to radio	249	54	80	115	110	139	20	34	38	42	52	62	57	75	50	66	133	116	249
	25%	20%	22%	31%	22%	28%	15%	24%	21%	24%	29%	34%	28%	28%	24%	21%	28%	22%	25%
				ab		d		f		f	fh	fghi		o			oq		
Listen to an MP3 player like an iPod	222	19	68	135	108	113	8	11	33	35	67	68	57	65	47	52	123	99	222
	22%	7%	19%	37%	22%	23%	6%	8%	18%	20%	37%	37%	28%	24%	22%	17%	26%	19%	22%
			a	ab					fg	fg	fghi	fghi	oq	o			oq		o
None of these	18	4	11	2	9	9	2	2	6	6	1	1	5	3	3	6	8	9	18
	2%	2%	3%	1%	2%	2%	2%	2%	3%	3%	1%	1%	2%	1%	2%	2%	2%	2%	2%
			c						jk	jk		*							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 324**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC54 Which of the following do you do almost every day?**

Base : Children aged 5-15

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Watch TV	931	790	84	39	19	807	124	931
	93%	93%	93%	97%	95%	93%	93%	93%
				aefg				
Use the internet	650	552	58	28	13	565	85	650
	65%	65%	64%	70%	64%	65%	63%	65%
Play computer or video games	576	477	58	30	11	504	72	576
	57%	56%	64%	75%	53%	58%	54%	57%
			adf	abdefg				
Watch videos or DVDs	475	404	40	23	9	413	62	475
	47%	47%	44%	58%	43%	48%	46%	47%
				abdefg				
Use a mobile phone	425	360	34	20	10	370	56	425
	42%	42%	38%	51%	52%	43%	41%	42%
				abeg	abefg			
Read magazines, comics or newspapers	385	323	33	22	6	324	61	385
	38%	38%	36%	56%	32%	37%	46%	38%
				abdefg			adefg	
Listen to radio	249	215	15	13	5	210	39	249
	25%	25%	17%	33%	23%	24%	29%	25%
		b		abdefg		b	b	b
Listen to an MP3 player like an iPod	222	183	22	11	5	200	22	222
	22%	22%	25%	28%	24%	23%	16%	22%
			f	f	f	f		f
None of these	18	17	1	*	*	17	1	18
	2%	2%	1%	1%	2%	2%	1%	2%

Columns Tested: a,b,c,d,e,f,g

**OFKOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 325**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55 Which one of the things you do almost every day would you miss doing the most if it got taken away? IF NECESSARY Which is your favourite thing to do?**

Base : Children aged 5-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Watch TV	384	143	167	73	179	205	62	81	75	93	42	31	79	100	81	124	179	205	384
	38%	53%	46%	20%	36%	41%	47%	58%	40%	52%	23%	17%	38%	37%	38%	40%	37%	39%	38%
		bc	c				jk	fhjk	jk	hjk									
Play computer or video games	196	63	79	54	151	45	44	19	59	20	48	6	40	52	42	62	92	104	196
	20%	23%	22%	15%	30%	9%	33%	13%	32%	11%	26%	3%	19%	19%	20%	20%	19%	20%	20%
		c	c		e		gik	k	gik	k	gik								
Use a mobile phone	165	1	23	141	52	113	1	*	8	15	43	97	28	48	41	47	77	88	165
	16%	1%	6%	39%	10%	22%	1%	1%	4%	8%	24%	53%	14%	18%	19%	15%	16%	17%	16%
			a	ab		d			fg	fg	fghi	fghij							
Use the internet	127	17	35	75	59	68	6	12	15	20	38	37	32	36	21	38	69	59	127
	13%	6%	10%	21%	12%	14%	4%	8%	8%	11%	21%	20%	16%	13%	10%	12%	14%	11%	13%
				ab					f	fghi	fghi		n						
Watch videos or DVDs	42	22	17	3	22	21	12	10	8	9	1	1	10	11	9	14	20	22	42
	4%	8%	5%	1%	4%	4%	9%	7%	4%	5%	1%	1%	5%	4%	4%	4%	4%	4%	4%
		bc	c				jk	jk	jk	jk									
Read magazines, comics or newspapers	27	12	11	4	11	15	2	10	8	3	1	3	5	6	7	8	12	15	27
	3%	4%	3%	1%	2%	3%	1%	7%	4%	2%	1%	2%	3%	2%	3%	2%	2%	3%	3%
		c	c					fijk	j										
Listen to an MP3 player like an iPod	19	4	6	9	7	11	2	2	*	6	5	3	6	4	3	6	10	9	19
	2%	1%	2%	2%	1%	2%	1%	2%	1%	3%	3%	2%	3%	1%	2%	2%	2%	2%	2%
									h	h									
Listen to radio	11	2	6	3	3	8	-	2	2	4	1	2	1	5	4	1	6	4	11
	1%	1%	2%	1%	1%	2%	0%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%
									f					o	o		o		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 325**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55 Which one of the things you do almost every day would you miss doing the most if it got taken away? IF NECESSARY Which is your favourite thing to do?**

Base : Children aged 5-15

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
None of these	23 2%	5 2%	15 4%	3 1%	11 2%	12 2%	3 2%	2 2%	7 4%	7 4%	1 1%	2 1%	5 2%	5 2%	5 2%	9 3%	10 2%	13 3%	23 2%
Don't know	9 1%	3 1%	5 1%	- -%	6 1%	3 1%	3 2%	1 *%	3 2%	2 1%	- -%	- -%	2 1%	3 1%	1 1%	2 1%	5 1%	3 1%	9 1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 325**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55 Which one of the things you do almost every day would you miss doing the most if it got taken away? IF NECESSARY Which is your favourite thing to do?**

Base : Children aged 5-15

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Watch TV	384 38%	323 38%	33 37%	19 48%	8 41%	337 39%	47 35%	384 38%
Play computer or video games	196 20%	162 19%	22 24%	8 20%	3 18%	170 20%	25 19%	196 20%
Use a mobile phone	165 16%	142 17%	14 15%	5 13%	4 21%	144 17%	21 16%	165 16%
Use the internet	127 13%	110 13%	10 11%	5 12%	2 12%	108 12%	20 15%	127 13%
Watch videos or DVDs	42 4%	36 4%	5 6%	* 1%	1 3%	36 4%	6 5%	42 4%
Read magazines, comics or newspapers	27 3%	25 3%	1 1%	1 2%	- -%	19 2%	7 5%	27 3%
Listen to an MP3 player like an iPod	19 2%	13 2%	4 4%	1 3%	* 2%	17 2%	2 1%	19 2%
Listen to radio	11 1%	11 1%	- -%	- -%	- -%	8 1%	2 2%	11 1%
None of these	23 2%	21 2%	1 1%	* 1%	* 2%	20 2%	3 2%	23 2%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 325**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55 Which one of the things you do almost every day would you miss doing the most if it got taken away? IF NECESSARY Which is your favourite thing to do?**

Base : Children aged 5-15

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	224	174	182	1417	300	1717	
Effective Weighted Sample	1327	188	153	163	1118	217	1327	
Total	1001	90	40	20	867	134	1001	
Don't know	9	*	*	*	8	1	9	
	1%	*%	*%	1%	1%	*%	1%	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 326

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55 Which one of the things you do almost every day would you miss doing the most if it got taken away? IF NECESSARY Which is your favourite thing to do?**

Base : Children aged 5-15

	AGED 12-15 MOBILE PHONE OWNERSHIP							
	Total	SMART- PHONE	NOT SMART- PHONE	ALL MOBILE PHONES	BOYS WITH A SMART- PHONE	GIRLS WITH A SMART- PHONE	BOYS WITH A MOBILE PHONE	GIRLS WITH A MOBILE PHONE
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	349	141	493	161	188	245	248
Effective Weighted Sample	1327	273	112	386	124	149	190	197
Total	1001	225	91	317	100	124	156	161
Watch TV	384 38%	26 12%	30 33%	56 18%	12 12%	13 11%	31 20%	25 15%
			acdefg	a			ae	
Play computer or video games	196 20%	33 14%	13 14%	46 14%	30 30%	3 2%	42 27%	3 2%
		eg	eg	eg	abceg		abceg	
Use a mobile phone	165 16%	117 52%	17 19%	136 43%	35 35%	82 66%	42 27%	93 58%
		bcd		bf	b	abcd		bcd
Use the internet	127 13%	40 18%	21 24%	62 19%	19 19%	21 17%	32 20%	30 19%
Watch videos or DVDs	42 4%	* *%	2 2%	2 1%	* *%	- -%	1 1%	1 *%
			a					
Read magazines, comics or newspapers	27 3%	- -%	3 3%	3 1%	- -%	- -%	1 1%	2 1%
			ade					
Listen to an MP3 player like an iPod	19 2%	6 3%	3 3%	9 3%	4 4%	2 1%	5 3%	3 2%
Listen to radio	11 1%	1 1%	2 2%	3 1%	- -%	1 1%	1 1%	2 1%
None of these	23 2%	2 1%	1 1%	2 1%	- -%	2 1%	- -%	2 1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 326**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55 Which one of the things you do almost every day would you miss doing the most if it got taken away? IF NECESSARY Which is your favourite thing to do?**

Base : Children aged 5-15

	AGED 12-15 MOBILE PHONE OWNERSHIP							
	Total	SMART- PHONE a	NOT SMART- PHONE b	ALL MOBILE PHONES c	BOYS WITH A SMART- PHONE d	GIRLS WITH A SMART- PHONE e	BOYS WITH A MOBILE PHONE f	GIRLS WITH A MOBILE PHONE g
Significance Level: 95%								
Unweighted total	1717	349	141	493	161	188	245	248
Effective Weighted Sample	1327	273	112	386	124	149	190	197
Total	1001	225	91	317	100	124	156	161
Don't know	9	-	-	-	-	-	-	-
	1%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 327**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC56A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone?**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Yes	107	-	18	88	33	73	-	-	6	13	28	61	17	32	23	36	48	58	107
	23%	-%	12%	28%	14%	31%	-%	-%	7%	16%	18%	38%	18%	22%	21%	27%	21%	24%	23%
			b	d					h	hij									
No	356	-	135	221	197	159	-	-	72	63	125	96	73	106	83	93	179	176	356
	75%	-%	86%	70%	84%	67%	-%	-%	91%	82%	80%	59%	79%	75%	77%	71%	77%	74%	75%
			c	e					jk	k	k								
Prefer not to say	7	-	1	6	3	4	-	-	-	1	3	3	1	2	2	1	3	4	7
	1%	-%	*%	2%	1%	2%	-%	-%	-%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%
Don't know	4	-	3	2	2	2	-	-	1	1	1	1	1	2	*	1	3	1	4
	1%	-%	2%	1%	1%	1%	-%	-%	2%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 327**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC56A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone?**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Yes	107 23%	91 23%	**	**	**	94 23%	13 20%	107 23%
No	356 75%	301 75%	**	**	**	306 75%	50 78%	356 75%
Prefer not to say	7 1%	6 1%	**	**	**	6 1%	1 2%	7 1%
Don't know	4 1%	4 1%	**	**	**	4 1%	- -%	4 1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 328**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC56B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone?**

Base : Children aged 8-15 with their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	731	-	238	493	360	371	-	-	115	123	245	248	124	204	172	231	328	403	731
Effective Weighted Sample	567	-	181	386	280	288	-	-	90	91	190	197	103	163	130	174	266	303	567
Total	474	-	156	317	235	238	-	-	79	77	156	161	92	142	109	131	234	240	474
Yes	31	-	4	26	7	24	-	-	-	4	7	19	1	10	10	10	11	20	31
	7%	-%	3%	8%	3%	10%	-%	-%	-%	6%	5%	12%	1%	7%	9%	8%	5%	8%	7%
			b	d					h	h	hj		l	l	l		l	l	l
No	430	-	148	282	222	207	-	-	78	70	145	137	89	128	95	117	218	212	430
	91%	-%	95%	89%	95%	87%	-%	-%	98%	91%	93%	85%	97%	90%	88%	89%	93%	88%	91%
			c	e					ik		k		mnoqr						
Prefer not to say	11	-	2	8	4	6	-	-	-	2	4	4	1	3	3	3	4	6	11
	2%	-%	2%	3%	2%	3%	-%	-%	-%	3%	3%	2%	1%	2%	3%	2%	2%	3%	2%
Don't know	3	-	1	1	1	1	-	-	1	-	-	1	-	1	*	1	1	1	3
	1%	-%	1%	*%	1%	*%	-%	-%	2%	-%	-%	1%	-%	1%	*%	1%	1%	1%	1%
TOTAL KNOW SOMEONE OR FEEL HAVE BEEN BULLIED THROUGH MOBILE PHONE THEMSELVES	111	-	19	92	35	76	-	-	6	14	29	63	17	34	24	37	50	61	111
	24%	-%	12%	29%	15%	32%	-%	-%	7%	18%	19%	39%	18%	24%	22%	28%	22%	25%	24%
			b	b	d	d			h	h	hij								
CHILD BULLIED ONLINE	36	-	6	30	8	28	-	-	1	5	7	23	3	12	10	10	15	21	36
	8%	-%	4%	9%	3%	12%	-%	-%	2%	7%	4%	14%	3%	9%	10%	8%	7%	9%	8%
			b	b	d	d					hj								
CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE	20	-	-	20	4	15	-	-	-	-	4	15	1	6	7	6	7	13	20
	4%	-%	-%	6%	2%	6%	-%	-%	-%	-%	3%	9%	1%	4%	6%	5%	3%	5%	4%
				b	d	d					hij								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 328**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC56B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone?**

Base : Children aged 8-15 with their own mobile phone

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	731	466	86	87	92	601	130	731
Effective Weighted Sample	567	439	75	77	84	476	95	567
Total	474	401	40	21	11	410	64	474
Yes	31 7%	27 7%	**	**	**	29 7%	2 3%	31 7%
No	430 91%	362 90%	**	**	**	369 90%	61 95%	430 91%
Prefer not to say	11 2%	9 2%	**	**	**	10 2%	1 2%	11 2%
Don't know	3 1%	2 1%	**	**	**	3 1%	- -%	3 1%
TOTAL KNOW SOMEONE OR FEEL HAVE BEEN BULLIED THROUGH MOBILE PHONE THEMSELVES	111 24%	95 24%	**	**	**	98 24%	13 20%	111 24%
CHILD BULLIED ONLINE	36 8%	32 8%	**	**	**	33 8%	3 5%	36 8%
CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE	20 4%	18 5%	**	**	**	19 5%	1 1%	20 4%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 329**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC57A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1107	-	539	568	555	552	-	-	270	269	285	283	197	299	244	367	496	611	1107
Effective Weighted Sample	867	-	419	448	437	430	-	-	213	206	224	225	162	240	188	281	401	468	867
Total	709	-	345	363	357	352	-	-	176	169	181	183	140	205	155	209	345	364	709
Yes	130	-	36	94	51	80	-	-	17	19	34	61	26	38	29	38	63	67	130
	18%	-%	10%	26%	14%	23%	-%	-%	10%	11%	19%	33%	18%	18%	19%	18%	18%	18%	18%
			b	d					hi	hij									
No	550	-	291	259	288	262	-	-	147	144	141	118	108	159	120	163	267	283	550
	78%	-%	84%	71%	81%	74%	-%	-%	84%	85%	78%	64%	77%	78%	77%	78%	78%	78%	78%
			c	e					k	k	k								
Prefer not to say	9	-	5	4	7	1	-	-	4	1	3	1	1	1	4	3	2	7	9
	1%	-%	1%	1%	2%	*%	-%	-%	2%	*%	2%	*%	*%	1%	3%	1%	1%	2%	1%
					e										p				
Don't know	20	-	13	6	10	9	-	-	8	6	2	4	6	7	2	5	12	7	20
	3%	-%	4%	2%	3%	3%	-%	-%	4%	3%	1%	2%	4%	3%	1%	2%	4%	2%	3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 329**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC57A In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1107	728	139	116	124	909	198	1107
Effective Weighted Sample	867	676	122	102	113	727	145	867
Total	709	602	63	29	14	611	98	709
Yes	130 18%	111 18%	14 22%	4 13%	2 15%	110 18%	20 21%	130 18%
No	550 78%	466 77%	48 76%	24 85%	12 83%	474 78%	76 78%	550 78%
Prefer not to say	9 1%	8 1%	1 2%	- -%	* 1%	7 1%	1 1%	9 1%
Don't know	20 3%	18 3%	1 1%	1 2%	* 2%	19 3%	* *%	20 3%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 330**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC57B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1107	-	539	568	555	552	-	-	270	269	285	283	197	299	244	367	496	611	1107
Effective Weighted Sample	867	-	419	448	437	430	-	-	213	206	224	225	162	240	188	281	401	468	867
Total	709	-	345	363	357	352	-	-	176	169	181	183	140	205	155	209	345	364	709
Yes	45 6%	- -%	13 4%	32 9% b	14 4%	31 9% d	- -%	- -%	5 3%	7 4%	9 5%	24 13% hij	5 4%	14 7%	13 9%	13 6%	19 6%	26 7%	45 6%
No	643 91%	- -%	318 92%	325 89%	329 92%	314 89%	- -%	- -%	161 91%	157 93% k	168 93% k	157 86%	131 94%	187 91%	137 88%	189 90%	318 92%	325 89%	643 91%
Prefer not to say	10 1%	- -%	5 2%	4 1%	7 2%	3 1%	- -%	- -%	4 2%	2 1%	3 2%	1 1%	1 *% mp	1 *% mp	4 3% mp	4 2% p	1 *% mp	8 2% mp	10 1%
Don't know	11 2%	- -%	9 3% c	2 *% c	7 2%	4 1%	- -%	- -%	7 4% jk	3 2%	1 *% jk	1 1%	3 2%	3 2%	1 1%	3 2%	6 2%	4 1%	11 2%
TOTAL KNOW SOMEONE OR FEEL HAVE BEEN BULLIED ONLINE THEMSELVES	141 20%	- -%	40 12% b	100 28% b	55 15%	85 24% d	- -%	- -%	19 11%	21 13%	36 20% hi	64 35% hij	26 19%	42 20%	31 20%	42 20%	68 20%	73 20%	141 20%
CHILD BULLIED THROUGH MOBILE PHONE	31 4%	- -%	4 1%	26 7% b	7 2%	24 7% d	- -%	- -%	- -%	4 3% h	7 4% h	19 11% hij	1 1%	10 5% l	10 6% l	10 5% l	11 3%	20 5% l	31 4% l
CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE	20 3%	- -%	- -%	20 5% b	4 1%	15 4% d	- -%	- -%	- -%	- -%	4 2% hi	15 8% hij	1 1%	6 3%	7 4% l	6 3%	7 2%	13 4%	20 3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 330**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC57B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online?**

Base : Children aged 8-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1107	728	139	116	124	909	198	1107
Effective Weighted Sample	867	676	122	102	113	727	145	867
Total	709	602	63	29	14	611	98	709
Yes	45 6%	39 7%	3 4%	2 8%	1 6%	40 7%	5 5%	45 6%
No	643 91%	544 90%	59 94%	26 91%	13 93%	551 90%	92 94%	643 91%
Prefer not to say	10 1%	9 1%	1 2%	- -%	* 1%	8 1%	1 1%	10 1%
Don't know	11 2%	11 2%	- -%	* 1%	- -%	11 2%	- -%	11 2%
TOTAL KNOW SOMEONE OR FEEL HAVE BEEN BULLIED ONLINE THEMSELVES	141 20%	120 20%	14 22%	5 17%	2 16%	118 19%	22 23%	141 20%
CHILD BULLIED THROUGH MOBILE PHONE	31 4%	27 5%	1 2%	2 6%	1 5%	29 5%	2 2%	31 4%
CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE	20 3%	18 3%	1 1%	1 2%	* 1%	19 3%	1 1%	20 3%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 331**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC58 Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year.**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572	
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451	
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365	
Gossip being spread about someone online or through a text message	157 43%	- -%	- -%	157 43%	63 34%	94 52% d	- -%	- -%	- -%	- -%	63 34%	94 52% j	33 43%	45 43%	29 39%	50 46%	78 43%	79 43%	157 43%	
Embarrassing pictures being posted of someone online or sent to other people against their wishes	76 21%	- -%	- -%	76 21%	30 17%	46 25% d	- -%	- -%	- -%	- -%	30 17%	46 25% j	15 20%	20 19%	13 17%	28 26%	35 19%	41 22%	76 21%	
Another person pretending to be them online	61 17%	- -%	- -%	61 17%	30 16%	31 17%	- -%	- -%	- -%	- -%	30 16%	31 17%	9 12%	19 18%	14 19%	18 17%	29 16%	32 18%	61 17%	
Another person using their password to get at their information	60 16%	- -%	- -%	60 16%	28 15%	32 18%	- -%	- -%	- -%	- -%	28 15%	32 18%	9 12%	18 17%	11 15%	22 20%	27 15%	33 18%	60 16%	
Someone being picked on by other players in online games	34 9%	- -%	- -%	34 9%	23 13% e	11 6%	- -%	- -%	- -%	- -%	23 13% k	11 6%	5 7%	13 12%	4 5%	12 11%	18 10%	16 9%	34 9%	
Seeing something of a sexual nature online or on a mobile phone	29 8%	- -%	- -%	29 8%	12 7%	17 9%	- -%	- -%	- -%	- -%	12 7%	17 9%	8 10%	6 5%	6 9%	9 9%	13 7%	16 9%	29 8%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 331**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC58 Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year.**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572	
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451	
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365	
Someone being cheated out of money online	18 5%	- -%	- -%	18 5%	12 7%	6 3%	- -%	- -%	- -%	- -%	12 7%	6 3%	2 2%	8 8%	4 5%	4 4%	10 6%	8 4%	18 5%	
ANY OF THESE	189 52%	- -%	- -%	189 52%	80 44%	109 60%	- -%	- -%	- -%	- -%	80 44%	109 60%	37 48%	61 57%	32 43%	60 56%	97 53%	92 50%	189 52%	
Don't know anyone who has experienced any of these things in the last year	143 39%	- -%	- -%	143 39%	84 46%	59 32%	- -%	- -%	- -%	- -%	84 46%	59 32%	34 44%	35 33%	36 48%	37 35%	69 38%	74 40%	143 39%	
Prefer not to say	11 3%	- -%	- -%	11 3%	7 4%	4 2%	- -%	- -%	- -%	- -%	7 4%	4 2%	1 2%	3 2%	3 4%	4 4%	4 2%	7 4%	11 3%	
Don't know	22 6%	- -%	- -%	22 6%	12 7%	11 6%	- -%	- -%	- -%	- -%	12 7%	11 6%	5 6%	8 7%	4 5%	6 6%	12 7%	10 6%	22 6%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 331**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC58 Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year.**

Base : Children aged 12-15

	NATION							
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	URBAN e	RURAL f	ALL g
Significance Level: 95%								
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
Gossip being spread about someone online or through a text message	157 43%	135 43%	**	**	**	138 44%	19 36%	157 43%
Embarrassing pictures being posted of someone online or sent to other people against their wishes	76 21%	64 21%	**	**	**	64 20%	11 22%	76 21%
Another person pretending to be them online	61 17%	54 17%	**	**	**	54 17%	7 13%	61 17%
Another person using their password to get at their information	60 16%	53 17%	**	**	**	51 16%	9 18%	60 16%
Someone being picked on by other players in online games	34 9%	30 10%	**	**	**	29 9%	5 9%	34 9%
Seeing something of a sexual nature online or on a mobile phone	29 8%	26 9%	**	**	**	26 8%	3 6%	29 8%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 331

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC58 Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year.**

Base : Children aged 12-15

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
Someone being cheated out of money online	18	16	**	**	**	14	4	18
	5%	5%	**	**	**	4%	8%	5%
ANY OF THESE	189	162	**	**	**	163	26	189
	52%	52%	**	**	**	52%	50%	52%
Don't know anyone who has experienced any of these things in the last year	143	120	**	**	**	122	20	143
	39%	39%	**	**	**	39%	40%	39%
Prefer not to say	11	9	**	**	**	9	2	11
	3%	3%	**	**	**	3%	4%	3%
Don't know	22	18	**	**	**	19	3	22
	6%	6%	**	**	**	6%	6%	6%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 332**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC59 Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
Gossip being spread about you online or through a text message	45	-	-	45	12	33	-	-	-	-	12	33	8	12	11	14	20	25	45
	12%	-%	-%	12%	6%	18%	-%	-%	-%	-%	6%	18%	10%	11%	15%	13%	11%	14%	12%
					d						j								
Embarrassing pictures being posted online or sent to other people against your wishes	18	-	-	18	3	15	-	-	-	-	3	15	4	5	4	5	9	9	18
	5%	-%	-%	5%	2%	8%	-%	-%	-%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%
					d						j								
Another person using your password to get at your information	12	-	-	12	5	7	-	-	-	-	5	7	3	3	1	4	7	5	12
	3%	-%	-%	3%	3%	4%	-%	-%	-%	3%	4%	4%	3%	2%	3%	4%	3%	3%	3%
Another person pretending to be you online	10	-	-	10	3	7	-	-	-	-	3	7	1	3	4	2	4	6	10
	3%	-%	-%	3%	2%	4%	-%	-%	-%	2%	4%	1%	3%	5%	2%	2%	3%	3%	3%
Seeing something of a sexual nature online or on a mobile phone	7	-	-	7	3	4	-	-	-	-	3	4	-	2	2	3	2	5	7
	2%	-%	-%	2%	2%	2%	-%	-%	-%	2%	2%	-%	2%	3%	3%	1%	3%	3%	2%
Being picked on by other players in online games	2	-	-	2	1	1	-	-	-	-	1	1	-	-	2	-	-	2	2
	*%	-%	-%	*%	1%	*%	-%	-%	-%	1%	*%	-%	-%	2%	-%	-%	1%	1%	*%
															p				

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 332**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC59 Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
Being cheated out of money online	*	-	-	*	-	*	-	-	-	-	*	*	-	*	*	*	*	*	*
	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*	-%	*%	*%	*%	*%	*%	*%
ANY OF THESE	62	-	-	62	19	43	-	-	-	-	19	43	11	18	14	18	29	32	62
	17%	-%	-%	17%	10%	23%	-%	-%	-%	10%	23%	15%	17%	19%	17%	16%	18%	17%	
					d					j									
I have not experienced any of these things in the last year	272	-	-	272	144	129	-	-	-	-	144	129	59	81	53	80	140	133	272
	75%	-%	-%	75%	79%	70%	-%	-%	-%	79%	70%	77%	76%	70%	74%	77%	73%	75%	
					e					k									
Prefer not to say	11	-	-	11	8	2	-	-	-	-	8	2	2	1	4	3	4	7	11
	3%	-%	-%	3%	5%	1%	-%	-%	-%	5%	1%	3%	1%	5%	3%	2%	4%	3%	
					e					k									
Don't know	20	-	-	20	11	9	-	-	-	-	11	9	4	6	4	6	10	10	20
	5%	-%	-%	5%	6%	5%	-%	-%	-%	6%	5%	5%	5%	5%	6%	5%	5%	5%	
KNOW SOMEONE OR PERSONAL EXPERIENCE OF ANY OF THESE	190	-	-	190	80	110	-	-	-	-	80	110	37	61	32	60	97	93	190
	52%	-%	-%	52%	44%	60%	-%	-%	-%	44%	60%	48%	57%	43%	57%	53%	51%	52%	
					d					j			n		n				
PERSONAL EXPERIENCE OF BEING BULLIED THROUGH A MOBILE PHONE	26	-	-	26	7	19	-	-	-	-	7	19	1	9	10	7	10	16	26
	7%	-%	-%	7%	4%	11%	-%	-%	-%	4%	11%	1%	9%	13%	6%	6%	9%	7%	
					d					j			l	lp		l	l	l	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 332**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC59 Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
PERSONAL EXPERIENCE OF BEING BULLIED OVER THE INTERNET	32 9%	- -%	- -%	32 9%	9 5%	24 13%	- -%	- -%	- -%	- -%	9 5%	24 13%	3 4%	9 9%	9 12%	11 10%	12 7%	20 11%	32 9%
ANY OF THESE INCLUDING BULLYING ONLINE OR THROUGH MOBILE	74 20%	- -%	- -%	74 20%	23 13%	51 28%	- -%	- -%	- -%	- -%	23 13%	51 28%	11 15%	23 22%	17 22%	23 22%	35 19%	40 22%	74 20%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 332

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC59 Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.**

Base : Children aged 12-15

	Total	NATION						
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
Gossip being spread about you online or through a text message	45 12%	39 13%	** **	** **	** **	41 13%	4 8%	45 12%
Embarrassing pictures being posted online or sent to other people against your wishes	18 5%	16 5%	** **	** **	** **	15 5%	3 5%	18 5%
Another person using your password to get at your information	12 3%	10 3%	** **	** **	** **	11 4%	1 1%	12 3%
Another person pretending to be you online	10 3%	9 3%	** **	** **	** **	9 3%	2 3%	10 3%
Seeing something of a sexual nature online or on a mobile phone	7 2%	6 2%	** **	** **	** **	7 2%	- -%	7 2%
Being picked on by other players in online games	2 *%	1 *%	** **	** **	** **	2 1%	- -%	2 *%
Being cheated out of money online	* *%	- -%	** **	** **	** **	* *%	- -%	* *%

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 332**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC59 Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.**

Base : Children aged 12-15

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
ANY OF THESE	62	54	**	**	**	55	7	62
	17%	18%	**	**	**	17%	13%	17%
I have not experienced any of these things in the last year	272	229	**	**	**	234	38	272
	75%	74%	**	**	**	75%	74%	75%
Prefer not to say	11	10	**	**	**	9	2	11
	3%	3%	**	**	**	3%	4%	3%
Don't know	20	17	**	**	**	16	4	20
	5%	6%	**	**	**	5%	9%	5%
KNOW SOMEONE OR PERSONAL EXPERIENCE OF ANY OF THESE	190	163	**	**	**	164	26	190
	52%	53%	**	**	**	52%	50%	52%
PERSONAL EXPERIENCE OF BEING BULLIED THROUGH A MOBILE PHONE	26	24	**	**	**	24	2	26
	7%	8%	**	**	**	8%	4%	7%
PERSONAL EXPERIENCE OF BEING BULLIED OVER THE INTERNET	32	29	**	**	**	29	3	32
	9%	9%	**	**	**	9%	6%	9%
ANY OF THESE INCLUDING BULLYING ONLINE OR THROUGH MOBILE	74	64	**	**	**	66	8	74
	20%	21%	**	**	**	21%	17%	20%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 333**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC60 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	~b	c	d	e	5-7 ~f	5-7 ~g	8-11 ~h	8-11 ~i	12-15 j	12-15 k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Added people to your friends list or address book or contacts list that you've only had contact with online	30 8%	- -%	- -%	30 8%	16 9%	14 8%	- -%	- -%	- -%	- -%	16 9%	14 8%	8 10%	9 9%	4 5%	9 8%	17 9%	13 7%	30 8%
Sent personal information such as your full name, address or phone number to a person you've only had contact with online	20 6%	- -%	- -%	20 6%	9 5%	11 6%	- -%	- -%	- -%	- -%	9 5%	11 6%	2 3%	5 5%	5 6%	8 8%	7 4%	13 7%	20 6%
Sent a photo or video of yourself to a person that you've only had contact with online	9 2%	- -%	- -%	9 2%	3 2%	5 3%	- -%	- -%	- -%	- -%	3 2%	5 3%	1 2%	3 3%	2 3%	3 3%	4 2%	5 3%	9 2%
Pretended to be a different kind of person online to who you really are	7 2%	- -%	- -%	7 2%	5 3%	1 1%	- -%	- -%	- -%	- -%	5 3%	1 1%	2 2%	2 2%	2 2%	1 1%	4 2%	3 2%	7 2%
ANY OF THESE	49 13%	- -%	- -%	49 13%	25 14%	23 13%	- -%	- -%	- -%	- -%	25 14%	23 13%	10 13%	13 12%	9 13%	17 16%	22 12%	26 15%	49 13%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 333

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC60 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		~a	~b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Have not done any of these things in the last year	287	-	-	287	137	149	-	-	-	-	137	149	60	85	60	81	145	141	287
	79%	-%	-%	79%	76%	82%	-%	-%	-%	-%	76%	82%	78%	81%	80%	77%	80%	78%	79%
Prefer not to say	15	-	-	15	8	7	-	-	-	-	8	7	2	4	4	5	6	8	15
	4%	-%	-%	4%	4%	4%	-%	-%	-%	-%	4%	4%	3%	4%	5%	5%	3%	5%	4%
Don't know	13	-	-	13	10	3	-	-	-	-	10	3	5	4	2	3	8	5	13
	4%	-%	-%	4%	6%	2%	-%	-%	-%	-%	6%	2%	6%	3%	3%	2%	5%	3%	4%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 333**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC60 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	URBAN e	RURAL f	ALL g
Significance Level: 95%								
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Added people to your friends list or address book or contacts list that you've only had contact with online	30 8%	26 9%	**	**	**	26 8%	4 8%	30 8%
Sent personal information such as your full name, address or phone number to a person you've only had contact with online	20 6%	19 6%	**	**	**	20 6%	* 1%	20 6%
Sent a photo or video of yourself to a person that you've only had contact with online	9 2%	8 3%	**	**	**	8 3%	1 1%	9 2%
Pretended to be a different kind of person online to who you really are	7 2%	6 2%	**	**	**	7 2%	- -%	7 2%
ANY OF THESE	49 13%	45 14%	**	**	**	45 14%	4 8%	49 13%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 333

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC60 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Have not done any of these things in the last year	287	242	**	**	**	245	42	287
	79%	78%	**	**	**	78%	82%	79%
Prefer not to say	15	11	**	**	**	12	3	15
	4%	4%	**	**	**	4%	5%	4%
Don't know	13	12	**	**	**	11	2	13
	4%	4%	**	**	**	4%	4%	4%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 334

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC60 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	VISIBILITY OF SNS PROFILE		
	Total	POTENTIALLY TO ANYONE a	FRIENDS ONLY b
Significance Level: 95%			
Unweighted total	568	101	334
Effective Weighted Sample	448	78	265
Total	363	63	214
Added people to your friends list or address book or contacts list that you've only had contact with online	30 8%	11 17% b	16 8%
Sent personal information such as your full name, address or phone number to a person you've only had contact with online	20 6%	8 12% b	9 4%
Sent a photo or video of yourself to a person that you've only had contact with online	9 2%	3 5%	4 2%
Pretended to be a different kind of person online to who you really are	7 2%	1 1%	5 3%
Columns Tested: a,b			

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 334

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC60 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	VISIBILITY OF SNS PROFILE		
	Total	POTENTIALLY TO ANYONE	FRIENDS ONLY
Significance Level: 95%		a	b
Unweighted total	568	101	334
Effective Weighted Sample	448	78	265
Total	363	63	214
ANY OF THESE	49	17	27
	13%	27%	13%
		b	
Have not done any of these things in the last year	287	41	174
	79%	64%	81%
		a	
Prefer not to say	15	2	8
	4%	4%	4%
Don't know	13	3	6
	4%	5%	3%

Columns Tested: a,b

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 335**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC61A Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	
		~a	~b	c	d	e	5-7	5-7	8-11	8-11	12-15	12-15	l	m	n	o	p	q	r	
Significance Level: 95%																				
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568	
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448	
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363	
Block messages from someone you don't want to hear from	249	-	-	249	117	132	-	-	-	-	117	132	56	73	50	70	128	120	249	
	68%	-%	-%	68%	65%	72%	-%	-%	-%	-%	65%	72%	73%	69%	66%	67%	70%	66%	68%	
Change the settings for who can view your social networking site profile	203	-	-	203	93	110	-	-	-	-	93	110	43	59	41	60	102	101	203	
	56%	-%	-%	56%	51%	60%	-%	-%	-%	-%	51%	60%	57%	56%	54%	56%	56%	56%	56%	
Delete the 'history' records of which websites you have visited	195	-	-	195	93	102	-	-	-	-	93	102	42	53	42	58	95	100	195	
	54%	-%	-%	54%	52%	56%	-%	-%	-%	-%	52%	56%	55%	50%	56%	55%	52%	55%	54%	
Block junk email or spam	176	-	-	176	86	90	-	-	-	-	86	90	36	49	38	53	85	91	176	
	48%	-%	-%	48%	47%	49%	-%	-%	-%	-%	47%	49%	48%	46%	50%	50%	47%	50%	48%	
Block pop-up adverts	161	-	-	161	85	76	-	-	-	-	85	76	36	40	35	50	76	85	161	
	44%	-%	-%	44%	47%	41%	-%	-%	-%	-%	47%	41%	47%	38%	46%	48%	42%	47%	44%	
Unset any filters or controls that are there to stop certain websites being viewed	78	-	-	78	42	36	-	-	-	-	42	36	14	18	21	26	32	46	78	
	22%	-%	-%	22%	23%	20%	-%	-%	-%	-%	23%	20%	19%	17%	28% mp	24%	18%	26% p	22%	
ANY OF THESE	284	-	-	284	136	148	-	-	-	-	136	148	66	79	56	85	144	140	284	
	78%	-%	-%	78%	76%	81%	-%	-%	-%	-%	76%	81%	86% mn	74%	74%	80%	79%	77%	78%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 335

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC61A Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
ANY SAFETY MEASURES	278	-	-	278	132	146	-	-	-	-	132	146	65	77	55	81	142	136	278
	76%	-%	-%	76%	73%	80%	-%	-%	-%	-%	73%	80%	84%	73%	72%	77%	78%	75%	76%
ANY 'RISKY' MEASURES	201	-	-	201	96	105	-	-	-	-	96	105	44	54	43	61	97	104	201
	55%	-%	-%	55%	53%	57%	-%	-%	-%	-%	53%	57%	57%	51%	57%	58%	53%	57%	55%
None of these	61	-	-	61	33	28	-	-	-	-	33	28	9	20	15	17	29	32	61
	17%	-%	-%	17%	18%	15%	-%	-%	-%	-%	18%	15%	11%	19%	20%	16%	16%	17%	17%
Prefer not to say	9	-	-	9	7	2	-	-	-	-	7	2	-	3	3	3	3	6	9
	2%	-%	-%	2%	4%	1%	-%	-%	-%	-%	4%	1%	-%	3%	4%	3%	2%	3%	2%
Don't know	10	-	-	10	5	5	-	-	-	-	5	5	2	4	2	1	6	4	10
	3%	-%	-%	3%	3%	3%	-%	-%	-%	-%	3%	3%	3%	4%	3%	1%	3%	2%	3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 335**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC61A Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Block messages from someone you don't want to hear from	249 68%	209 67%	** **	** **	** **	214 69%	34 68%	249 68%
Change the settings for who can view your social networking site profile	203 56%	169 55%	** **	** **	** **	174 56%	29 58%	203 56%
Delete the 'history' records of which websites you have visited	195 54%	170 55%	** **	** **	** **	170 54%	25 49%	195 54%
Block junk email or spam	176 48%	150 49%	** **	** **	** **	148 47%	27 54%	176 48%
Block pop-up adverts	161 44%	136 44%	** **	** **	** **	140 45%	21 42%	161 44%
Unset any filters or controls that are there to stop certain websites being viewed	78 22%	69 22%	** **	** **	** **	68 22%	10 20%	78 22%
ANY OF THESE	284 78%	241 78%	** **	** **	** **	246 79%	38 75%	284 78%
ANY SAFETY MEASURES	278 76%	235 76%	** **	** **	** **	240 77%	38 74%	278 76%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 335**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC61A Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
ANY 'RISKY' MEASURES	201	177	**	**	**	174	27	201
	55%	57%	**	**	**	56%	53%	55%
None of these	61	51	**	**	**	52	9	61
	17%	17%	**	**	**	17%	17%	17%
Prefer not to say	9	8	**	**	**	6	3	9
	2%	2%	**	**	**	2%	5%	2%
Don't know	10	9	**	**	**	8	1	10
	3%	3%	**	**	**	3%	3%	3%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 336**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC61B And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
Block messages from someone you don't want to hear from	154	-	-	154	70	84	-	-	-	-	70	84	32	46	29	47	78	75	154
	42%	-%	-%	42%	39%	46%	-%	-%	-%	-%	39%	46%	42%	44%	38%	44%	43%	42%	42%
Change the settings for who can view your social networking site profile	132	-	-	132	56	76	-	-	-	-	56	76	30	35	26	41	65	67	132
	36%	-%	-%	36%	31%	42%	-%	-%	-%	-%	31%	42%	39%	33%	34%	39%	36%	37%	36%
					d	j					j								
Block junk email or spam	115	-	-	115	56	58	-	-	-	-	56	58	25	33	23	34	57	57	115
	32%	-%	-%	32%	31%	32%	-%	-%	-%	-%	31%	32%	32%	31%	31%	32%	31%	32%	32%
Delete the 'history' records of which websites you have visited	96	-	-	96	44	52	-	-	-	-	44	52	20	26	24	26	46	50	96
	26%	-%	-%	26%	24%	28%	-%	-%	-%	-%	24%	28%	27%	24%	32%	24%	25%	27%	26%
Block pop-up adverts	90	-	-	90	50	40	-	-	-	-	50	40	22	21	21	26	43	47	90
	25%	-%	-%	25%	28%	22%	-%	-%	-%	-%	28%	22%	29%	20%	28%	25%	24%	26%	25%
Unset any filters or controls that are there to stop certain websites being viewed	30	-	-	30	16	14	-	-	-	-	16	14	7	6	9	8	14	17	30
	8%	-%	-%	8%	9%	8%	-%	-%	-%	-%	9%	8%	9%	6%	12%	7%	7%	9%	8%
ANY OF THESE	233	-	-	233	105	128	-	-	-	-	105	128	52	64	45	71	116	117	233
	64%	-%	-%	64%	58%	70%	-%	-%	-%	-%	58%	70%	68%	60%	60%	67%	64%	64%	64%
					d	j					j								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 336**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC61B And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	568	-	-	568	285	283	-	-	-	-	285	283	102	151	129	186	253	315	568
Effective Weighted Sample	448	-	-	448	224	225	-	-	-	-	224	225	88	124	95	143	212	238	448
Total	363	-	-	363	181	183	-	-	-	-	181	183	77	106	76	106	182	181	363
ANY SAFETY MEASURES	220	-	-	220	97	123	-	-	-	-	97	123	49	62	41	68	111	109	220
	61%	-%	-%	61%	54%	67%	-%	-%	-%	-%	54%	67%	64%	58%	54%	65%	61%	60%	61%
						d					j								
ANY 'RISKY' MEASURES	100	-	-	100	47	52	-	-	-	-	47	52	22	27	24	27	48	51	100
	27%	-%	-%	27%	26%	29%	-%	-%	-%	-%	26%	29%	28%	25%	32%	26%	26%	28%	27%
None of these	111	-	-	111	64	47	-	-	-	-	64	47	23	35	24	29	57	53	111
	30%	-%	-%	30%	35%	25%	-%	-%	-%	-%	35%	25%	30%	33%	32%	27%	31%	29%	30%
					e					k									
Prefer not to say	11	-	-	11	7	3	-	-	-	-	7	3	-	3	3	4	3	8	11
	3%	-%	-%	3%	4%	2%	-%	-%	-%	-%	4%	2%	-%	3%	4%	4%	2%	4%	3%
Don't know	10	-	-	10	5	5	-	-	-	-	5	5	2	4	2	1	6	4	10
	3%	-%	-%	3%	3%	3%	-%	-%	-%	-%	3%	3%	3%	4%	3%	1%	3%	2%	3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 336**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC61B And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
Block messages from someone you don't want to hear from	154 42%	126 41%	** **	** **	** **	137 44%	17 34%	154 42%
Change the settings for who can view your social networking site profile	132 36%	112 36%	** **	** **	** **	117 37%	15 30%	132 36%
Block junk email or spam	115 32%	96 31%	** **	** **	** **	99 32%	15 30%	115 32%
Delete the 'history' records of which websites you have visited	96 26%	83 27%	** **	** **	** **	83 26%	13 26%	96 26%
Block pop-up adverts	90 25%	74 24%	** **	** **	** **	80 25%	11 21%	90 25%
Unset any filters or controls that are there to stop certain websites being viewed	30 8%	27 9%	** **	** **	** **	28 9%	3 5%	30 8%
ANY OF THESE	233 64%	196 63%	** **	** **	** **	203 65%	29 58%	233 64%
ANY SAFETY MEASURES	220 61%	184 60%	** **	** **	** **	194 62%	26 51%	220 61%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 336**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC61B And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year.**

Base : Children aged 12-15 who use the internet at home or elsewhere

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	568	376	71	59	62	468	100	568
Effective Weighted Sample	448	351	63	50	56	377	74	448
Total	363	309	32	15	7	313	51	363
ANY 'RISKY' MEASURES	100	87	**	**	**	86	14	100
	27%	28%	**	**	**	27%	27%	27%
None of these	111	95	**	**	**	95	16	111
	30%	31%	**	**	**	30%	31%	30%
Prefer not to say	11	9	**	**	**	7	4	11
	3%	3%	**	**	**	2%	8%	3%
							aeg	
Don't know	10	9	**	**	**	8	1	10
	3%	3%	**	**	**	3%	3%	3%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 337**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC62 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? What other ways do you prefer to learn?**

Base : Children aged 8-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1147	-	575	572	579	568	-	-	290	285	289	283	201	306	248	392	507	640	1147
Effective Weighted Sample	897	-	447	451	455	443	-	-	228	218	226	225	165	245	192	300	410	490	897
Total	729	-	364	365	368	361	-	-	186	178	182	183	141	208	158	221	350	379	729
From school	395	-	187	209	187	209	-	-	90	96	96	112	82	116	85	112	198	197	395
	54%	-%	51%	57%	51%	58%	-%	-%	49%	54%	53%	61%	58%	56%	54%	51%	57%	52%	54%
						d						h							
From your parents	386	-	215	172	186	200	-	-	101	114	85	87	82	122	80	103	204	182	386
	53%	-%	59%	47%	51%	55%	-%	-%	54%	64%	47%	47%	58%	58%	51%	46%	58%	48%	53%
			c						hjk			oq	oq			oq		o	
From friends	247	-	83	164	122	125	-	-	46	37	76	88	59	69	50	68	129	119	247
	34%	-%	23%	45%	33%	35%	-%	-%	25%	21%	42%	48%	42%	33%	32%	31%	37%	31%	34%
			b						hi	hi	oqr								
On your own, through trial & error or self-taught	129	-	36	93	73	56	-	-	21	15	52	41	30	41	27	30	71	57	129
	18%	-%	10%	26%	20%	15%	-%	-%	11%	8%	29%	22%	21%	20%	17%	13%	20%	15%	18%
			b						hi	hi	o	o				oq			
From your brothers or sisters	98	-	46	51	50	47	-	-	24	22	26	25	22	27	22	27	49	49	98
	13%	-%	13%	14%	14%	13%	-%	-%	13%	12%	14%	14%	16%	13%	14%	12%	14%	13%	13%
From the manual or instructions	60	-	16	44	36	24	-	-	11	5	25	19	18	21	8	13	39	21	60
	8%	-%	4%	12%	10%	7%	-%	-%	6%	3%	14%	11%	13%	10%	5%	6%	11%	6%	8%
			b						hi	i	noq	q					noq		
From suppliers or shops selling the technology	43	-	9	34	26	17	-	-	6	3	19	15	17	12	7	7	29	14	43
	6%	-%	2%	9%	7%	5%	-%	-%	3%	1%	11%	8%	12%	6%	4%	3%	8%	4%	6%
			b						hi	hi	mnoqr						oq		
Other	8	-	6	2	5	3	-	-	4	2	1	1	1	2	2	4	3	5	8
	1%	-%	2%	*%	1%	1%	-%	-%	2%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 337**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC62 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? What other ways do you prefer to learn?**

Base : Children aged 8-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	1147	-	575	572	579	568	-	-	290	285	289	283	201	306	248	392	507	640	1147
Effective Weighted Sample	897	-	447	451	455	443	-	-	228	218	226	225	165	245	192	300	410	490	897
Total	729	-	364	365	368	361	-	-	186	178	182	183	141	208	158	221	350	379	729
Not interested/ don't want to learn	27 4%	- -%	15 4%	12 3%	17 5%	10 3%	- -%	- -%	8 4%	8 4%	9 5%	3 1%	4 3%	5 2%	8 5%	10 4%	9 3%	18 5%	27 4%
Don't know	2 *%	- -%	1 *%	1 *%	* *%	1 *%	- -%	- -%	* *%	1 *%	- -%	1 *%	- -%	* *%	1 1%	- -%	* *%	1 *%	2 *%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 337**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC62 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? What other ways do you prefer to learn?**

Base : Children aged 8-15

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1147	755	149	118	125	943	204	1147
Effective Weighted Sample	897	700	129	103	114	753	150	897
Total	729	619	66	29	15	628	101	729
From school	395	348	24	16	8	342	53	395
	54%	56%	37%	54%	54%	55%	53%	54%
		b		b	b	b	b	b
From your parents	386	325	34	18	9	333	53	386
	53%	52%	52%	64%	60%	53%	53%	53%
				aeg				
From friends	247	209	22	12	5	213	34	247
	34%	34%	33%	40%	34%	34%	34%	34%
On your own, through trial & error or self-taught	129	116	9	1	2	112	17	129
	18%	19%	13%	5%	13%	18%	17%	18%
		c	c		c	c	c	c
From your brothers or sisters	98	86	5	3	2	83	14	98
	13%	14%	8%	12%	16%	13%	14%	13%
From the manual or instructions	60	57	-	2	1	53	7	60
	8%	9%	-%	5%	8%	8%	7%	8%
		b		b	b	b	b	b
From suppliers or shops selling the technology	43	38	1	3	1	37	6	43
	6%	6%	1%	11%	8%	6%	6%	6%
		b		beg	b	b	b	b
Other	8	5	2	*	*	6	2	8
	1%	1%	3%	1%	2%	1%	2%	1%
			aeg					

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 337**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC62 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? What other ways do you prefer to learn?**

Base : Children aged 8-15

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1147	755	149	118	125	943	204	1147
Effective Weighted Sample	897	700	129	103	114	753	150	897
Total	729	619	66	29	15	628	101	729
Not interested/ don't want to learn	27 4%	23 4%	3 4%	1 3%	* 1%	24 4%	3 3%	27 4%
Don't know	2 *%	1 *%	1 1%	- -%	* 1%	1 *%	1 1%	2 *%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 338**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC63 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. Which lessons are those?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 ~b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
ICT/ computer studies	107	-	-	107	58	49	-	-	-	-	58	49	23	25	24	34	49	58	107
	29%	-%	-%	29%	32%	27%	-%	-%	-%	-%	32%	27%	31%	24%	32%	32%	27%	32%	29%
Media Studies	60	-	-	60	33	27	-	-	-	-	33	27	18	16	10	16	34	26	60
	16%	-%	-%	16%	18%	15%	-%	-%	-%	-%	18%	15%	24%	15%	13%	15%	19%	14%	16%
English	34	-	-	34	22	11	-	-	-	-	22	11	12	6	6	9	19	15	34
	9%	-%	-%	9%	12%	6%	-%	-%	-%	-%	12%	6%	16%	6%	8%	8%	10%	8%	9%
Citizenship	14	-	-	14	4	10	-	-	-	-	4	10	4	6	2	2	10	4	14
	4%	-%	-%	4%	2%	5%	-%	-%	-%	-%	2%	5%	6%	5%	3%	2%	5%	2%	4%
Sociology	7	-	-	7	6	2	-	-	-	-	6	2	1	2	-	4	3	4	7
	2%	-%	-%	2%	3%	1%	-%	-%	-%	-%	3%	1%	2%	2%	-%	4%	2%	2%	2%
Other	12	-	-	12	4	8	-	-	-	-	4	8	1	3	2	5	4	8	12
	3%	-%	-%	3%	2%	4%	-%	-%	-%	-%	2%	4%	2%	2%	3%	5%	2%	4%	3%
TOTAL WITH LESSONS ABOUT TV	163	-	-	163	85	78	-	-	-	-	85	78	41	42	33	48	82	81	163
	45%	-%	-%	45%	47%	43%	-%	-%	-%	-%	47%	43%	53%	39%	44%	45%	45%	44%	45%
No, do not	196	-	-	196	94	102	-	-	-	-	94	102	35	62	41	58	97	99	196
	54%	-%	-%	54%	52%	56%	-%	-%	-%	-%	52%	56%	46%	58%	55%	54%	53%	54%	54%
Don't know	6	-	-	6	3	3	-	-	-	-	3	3	1	2	1	1	3	2	6
	2%	-%	-%	2%	2%	1%	-%	-%	-%	-%	2%	1%	1%	2%	1%	1%	2%	1%	2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 338

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC63 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. Which lessons are those?**

Base : Children aged 12-15

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
ICT/ computer studies	107	94	**	**	**	93	14	107
	29%	30%	**	**	**	30%	28%	29%
Media Studies	60	52	**	**	**	52	8	60
	16%	17%	**	**	**	16%	16%	16%
English	34	32	**	**	**	30	4	34
	9%	10%	**	**	**	10%	7%	9%
Citizenship	14	13	**	**	**	12	2	14
	4%	4%	**	**	**	4%	3%	4%
Sociology	7	6	**	**	**	7	1	7
	2%	2%	**	**	**	2%	1%	2%
Other	12	9	**	**	**	10	1	12
	3%	3%	**	**	**	3%	3%	3%
TOTAL WITH LESSONS ABOUT TV	163	142	**	**	**	140	23	163
	45%	46%	**	**	**	45%	45%	45%
No, do not	196	163	**	**	**	170	26	196
	54%	53%	**	**	**	54%	51%	54%
Don't know	6	5	**	**	**	4	2	6
	2%	2%	**	**	**	1%	4%	2%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 339**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC64 Do any of your lessons at school teach you about the internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see. Which lessons are those?**

Base : Children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	572	-	-	572	289	283	-	-	-	-	289	283	102	151	129	190	253	319	572
Effective Weighted Sample	451	-	-	451	226	225	-	-	-	-	226	225	88	124	95	146	212	240	451
Total	365	-	-	365	182	183	-	-	-	-	182	183	77	106	76	107	182	182	365
ICT/ computer studies	302	-	-	302	149	154	-	-	-	-	149	154	61	84	66	91	145	157	302
	83%	-%	-%	83%	82%	84%	-%	-%	-%	-%	82%	84%	80%	80%	87%	85%	80%	86%	83%
Media Studies	58	-	-	58	29	29	-	-	-	-	29	29	19	13	11	15	32	26	58
	16%	-%	-%	16%	16%	16%	-%	-%	-%	-%	16%	16%	25%	12%	14%	14%	17%	14%	16%
													moqr						
English	27	-	-	27	16	11	-	-	-	-	16	11	4	12	3	7	16	11	27
	7%	-%	-%	7%	9%	6%	-%	-%	-%	-%	9%	6%	5%	12%	4%	7%	9%	6%	7%
Citizenship	19	-	-	19	5	14	-	-	-	-	5	14	4	6	4	5	10	9	19
	5%	-%	-%	5%	3%	8%	-%	-%	-%	-%	3%	8%	6%	6%	5%	5%	6%	5%	5%
						d					j								
Sociology	10	-	-	10	3	7	-	-	-	-	3	7	1	5	1	3	6	4	10
	3%	-%	-%	3%	2%	4%	-%	-%	-%	-%	2%	4%	2%	5%	2%	2%	3%	2%	3%
Other	17	-	-	17	4	13	-	-	-	-	4	13	5	6	2	3	12	5	17
	5%	-%	-%	5%	2%	7%	-%	-%	-%	-%	2%	7%	7%	6%	3%	3%	6%	3%	5%
						d					j								
TOTAL WITH LESSONS ABOUT THE INTERNET	328	-	-	328	161	167	-	-	-	-	161	167	71	93	69	95	164	164	328
	90%	-%	-%	90%	89%	91%	-%	-%	-%	-%	89%	91%	93%	88%	91%	89%	90%	90%	90%
No, do not	35	-	-	35	19	16	-	-	-	-	19	16	5	13	6	12	18	17	35
	10%	-%	-%	10%	11%	9%	-%	-%	-%	-%	11%	9%	7%	12%	7%	11%	10%	9%	10%
Don't know	2	-	-	2	2	-	-	-	-	-	2	-	-	*	1	*	*	1	2
	*%	-%	-%	*%	1%	-%	-%	-%	-%	1%	-%	-%	-%	*%	1%	*%	*%	1%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 339

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC64 Do any of your lessons at school teach you about the internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see. Which lessons are those?**

Base : Children aged 12-15

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	572	377	74	59	62	471	101	572
Effective Weighted Sample	451	351	65	50	56	378	75	451
Total	365	310	33	15	7	314	51	365
ICT/ computer studies	302	260	**	**	**	262	41	302
	83%	84%	**	**	**	83%	80%	83%
Media Studies	58	53	**	**	**	52	6	58
	16%	17%	**	**	**	17%	11%	16%
English	27	25	**	**	**	22	4	27
	7%	8%	**	**	**	7%	8%	7%
Citizenship	19	19	**	**	**	17	2	19
	5%	6%	**	**	**	5%	4%	5%
Sociology	10	9	**	**	**	9	1	10
	3%	3%	**	**	**	3%	2%	3%
Other	17	14	**	**	**	14	3	17
	5%	4%	**	**	**	5%	6%	5%
TOTAL WITH LESSONS ABOUT THE INTERNET	328	282	**	**	**	284	44	328
	90%	91%	**	**	**	91%	85%	90%
No, do not	35	27	**	**	**	29	6	35
	10%	9%	**	**	**	9%	13%	10%
Don't know	2	1	**	**	**	1	1	2
	*%	*%	**	**	**	*%	2%	*%

Columns Tested: a,b,c,d,e,f,g

ae

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 340**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC65 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for.**

Base : Children aged 8-11

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 ~c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 ~j	FEMALE 12-15 ~k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	575	-	575	-	290	285	-	-	290	285	-	-	99	155	119	202	254	321	575
Effective Weighted Sample	447	-	447	-	228	218	-	-	228	218	-	-	77	120	97	154	198	250	447
Total	364	-	364	-	186	178	-	-	186	178	-	-	65	103	82	115	167	197	364
Yes	84	-	84	-	47	37	-	-	47	37	-	-	**	23	15	30	39	45	84
	23%	-%	23%	-%	25%	21%	-%	-%	25%	21%	-%	-%	**	23%	18%	26%	23%	23%	23%
No	272	-	272	-	133	139	-	-	133	139	-	-	**	77	66	82	124	148	272
	75%	-%	75%	-%	71%	78%	-%	-%	71%	78%	-%	-%	**	75%	80%	72%	74%	75%	75%
Don't know	8	-	8	-	7	1	-	-	7	1	-	-	**	3	2	2	4	4	8
	2%	-%	2%	-%	4%	1%	-%	-%	4%	1%	-%	-%	**	2%	2%	2%	2%	2%	2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 340**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC65 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for.**

Base : Children aged 8-11

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	575	378	75	59	63	472	103	575
Effective Weighted Sample	447	348	64	53	57	375	75	447
Total	364	309	33	15	7	314	50	364
Yes	84	72	**	**	**	72	12	84
	23%	23%	**	**	**	23%	25%	23%
No	272	231	**	**	**	237	35	272
	75%	75%	**	**	**	75%	71%	75%
Don't know	8	7	**	**	**	6	2	8
	2%	2%	**	**	**	2%	5%	2%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 341**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC66 Do any of your lessons at school teach you about the Internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see.**

Base : Children aged 8-11

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7 ~a	8 TO 11 b	12 TO 15 ~c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 ~j	FEMALE 12-15 ~k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r
Significance Level: 95%																			
Unweighted total	575	-	575	-	290	285	-	-	290	285	-	-	99	155	119	202	254	321	575
Effective Weighted Sample	447	-	447	-	228	218	-	-	228	218	-	-	77	120	97	154	198	250	447
Total	364	-	364	-	186	178	-	-	186	178	-	-	65	103	82	115	167	197	364
Yes	244	-	244	-	117	127	-	-	117	127	-	-	**	67	62	72	111	134	244
	67%	-%	67%	-%	63%	72%	-%	-%	63%	72%	-%	-%	**	65%	76%	62%	66%	68%	67%
					d				h					o					
No	116	-	116	-	67	48	-	-	67	48	-	-	**	34	20	42	54	62	116
	32%	-%	32%	-%	36%	27%	-%	-%	36%	27%	-%	-%	**	33%	24%	36%	32%	31%	32%
					e				i					n					
Don't know	4	-	4	-	2	2	-	-	2	2	-	-	**	2	-	1	2	1	4
	1%	-%	1%	-%	1%	1%	-%	-%	1%	1%	-%	-%	**	2%	-%	1%	1%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 341**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC66 Do any of your lessons at school teach you about the Internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see.**

Base : Children aged 8-11

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	~b	~c	~d	e	f	g
Unweighted total	575	378	75	59	63	472	103	575
Effective Weighted Sample	447	348	64	53	57	375	75	447
Total	364	309	33	15	7	314	50	364
Yes	244	212	**	**	**	216	28	244
	67%	68%	**	**	**	69%	56%	67%
		f				f		
No	116	95	**	**	**	96	20	116
	32%	31%	**	**	**	31%	39%	32%
Don't know	4	3	**	**	**	2	2	4
	1%	1%	**	**	**	1%	4%	1%

eg

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 342**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP83 Which of these groups best describes your child?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
<b>WHITE</b>																			
British	682	187	247	247	343	339	90	96	127	121	126	122	147	174	154	207	321	360	682
	68%	68%	68%	68%	68%	68%	68%	69%	68%	68%	69%	67%	71%	64%	72%	67%	67%	69%	68%
English	75	18	25	32	36	40	9	9	14	11	13	19	19	19	18	20	38	38	75
	8%	7%	7%	9%	7%	8%	7%	7%	8%	6%	7%	10%	9%	7%	9%	6%	8%	7%	8%
Scottish	61	15	23	23	32	29	9	6	13	11	11	12	11	20	9	21	31	30	61
	6%	5%	6%	6%	6%	6%	7%	4%	7%	6%	6%	7%	5%	7%	4%	7%	6%	6%	6%
Welsh	26	8	9	9	12	13	4	4	4	5	5	4	3	8	5	9	11	15	26
	3%	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%	2%	1%	3%	3%	3%	2%	3%	3%
Irish	6	2	2	2	3	4	1	1	*	1	1	1	1	2	1	3	3	4	6
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
Any other white background	26	7	9	10	11	15	2	5	5	4	3	7	5	9	8	4	14	12	26
	3%	3%	2%	3%	2%	3%	2%	3%	3%	2%	2%	4%	2%	3%	4%	1%	3%	2%	3%
<b>MIXED</b>																			
White and Black Caribbean	9	2	4	3	7	2	2	-	3	1	3	1	1	4	1	3	5	4	9
	1%	1%	1%	1%	1%	*%	1%	-%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
White and Black African	1	-	-	1	1	1	-	-	-	-	1	1	1	1	-	-	1	-	1
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	-%	*%
White and Asian	4	1	1	2	2	2	-	1	*	*	1	1	1	*	-	2	2	2	4
	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	1%	*%	1%	*%	-%	1%	*%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 342**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP83 Which of these groups best describes your child?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Any other mixed background	3	-	3	-	1	2	-	-	1	2	-	-	-	1	1	1	1	2	3
	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>ASIAN AND BRITISH ASIAN</b>																			
Indian	24	10	8	7	12	12	5	5	3	5	4	2	5	10	2	7	14	10	24
	2%	4%	2%	2%	2%	2%	4%	3%	2%	3%	2%	1%	2%	4%	1%	2%	3%	2%	2%
Pakistani	28	10	7	12	10	18	4	6	2	5	5	7	3	6	3	17	8	20	28
	3%	4%	2%	3%	2%	4%	3%	4%	1%	3%	3%	4%	1%	2%	1%	5%	2%	4%	3%
Bangladeshi	9	2	5	2	6	3	2	1	3	2	1	1	-	4	-	5	4	5	9
	1%	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	0%	0%	2%	0%	1%	1%	1%	1%
Any other Asian background	7	1	3	3	6	1	1	1	3	*	3	-	1	1	4	1	1	6	7
	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	2%	0%	0%	0%	2%	0%	0%	1%	1%
<b>BLACK AND BLACK BRITISH</b>																			
Caribbean	9	3	3	4	1	8	*	2	-	3	1	3	2	4	1	2	6	3	9
	1%	1%	1%	1%	0%	2%	0%	2%	0%	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%
African	18	4	10	4	11	7	2	2	5	5	3	1	7	2	3	6	9	9	18
	2%	2%	3%	1%	2%	1%	2%	1%	3%	3%	2%	0%	3%	1%	1%	2%	2%	2%	2%
Any other black background	3	1	2	1	3	-	1	-	2	-	1	-	1	2	1	-	3	1	3
	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 342**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP83 Which of these groups best describes your child?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	ALL r	
Significance Level: 95%																				
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717	
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327	
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001	
<b>MIDDLE EAST AND ARABIC ORIGIN</b>																				
Middle Eastern, including Arabic origin	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	
Iranian	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	
<b>CHINESE OR OTHER ETHNIC GROUP</b>																				
Chinese	4 *%	2 1%	2 *%	1 *%	2 *%	2 *%	1 1%	1 1%	1 1%	1 *%	- -%	1 *%	1 *%	2 1%	* *%	1 *%	3 1%	1 *%	4 *%	
Any other background	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	1 1%	- -%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	
Refused	3 *%	1 *%	1 *%	2 *%	1 *%	2 *%	1 1%	- -%	- -%	1 1%	1 *%	1 *%	1 *%	2 1%	- -%	1 *%	3 1%	1 *%	3 *%	
Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r																				

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 342**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP83 Which of these groups best describes your child?**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
<b>WHITE</b>								
British	682 68%	629 74% bceg	27 30%	12 30%	14 71% bc	582 67% bc	100 74% bce	682 68% bc
English	75 8%	74 9% bcd	1 1%	1 2%	* *% bcd	63 7% bcd	12 9% bcd	75 8% bcd
Scottish	61 6%	* *% acdefg	61 67%	- -%	- -%	50 6% acd	11 8% acd	61 6% acd
Welsh	26 3%	- -%	* 1% a	25 63% abdefg	* 1% a	20 2% a	5 4% abd	26 3% a
Irish	6 1%	1 *% -%	- -%	* 1%	5 27% abcefg	4 *% a	2 2% a	6 1% a
Any other white background	26 3%	24 3%	1 1%	* 1%	* 2%	24 3%	1 1%	26 3%
<b>MIXED</b>								
White and Black Caribbean	9 1%	9 1%	- -%	* 1%	- -%	9 1%	- -%	9 1%
White and Black African	1 *% -%	1 *% -%	- -%	- -%	- -%	1 *% -%	- -%	1 *% -%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 342**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP83 Which of these groups best describes your child?**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
White and Asian	4	3	-	1	-	3	1	4
	*%	*%	-%	2%	-%	*%	1%	*%
				aeg				
Any other mixed background	3	3	-	-	-	3	-	3
	*%	*%	-%	-%	-%	*%	-%	*%
<b>ASIAN AND BRITISH ASIAN</b>								
Indian	24	24	-	*	-	24	*	24
	2%	3%	-%	1%	-%	3%	*%	2%
		bdf				bdf		bdf
Pakistani	28	28	-	-	-	28	-	28
	3%	3%	-%	-%	-%	3%	-%	3%
		bcdf				bcdf		bcdf
Bangladeshi	9	9	-	-	-	9	-	9
	1%	1%	-%	-%	-%	1%	-%	1%
Any other Asian background	7	7	-	*	-	7	-	7
	1%	1%	-%	*%	-%	1%	-%	1%
<b>BLACK AND BLACK BRITISH</b>								
Caribbean	9	9	-	-	-	9	-	9
	1%	1%	-%	-%	-%	1%	-%	1%
African	18	18	-	-	-	18	-	18
	2%	2%	-%	-%	-%	2%	-%	2%
		bf				bf		f

Columns Tested: a,b,c,d,e,f,g



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 342**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP83 Which of these groups best describes your child?**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Any other black background	3 *%	3 *%	1 1%	- -%	- -%	2 *%	1 1%	3 *%
<b>MIDDLE EAST AND ARABIC ORIGIN</b>								
Middle Eastern, including Arabic origin	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Iranian	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
<b>CHINESE OR OTHER ETHNIC GROUP</b>								
Chinese	4 *%	4 *%	- -%	* 1%	- -%	4 *%	- -%	4 *%
Any other background	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Refused	3 *%	3 *%	- -%	- -%	- -%	3 *%	- -%	3 *%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 343**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP84 Does your child have any long-standing illness, disability or infirmity?**  
**QP85 Does this illness, disability or infirmity limit their activities in any way?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Yes, limits activities	31	5	13	14	20	11	2	2	8	5	10	4	3	9	5	15	12	19	31
	3%	2%	4%	4%	4%	2%	2%	2%	4%	3%	6%	2%	1%	3%	2%	5%	2%	4%	3%
					e					fg						lp			
Yes, but does not limit activities	31	9	12	10	19	12	5	4	8	4	6	4	5	9	6	11	14	17	31
	3%	3%	3%	3%	4%	2%	4%	3%	4%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%
No	938	258	339	341	461	477	125	133	170	169	166	175	200	253	201	284	453	485	938
	94%	95%	93%	93%	92%	95%	94%	96%	92%	95%	91%	96%	96%	93%	95%	92%	95%	93%	94%
					d								o						
Don't know	1	*	*	-	*	*	*	-	-	*	-	-	*	-	-	*	*	*	1
	*%	*%	*%	-%	*%	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 343**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP84 Does your child have any long-standing illness, disability or infirmity?**  
**QP85 Does this illness, disability or infirmity limit their activities in any way?**

Base : All parents

	NATION							ALL g
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	URBAN e	RURAL f	
Significance Level: 95%								
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Yes, limits activities	31 3%	26 3%	2 2%	2 6%	1 4%	25 3%	6 5%	31 3%
Yes, but does not limit activities	31 3%	25 3%	4 5%	1 2%	1 5%	28 3%	3 3%	31 3%
No	938 94%	799 94%	84 93%	37 93%	18 91%	813 94%	125 93%	938 94%
Don't know	1 *%	* *%	* *%	- -%	* *%	1 *%	- -%	1 *%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 344**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP86 Is there a landline phone in your home that can be used to make and receive calls?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Can use to make and receive calls	805 80%	204 75%	292 80%	309 85%	409 82%	396 79%	101 75%	104 74%	151 81%	141 79%	158 87%	151 82%	197 94%	234 86%	176 83%	198 64%	431 90%	374 72%	805 80%
				a							fgi	g	mnopqr	oqr	oq		noqr	o	oq
Can receive but not make calls/ incoming only	33 3%	11 4%	8 2%	14 4%	19 4%	14 3%	5 4%	6 4%	6 3%	2 1%	8 4%	6 3%	5 2%	8 3%	5 2%	15 5%	13 3%	20 4%	33 3%
Line not working properly/ needs to be repaired	9 1%	2 1%	3 1%	4 1%	3 1%	6 1%	2 2%	* *%	1 *%	2 1%	* *%	4 2%	- -%	4 1%	* *%	5 2%	4 1%	6 1%	9 1%
												g				ln			
No, do not have landline phone	148 15%	53 19%	58 16%	37 10%	66 13%	82 16%	25 19%	28 20%	25 14%	32 18%	15 8%	22 12%	6 3%	24 9%	29 14%	89 29%	30 6%	117 22%	148 15%
		c	c				jk	jk		j				l	lp	lmnpqr		lmnpr	imp
Don't know	6 1%	2 1%	3 1%	* *%	4 1%	2 *%	* *%	2 1%	3 2%	- -%	* *%	- -%	* *%	1 *%	2 1%	3 1%	1 *%	4 1%	6 1%
									ik										

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 344**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP86 Is there a landline phone in your home that can be used to make and receive calls?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Can use to make and receive calls	805	683	74	32	17	692	114	805
	80%	80%	82%	80%	83%	80%	84%	80%
Can receive but not make calls/ incoming only	33	30	2	1	*	27	6	33
	3%	4%	3%	2%	1%	3%	4%	3%
Line not working properly/ needs to be repaired	9	8	1	*	*	9	1	9
	1%	1%	1%	1%	1%	1%	1%	1%
No, do not have landline phone	148	126	12	6	3	134	13	148
	15%	15%	14%	15%	14%	15%	10%	15%
						f		
Don't know	6	4	1	1	-	5	1	6
	1%	1%	1%	2%	0%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 345**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP87 Can I please ask your age?**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
16 - 24	20 2%	16 6%	2 **%	2 1%	13 3%	7 1%	9 7%	7 5%	2 1%	- -%	2 1%	- -%	2 1%	2 1%	4 2%	12 4%	4 1%	16 3%	20 2%
		bc					hijk	hijk							lmpr			mp	
25 - 34	306 31%	126 46%	117 32%	63 17%	153 31%	153 31%	63 48%	63 45%	58 31%	59 33%	32 18%	30 17%	32 15%	73 27%	65 31%	136 44%	105 22%	202 39%	306 31%
		bc	c				hijk	hijk	jk	jk			l	lp	l	lmnpr	l	lmnpr	lp
35 - 44	480 48%	107 39%	184 51%	189 52%	242 48%	238 48%	50 37%	57 41%	101 54%	84 47%	91 50%	97 53%	112 54%	144 53%	105 50%	118 38%	256 53%	223 43%	480 48%
			a	a					fg	f	fg	fg	oq	oq	o		oqr		oq
45 - 54	181 18%	23 8%	56 15%	102 28%	85 17%	96 19%	11 8%	12 8%	25 13%	32 18%	49 27%	53 29%	59 29%	48 18%	33 15%	41 13%	107 22%	74 14%	181 18%
			a	ab					fg	fg	fg	fg	mnopqr				noqr		oq
55 and over	12 1%	1 **%	4 1%	7 2%	8 2%	4 1%	- -%	1 1%	1 1%	3 1%	7 4%	* **%	2 1%	4 1%	3 2%	3 1%	6 1%	6 1%	12 1%
				a						fg	ghk								
Refused	3 **%	- -%	1 **%	2 1%	1 **%	3 1%	- -%	- -%	* **%	1 **%	1 **%	2 1%	1 **%	2 1%	1 1%	- -%	2 **%	1 **%	3 **%
Columns Tested:	a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r																		

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

Table 345

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP87 Can I please ask your age?**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
16 - 24	20 2%	18 2%	1 1%	1 2%	* 2%	18 2%	2 1%	20 2%
25 - 34	306 31%	261 31%	27 30%	14 34%	4 22%	267 31%	39 29%	306 31%
		d		d		d		d
35 - 44	480 48%	407 48%	43 48%	19 46%	11 55%	417 48%	63 47%	480 48%
45 - 54	181 18%	153 18%	17 19%	6 15%	4 22%	151 17%	29 22%	181 18%
55 and over	12 1%	10 1%	1 1%	1 2%	* *0%	10 1%	2 1%	12 1%
Refused	3 *0%	2 *0%	1 1%	* *0%	- -0%	3 *0%	- -0%	3 *0%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 346**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP88 And at what age did YOU finish your education?/ At which age do you expect to finish your education?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Aged 16 or under	482	121	173	189	238	244	64	57	79	94	95	93	47	99	118	217	146	335	482
	48%	44%	47%	52%	47%	49%	48%	41%	42%	53%	52%	51%	23%	36%	56%	70%	31%	64%	48%
			a						gh	gh	g		l	lmpr	lmnpqr	l	lmnpr	lmp	
Aged 17-18	277	82	100	96	134	143	37	45	56	44	42	54	49	98	63	67	147	131	277
	28%	30%	27%	26%	27%	29%	28%	32%	30%	25%	23%	30%	24%	36%	30%	22%	31%	25%	28%
								j						loqr	o		loq		o
Aged 19-20	75	22	27	26	36	39	11	10	13	14	12	14	23	29	13	10	51	23	75
	7%	8%	8%	7%	7%	8%	9%	7%	7%	8%	6%	8%	11%	11%	6%	3%	11%	4%	7%
													noq	noq			noqr		oq
Aged 21 or over	160	48	60	52	87	73	20	27	36	24	31	21	87	45	16	12	132	29	160
	16%	17%	17%	14%	17%	15%	15%	20%	19%	14%	17%	12%	42%	17%	8%	4%	27%	5%	16%
								k	k				mnopqr	noq	o		mnoqr		noq
Don't know	2	-	2	-	1	*	-	-	1	*	-	-	1	-	1	-	1	1	2
	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	5	1	2	2	4	1	1	-	1	1	2	-	2	1	1	2	2	3	5
	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 346**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP88 And at what age did YOU finish your education?/ At which age do you expect to finish your education?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Aged 16 or under	482	418	37	19	8	430	52	482
	48%	49%	41%	48%	38%	50%	39%	48%
		bdf				bdf		df
Aged 17-18	277	230	29	12	7	237	41	277
	28%	27%	32%	29%	35%	27%	30%	28%
					aeg			
Aged 19-20	75	63	6	4	2	62	13	75
	7%	7%	7%	10%	10%	7%	10%	7%
Aged 21 or over	160	134	17	5	3	132	28	160
	16%	16%	19%	13%	17%	15%	21%	16%
							e	
Don't know	2	1	1	-	-	2	-	2
	*%	*%	1%	-%	-%	*%	-%	*%
			ag					
Refused	5	5	1	*	-	4	1	5
	1%	1%	1%	*%	-%	*%	1%	1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 347**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP89 And which of these options applies to your home?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Being bought on mortgage	447	121	151	175	220	228	59	63	79	72	82	93	144	150	102	52	294	153	447
	45%	45%	41%	48%	44%	46%	44%	45%	42%	41%	45%	51%	69%	55%	48%	17%	61%	29%	45%
			b									i	mnopqr	oqr	oq		noqr	o	oq
Owned outright by the household	66	18	23	26	31	36	6	11	9	14	15	10	23	23	9	12	46	21	66
	7%	7%	6%	7%	6%	7%	5%	8%	5%	8%	8%	6%	11%	8%	4%	4%	10%	4%	7%
													noqr	noq			noqr		oq
Rented from Local Authority/ Housing Association/ Trust	351	89	136	126	178	173	44	45	68	68	65	61	22	68	79	182	91	261	351
	35%	33%	37%	34%	36%	35%	33%	32%	37%	38%	36%	33%	11%	25%	37%	59%	19%	50%	35%
														lp	lmp	lmnpqr	l	lmnpr	lmp
Rented from Private Landlord	120	41	49	30	61	59	22	19	26	23	13	17	14	25	20	61	39	81	120
	12%	15%	13%	8%	12%	12%	16%	14%	14%	13%	7%	9%	7%	9%	9%	20%	8%	16%	12%
		c	c				jk	j	j	j						lmnpr		lmnpr	lp
Other	6	2	1	2	4	2	2	*	1	1	2	1	2	4	*	*	5	1	6
	1%	1%	*%	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%	1%	*%	*%	1%	*%	1%
														oq			q		
Don't know	10	1	3	6	8	2	-	1	3	-	5	1	4	1	3	3	5	6	10
	1%	*%	1%	2%	2%	*%	-%	1%	2%	-%	2%	1%	2%	*%	1%	1%	1%	1%	1%
					e				fi		fi								

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 347**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP89 And which of these options applies to your home?**

Base : All parents

	NATION							
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Being bought on mortgage	447	389	33	14	11	381	67	447
	45%	46%	37%	36%	56%	44%	50%	45%
		bc			abceg		bc	bc
Owned outright by the household	66	53	8	4	2	54	13	66
	7%	6%	8%	11%	8%	6%	9%	7%
				ae				
Rented from Local Authority/ Housing Association/ Trust	351	293	39	15	4	313	38	351
	35%	34%	44%	37%	21%	36%	29%	35%
		d	adefg	d		df		d
Rented from Private Landlord	120	102	9	6	3	107	13	120
	12%	12%	10%	15%	15%	12%	10%	12%
Other	6	5	1	*	-	3	3	6
	1%	1%	1%	1%	-%	*%	2%	1%
							aeg	
Don't know	10	9	1	*	*	9	1	10
	1%	1%	1%	*%	*%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 348**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP90 How many people are there in your household in total (including yourself)?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
2	69	21	27	22	35	34	11	10	12	14	12	10	8	20	9	33	28	41	69
	7%	8%	7%	6%	7%	7%	8%	7%	7%	8%	6%	5%	4%	7%	4%	11%	6%	8%	7%
																lnpr		ln	
3	196	54	70	71	94	101	28	26	36	34	30	41	39	52	40	65	91	105	196
	20%	20%	19%	20%	19%	20%	21%	19%	19%	19%	17%	22%	19%	19%	19%	21%	19%	20%	20%
4	391	106	143	142	202	189	52	53	74	69	75	67	95	117	84	95	212	179	391
	39%	39%	39%	39%	40%	38%	39%	38%	40%	39%	41%	37%	46%	43%	39%	31%	44%	34%	39%
													oqr	oq	o		oqr		oq
5-6	300	84	101	116	152	149	38	45	53	48	60	56	61	70	67	102	132	169	300
	30%	31%	28%	32%	30%	30%	29%	33%	29%	27%	33%	30%	29%	26%	32%	33%	27%	32%	30%
																m		m	
7-9	42	7	21	14	18	24	3	4	10	11	4	9	5	12	13	13	17	25	42
	4%	3%	6%	4%	4%	5%	3%	3%	6%	6%	2%	5%	2%	4%	6%	4%	3%	5%	4%
			a							j					l				
10 or more	3	1	2	-	1	3	1	1	-	2	-	-	-	1	-	3	1	3	3
	*%	*%	1%	-%	*%	1%	*%	*%	-%	1%	-%	-%	-%	*%	-%	1%	*%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 348**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP90 How many people are there in your household in total (including yourself)?**

Base : All parents

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	224	174	182	1417	300	1717	
Effective Weighted Sample	1327	188	153	163	1118	217	1327	
Total	1001	90	40	20	867	134	1001	
2	69 7%	8 8%	3 8%	1 7%	56 6%	13 10%	69 7%	
3	196 20%	23 26% ad	8 20%	3 16%	168 19%	27 20%	196 20%	
4	391 39%	34 38%	16 41%	9 45%	338 39%	53 40%	391 39%	
5-6	300 30%	25 27%	12 30%	5 25%	263 30%	37 28%	300 30%	
7-9	42 4%	1 1% b	1 2%	1 6% bcf	39 5% b	3 2%	42 4% b	
10 or more	3 *%	- -%	- -%	- -%	2 *%	1 1%	3 *%	

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 349**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP91 How many of your children aged under 16 live at home with you?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
1	270	67	84	119	135	135	35	32	42	42	58	61	53	79	57	81	132	138	270
	27%	25%	23%	33%	27%	27%	27%	23%	22%	24%	32%	33%	25%	29%	27%	26%	27%	26%	27%
				ab							gh	ghi							
2	432	122	166	144	217	215	57	65	85	81	75	69	107	122	92	111	229	203	432
	43%	45%	46%	39%	43%	43%	43%	46%	46%	45%	41%	38%	51%	45%	43%	36%	48%	39%	43%
													oqr	o	o		oq		o
3	202	64	68	71	105	97	32	32	38	30	36	35	39	50	42	71	89	113	202
	20%	23%	19%	19%	21%	19%	24%	23%	20%	17%	20%	19%	19%	18%	20%	23%	19%	22%	20%
4	66	14	29	23	32	34	6	8	15	15	11	12	8	12	16	30	20	46	66
	7%	5%	8%	6%	6%	7%	4%	6%	8%	8%	6%	6%	4%	4%	8%	10%	4%	9%	7%
															p	Impr		Imp	p
5 or more	31	6	17	8	12	19	3	3	7	10	2	6	2	8	5	16	10	22	31
	3%	2%	5%	2%	2%	4%	2%	2%	4%	5%	1%	3%	1%	3%	2%	5%	2%	4%	3%
										j						lpr		lp	l

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 349**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP91 How many of your children aged under 16 live at home with you?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
1	270	222	32	10	6	230	40	270
	27%	26%	36%	25%	28%	27%	30%	27%
			aceg					
2	432	367	37	19	9	374	58	432
	43%	43%	41%	48%	46%	43%	44%	43%
3	202	178	13	8	3	180	22	202
	20%	21%	15%	20%	15%	21%	17%	20%
4	66	56	7	2	1	56	10	66
	7%	7%	8%	5%	6%	6%	7%	7%
5 or more	31	29	1	*	1	27	4	31
	3%	3%	1%	1%	5%	3%	3%	3%
		b			bc			

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 350**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP92 What are the ages of the other children aged under 16 living at home with you?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Under 1	47 5%	24 9%	14 4%	9 2%	19 4%	28 6%	10 7%	14 10%	7 4%	7 4%	2 1%	6 4%	7 4%	6 2%	13 6%	20 7%	13 3%	33 6%	47 5%
		bc					j	hijk							mp	mp		mp	m
Aged 1	37 4%	18 7%	13 4%	6 2%	17 3%	20 4%	9 6%	9 7%	6 3%	7 4%	2 1%	3 2%	4 2%	7 2%	8 4%	17 6%	11 2%	26 5%	37 4%
		bc					jk	jk								lmp		p	
Aged 2	74 7%	34 13%	27 7%	13 3%	37 7%	37 7%	18 14%	16 11%	14 8%	12 7%	4 2%	9 5%	11 5%	15 6%	18 8%	30 10%	26 5%	47 9%	74 7%
		bc	c				hijk	jk	j	j						mp		mp	
Aged 3	87 9%	36 13%	32 9%	18 5%	36 7%	51 10%	13 10%	23 17%	14 7%	19 11%	10 5%	9 5%	10 5%	26 10%	14 7%	36 12%	37 8%	50 10%	87 9%
		bc	c				k	fhjk		jk				l		lnp		l	l
Aged 4	81 8%	34 12%	29 8%	18 5%	41 8%	39 8%	18 13%	16 12%	15 8%	14 8%	9 5%	9 5%	16 8%	24 9%	16 8%	25 8%	40 8%	41 8%	81 8%
		bc					jk	jk											
Aged 5	108 11%	51 19%	43 12%	15 4%	50 10%	58 12%	22 17%	29 21%	23 12%	20 11%	5 3%	10 5%	19 9%	22 8%	19 9%	49 16%	41 9%	68 13%	108 11%
		bc	c				jk	hijk	jk	jk						lmnpr		mp	
Aged 6	115 11%	48 18%	39 11%	28 8%	59 12%	57 11%	21 16%	27 19%	22 12%	17 10%	15 8%	13 7%	26 12%	35 13%	20 9%	35 11%	61 13%	54 10%	115 11%
		bc					ijk	hijk											
Aged 7	124 12%	55 20%	43 12%	26 7%	60 12%	64 13%	25 19%	31 22%	24 13%	19 11%	11 6%	14 8%	26 12%	32 12%	25 12%	42 13%	57 12%	67 13%	124 12%
		bc	c				ijk	hijk	j										
Aged 8	122 12%	22 8%	68 19%	33 9%	70 14%	53 11%	13 10%	9 6%	39 21%	29 16%	18 10%	15 8%	21 10%	30 11%	26 12%	45 15%	51 11%	71 14%	122 12%
			ac						fgjk	fgjk									

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r



**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 350**

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**QP92 What are the ages of the other children aged under 16 living at home with you?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Aged 9	129	30	65	35	62	68	13	16	33	32	15	19	33	27	26	44	60	69	129
	13%	11%	18%	10%	12%	14%	10%	12%	18%	18%	8%	11%	16%	10%	12%	14%	13%	13%	13%
			ac						fjk	fjk			m						
Aged 10	121	24	56	41	53	68	11	13	25	31	17	24	24	28	32	36	52	68	121
	12%	9%	15%	11%	11%	14%	8%	9%	13%	18%	9%	13%	12%	10%	15%	12%	11%	13%	12%
			a						fgj										
Aged 11	115	16	52	47	65	50	7	9	32	20	26	21	24	35	22	34	59	56	115
	11%	6%	14%	13%	13%	10%	5%	6%	17%	11%	15%	11%	11%	13%	10%	11%	12%	11%	11%
			a	a					fg	f	fg	f							
Aged 12	108	13	28	67	51	57	8	6	11	17	33	34	16	34	20	37	50	58	108
	11%	5%	8%	18%	10%	11%	6%	4%	6%	10%	18%	19%	8%	13%	10%	12%	10%	11%	11%
			ab						g	fg	fg	fg							
Aged 13	102	13	33	56	47	55	5	8	13	19	28	28	21	21	25	35	42	60	102
	10%	5%	9%	15%	9%	11%	4%	6%	7%	11%	16%	15%	10%	8%	12%	11%	9%	11%	10%
			a	ab					f	fg	fg	fg							
Aged 14	93	10	35	48	52	41	5	5	17	17	30	19	15	31	23	25	45	48	93
	9%	4%	9%	13%	10%	8%	4%	4%	9%	10%	16%	10%	7%	11%	11%	8%	9%	9%	9%
			a	a					fg	fg	fg	fg							
Aged 15	82	6	22	55	39	44	3	3	10	12	26	29	23	21	19	20	44	39	82
	8%	2%	6%	15%	8%	9%	2%	2%	5%	7%	14%	16%	11%	8%	9%	6%	9%	7%	8%
			a	ab					fg	fg	fg	fg	o						
Aged 16	34	6	9	20	19	15	3	2	6	3	10	10	2	7	12	14	9	26	34
	3%	2%	2%	5%	4%	3%	2%	2%	3%	2%	5%	6%	1%	2%	6%	4%	2%	5%	3%
			ab						gi	gi	gi	gi			lmp	lp		lp	l
Refused	1	*	1	*	1	1	*	-	-	1	*	-	*	-	1	-	*	1	1
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 350**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP92 What are the ages of the other children aged under 16 living at home with you?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
ANY YOUNGER SIBLINGS AT HOME	542	127	195	220	274	268	60	67	104	91	110	110	106	143	114	179	249	293	542
	54%	47%	54%	60%	55%	54%	45%	48%	56%	51%	60%	60%	51%	53%	54%	58%	52%	56%	54%
			a	ab					f		fg	fg							
NO YOUNGER SIBLINGS AT HOME	459	146	169	145	227	232	73	72	82	87	72	73	102	128	98	131	230	229	459
	46%	53%	46%	40%	45%	46%	55%	52%	44%	49%	40%	40%	49%	47%	46%	42%	48%	44%	46%
		bc	c				hjk	jk											
ANY OLDER SIBLINGS AT HOME	299	117	129	54	149	151	57	60	64	65	29	25	63	80	66	91	142	157	299
	30%	43%	35%	15%	30%	30%	43%	43%	34%	37%	16%	14%	30%	29%	31%	29%	30%	30%	30%
		bc	c				jk	hjk	jk	jk									
NO OLDER SIBLINGS AT HOME	702	156	235	311	352	350	76	79	123	113	153	158	146	192	146	219	337	365	702
	70%	57%	65%	85%	70%	70%	57%	57%	66%	63%	84%	86%	70%	71%	69%	71%	70%	70%	70%
			a	ab					g		fghi	fghi							
ONLY CHILD IN THE HOME	270	67	84	119	135	135	35	32	42	42	58	61	53	79	57	81	132	138	270
	27%	25%	23%	33%	27%	27%	27%	23%	22%	24%	32%	33%	25%	29%	27%	26%	27%	26%	27%
				ab							gh	ghi							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 350**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP92 What are the ages of the other children aged under 16 living at home with you?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Under 1	47 5%	40 5%	4 4%	2 4%	1 6%	40 5%	6 5%	47 5%
Aged 1	37 4%	31 4%	4 5%	1 1%	1 4%	30 3%	7 5%	37 4%
Aged 2	74 7%	65 8%	4 4%	3 8%	2 10% b	64 7%	10 7%	74 7%
Aged 3	87 9%	81 10% bc	4 4%	1 2%	1 7% c	79 9% bc	9 6%	87 9% bc
Aged 4	81 8%	71 8%	5 6%	3 8%	1 7%	71 8%	10 8%	81 8%
Aged 5	108 11%	96 11%	7 8%	4 10%	1 6%	93 11%	16 12%	108 11%
Aged 6	115 11%	101 12%	8 8%	5 12%	2 9%	103 12%	12 9%	115 11%
Aged 7	124 12%	107 13%	11 12%	4 11%	1 7%	110 13%	14 10%	124 12%
Aged 8	122 12%	105 12% d	9 10% d	7 18% bd	1 4%	106 12% d	16 12% d	122 12% d
Aged 9	129 13%	110 13%	13 14%	4 10%	2 9%	108 12%	21 16%	129 13%
Aged 10	121 12%	108 13% bd	6 6% bd	6 14% bd	1 6%	106 12% bd	15 11%	121 12% bd

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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**QP92 What are the ages of the other children aged under 16 living at home with you?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Aged 11	115 11%	98 12%	9 10%	6 16% d	2 8%	100 12%	14 11%	115 11%
Aged 12	108 11%	95 11% d	8 9%	3 9%	1 6%	98 11% d	10 7%	108 11% d
Aged 13	102 10%	88 10%	9 10%	3 7%	2 9%	90 10%	12 9%	102 10%
Aged 14	93 9%	76 9%	12 14% ad	3 9%	1 6%	80 9%	13 10%	93 9%
Aged 15	82 8%	70 8%	6 7%	5 12% f	2 9%	75 9%	7 5%	82 8%
Aged 16	34 3%	31 4%	2 3%	1 3%	* 2%	30 3%	4 3%	34 3%
Refused	1 *% a	* *%	1 1% a	* *%	- -%	1 *%	* *%	1 *%
ANY YOUNGER SIBLINGS AT HOME	542 54%	473 56% b	38 42%	20 50%	11 54% b	475 55% b	67 50%	542 54% b
NO YOUNGER SIBLINGS AT HOME	459 46%	378 44%	52 58% adeg	20 50%	9 46%	392 45%	67 50%	459 46%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 350**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP92 What are the ages of the other children aged under 16 living at home with you?**

Base : All parents

	NATION							ALL
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
ANY OLDER SIBLINGS AT HOME	299	253	28	12	6	255	45	299
	30%	30%	31%	30%	31%	29%	33%	30%
NO OLDER SIBLINGS AT HOME	702	598	62	28	14	612	90	702
	70%	70%	69%	70%	69%	71%	67%	70%
ONLY CHILD IN THE HOME	270	222	32	10	6	230	40	270
	27%	26%	36%	25%	28%	27%	30%	27%

aceg

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 351**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP93 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Your husband/ wife/ partner - CHILD'S PARENT	692	195	256	241	345	347	94	101	129	127	122	119	170	188	170	165	358	335	692
	69%	72%	70%	66%	69%	69%	71%	72%	69%	72%	67%	65%	82%	69%	80%	53%	75%	64%	69%
													mopqr	o	moqr		oqr	o	oq
Your husband/ wife/ partner - NOT CHILD'S PARENT	66	8	21	36	35	31	6	3	12	9	17	19	11	22	13	20	33	33	66
	7%	3%	6%	10%	7%	6%	4%	2%	6%	5%	9%	11%	5%	8%	6%	6%	7%	6%	7%
				ab					g		fg	fgi							
Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother	21	3	6	11	11	9	1	2	3	3	6	5	3	5	6	8	7	13	21
	2%	1%	2%	3%	2%	2%	1%	1%	2%	2%	4%	3%	1%	2%	3%	3%	2%	3%	2%
Your Brothers/ Sisters/ Stepbrothers/ Stepsisters	4	2	1	1	2	2	1	1	1	*	*	1	1	2	*	1	3	1	4
	4%	1%	1%	1%	2%	2%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%
Your Child/ children aged 16 and over	26	6	5	15	10	16	1	5	4	2	5	10	3	5	2	16	8	18	26
	3%	2%	1%	4%	2%	3%	1%	3%	2%	1%	3%	6%	2%	2%	1%	5%	2%	3%	3%
				b								fhi				lmnpr		n	
Other relative of yours	8	5	2	2	5	3	4	1	*	1	1	1	2	1	2	3	4	5	8
	1%	2%	1%	1%	1%	1%	3%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%
							hk												

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

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**Table 351**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP93 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?**

Base : All parents

	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE							
	Total	5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Friend/ other person not related to you	3	2	1	-	1	2	1	1	-	1	-	-	1	1	1	1	1	1	3
	*%	1%	*%	-%	*%	*%	1%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%
None - I am the only adult in the household	152	46	59	47	76	76	22	24	31	28	23	24	13	37	18	84	49	102	152
	15%	17%	16%	13%	15%	15%	17%	17%	16%	16%	13%	13%	6%	14%	9%	27%	10%	20%	15%
														l		lmnpqr	l	lmnpr	lnp
Refused	29	4	14	11	16	14	2	2	6	8	7	4	5	11	*	13	16	13	29
	3%	2%	4%	3%	3%	3%	2%	1%	3%	4%	4%	2%	2%	4%	*%	4%	3%	3%	3%
			a										n	n		n	n	n	n

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

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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.

**QP93 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Your husband/ wife/ partner - CHILD'S PARENT	692 69%	589 69%	63 70%	26 65%	14 69%	602 69%	90 67%	692 69%
Your husband/ wife/ partner - NOT CHILD'S PARENT	66 7%	55 6%	7 8%	2 6%	1 3%	58 7%	8 6%	66 7%
Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother	21 2%	18 2%	1 1%	1 4%	* 2%	19 2%	2 2%	21 2%
Your Brothers/ Sisters/ Stepbrothers/ Stepsisters	4 *%	3 *%	* *%	* 1%	* 2%	3 *%	1 1%	4 *%
Your Child/ children aged 16 and over	26 3%	22 3%	2 3%	1 2%	1 4%	22 3%	4 3%	26 3%
Other relative of yours	8 1%	8 1%	* *%	* 1%	- -%	8 1%	1 *%	8 1%
Friend/ other person not related to you	3 *%	2 *%	- -%	* 1%	- -%	2 *%	1 *%	3 *%

Columns Tested: a,b,c,d,e,f,g



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**QP93 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?**

Base : All parents

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	224	174	182	1417	300	1717	
Effective Weighted Sample	1327	188	153	163	1118	217	1327	
Total	1001	90	40	20	867	134	1001	
None - I am the only adult in the household	152	13	7	4	129	22	152	
	15%	14%	17%	18%	15%	16%	15%	
Refused	29	4	1	*	24	5	29	
	3%	4%	4%	*%	3%	4%	3%	
		d	d			d		

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 352**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP95 Which option applies to your household for the total annual household income from all sources before tax and deductions?**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Base for %	589	170	218	201	304	285	83	87	118	100	104	98	117	140	123	209	257	332	589
Up to £950, Under £11,500	158	49	66	43	86	73	23	25	39	27	23	20	9	15	20	115	23	135	158
	27%	29%	30%	21%	28%	25%	28%	29%	33%	27%	23%	20%	7%	10%	17%	55%	9%	41%	27%
		c	c					k	jk						lmp	lmnpqr		lmnpr	lmnp
£950 - £1,450, £11,500 - £17,499	102	27	35	40	52	50	12	15	16	19	24	16	7	27	18	49	34	67	102
	17%	16%	16%	20%	17%	17%	14%	17%	13%	19%	23%	16%	6%	19%	15%	23%	13%	20%	17%
										fh				lp	l	lnpr	l	lnp	lp
£1,450- £2,500, £17,500 - £29,999	150	46	53	51	82	68	25	21	30	22	26	25	15	49	49	36	64	85	150
	25%	27%	24%	25%	27%	24%	30%	24%	26%	22%	25%	26%	13%	35%	40%	17%	25%	26%	25%
														lopqr	lopqr		lo	lo	lo
£2,500 - £4,200, £30,000 - £49,999	119	31	43	45	55	64	16	15	20	23	20	26	42	35	33	10	76	43	119
	20%	18%	20%	22%	18%	22%	19%	17%	17%	23%	19%	26%	36%	25%	27%	5%	30%	13%	20%
												gh	mnoqr	oq	oqr		oqr	o	oq
£4,200 or over, £50,000 or over	61	18	21	22	29	31	7	11	12	9	10	11	44	14	2	-	59	2	61
	10%	11%	10%	11%	10%	11%	9%	13%	10%	9%	10%	12%	38%	10%	2%	-%	23%	1%	10%
													mnoqr	noq	o		mnoqr		noq
Don't know	90	24	32	35	44	46	13	11	15	17	17	18	13	29	25	24	42	49	90
Refused	322	79	114	129	152	169	37	41	54	60	61	68	79	102	64	76	181	141	322

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 352**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP95 Which option applies to your household for the total annual household income from all sources before tax and deductions?**

Base : All parents

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Base for %	589	497	52	25	15	512	77	589
Up to £950, Under £11,500	158 27%	127 25%	17 32%	11 42%	4 29%	139 27%	19 25%	158 27%
				adefg				
£950 - £1,450, £11,500 - £17,499	102 17%	83 17%	11 21%	4 17%	3 20%	90 17%	12 16%	102 17%
£1,450- £2,500, £17,500 - £29,999	150 25%	127 26%	12 24%	6 25%	4 24%	129 25%	21 27%	150 25%
£2,500 - £4,200, £30,000 - £49,999	119 20%	107 21% bc	7 14%	3 12%	2 17%	103 20% bc	16 21% c	119 20% bc
£4,200 or over, £50,000 or over	61 10%	54 11% c	4 9%	1 4%	1 10% c	52 10% c	9 11% c	61 10% c
Don't know	90	73	12	2	3	75	15	90
Refused	322	281	26	12	2	279	42	322

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 353**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP99 GENDER OF PARENT INTERVIEWED**

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Male	228	57	87	84	138	90	34	23	52	35	52	32	58	50	65	54	108	119	228
	23%	21%	24%	23%	27%	18%	25%	17%	28%	20%	29%	17%	28%	18%	31%	18%	23%	23%	23%
					e		gk		gik		gik		mo		mopqr		o	o	o
Female	774	216	277	281	363	410	99	116	134	143	130	151	150	221	147	255	371	402	774
	77%	79%	76%	77%	73%	82%	75%	83%	72%	80%	71%	83%	72%	82%	69%	82%	77%	77%	77%
					d		fhj		hj		fhj		ln		lnpqr		n	n	n

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 353**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP99 GENDER OF PARENT INTERVIEWED**

Base : All parents

	NATION							ALL
	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL		
Significance Level: 95%	a	b	c	d	e	f	g	
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Male	228	190	23	10	5	194	34	228
	23%	22%	25%	24%	27%	22%	25%	23%
Female	774	661	68	30	15	673	100	774
	77%	78%	75%	76%	73%	78%	75%	77%

Columns Tested: a,b,c,d,e,f,g

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 354**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP100 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW?**

Base : Parents of children aged 5-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE & GENDER						SOCIAL GRADE						
		5 TO 7	8 TO 11	12 TO 15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	AB	C1	C2	DE	ABC1	C2DE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1717	570	575	572	864	853	285	285	290	285	289	283	327	433	363	594	760	957	1717
Effective Weighted Sample	1327	453	447	451	671	656	232	222	228	218	226	225	264	338	279	451	603	728	1327
Total	1001	273	364	365	501	500	133	140	186	178	182	183	208	271	212	310	479	522	1001
Yes, they answered for the child/ influenced the response as the interview was taking place	105 10%	44 16% bc	41 11% c	19 5%	55 11%	50 10%	23 17% jk	22 16% jk	21 11% k	20 11% k	11 6%	7 4%	17 8%	30 11%	20 9%	37 12%	48 10%	57 11%	105 10%
Yes, they commented or helped the child but did not influence the response	369 37%	116 43% c	153 42% c	99 27%	184 37%	185 37%	60 45% jk	56 40% jk	74 39% jk	79 45% jk	50 27%	49 27%	76 36%	101 37%	83 39%	109 35%	177 37%	192 37%	369 37%
Yes, but they did not interfere with the interview	431 43%	105 39%	143 39%	183 50% ab	207 41%	224 45%	46 34%	59 42%	74 40%	69 39%	87 48% f	96 52% fghi	95 46%	118 43%	87 41%	131 42%	213 44%	218 42%	431 43%
No, they were not present	97 10%	7 2%	26 7% a	64 18% ab	55 11%	42 8%	4 3%	2 2%	17 9% fg	9 5% g	34 19% fghi	30 17% fghi	20 10%	22 8%	22 10%	33 11%	42 9%	55 10%	97 10%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

**OFCOM MEDIA LITERACY TRACKER 2012 - CHILDREN AND PARENTS - 1st to 29th March 2012.**

**Table 354**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP100 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW?**

Base : Parents of children aged 5-15

	Total	NATION						ALL
		ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g
Unweighted total	1717	1137	224	174	182	1417	300	1717
Effective Weighted Sample	1327	1036	188	153	163	1118	217	1327
Total	1001	851	90	40	20	867	134	1001
Yes, they answered for the child/ influenced the response as the interview was taking place	105 10%	81 9%	17 19% adeg	5 12%	2 11%	87 10%	18 13%	105 10%
Yes, they commented or helped the child but did not influence the response	369 37%	319 37% b	27 29%	16 40% b	7 35%	316 37%	52 39% b	369 37% b
Yes, but they did not interfere with the interview	431 43%	363 43%	40 45%	18 44%	10 50%	376 43%	55 41%	431 43%
No, they were not present	97 10%	88 10% cd	6 7%	2 4%	1 4%	87 10% cd	10 7%	97 10% cd

Columns Tested: a,b,c,d,e,f,g