

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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QC18F EXPERIENCE OR LEVEL OF INTEREST - Set up your own weblog/ blog .....	186
Base : Those children aged 8-15 who use the internet at home	
QC18G EXPERIENCE OR LEVEL OF INTEREST - Signed an online petition.....	187
Base : Those children aged 8-15 who use the internet at home	
QC18H EXPERIENCE OR LEVEL OF INTEREST - Expressed your views online about political or social issues .....	188
Base : Those children aged 12-15 who use the internet at home	
SOCIAL NETWORKING SITE PROFILES .....	189
Base : Those children aged 8-15 who use the internet at home	
QC19 Which different sites do you have a page or profile on, or have your own character that you have created?.....	190
Base : Those children aged 8-15 who have social networking site profile or have created a character that lives or plays in the online world	
QC20 Do you know if this profile can be seen by other people? IF YES - Who can see it? .....	192
Base : Those children aged 8-15 who have a social networking site profile that is currently active	
QC21 Do you regularly use these sites for any of the things shown on this card?.....	193
Base : Those children aged 8-15 who have a social networking site profile that is currently active	
QC22 Which of these things, if any, are things that you don't like about sites like Bebo, Piczo Facebook, MySpace hi5, or Twitter? .....	194
Base : Those children aged 8-15 who have a social networking site profile that is currently active	
QC23 Do you ever use search engine websites like Google, Yahoo, Bing (MSN AT WAVE 1) or Ask Jeeves to find out about other websites or to search for information? .....	195
Base : Those children aged 8-15 who use the internet at home	

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QC24 Which, if any, of these explain the way results are shown when you use search engine websites like Google, Yahoo, MSN or Ask Jeeves? .....	196
Base : Those children aged 12-15 who ever use search engines to find out about other websites or to search for information - ASKED AT WAVE 1 ONLY	
NQC24 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? .....	197
Base : Those children aged 12-15 who ever use search engines to find out about other websites or to search for information - ASKED AT WAVE 2 ONLY	
QC25 Do you use the internet anywhere apart from home at all? IF YES - Where is that? .....	198
Base : All children aged 5-15	
SUMMARY OF WHERE THE INTERNET IS USED .....	199
Base : All children aged 5-15	
SUMMARY OF WHERE THE INTERNET IS USED .....	200
Base : Those children aged 5-15 who use the internet at home or elsewhere	
QC26 If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it? IF YES - Who would you tell? .....	201
Base : Those children aged 8-15 who use the internet at home or elsewhere	
QC27 (READ DESCRIPTION ABOUT DOWNLOADING MUSIC AND MOVIES FROM THE INTERNET) Did you know that downloading shared copies of music and movies for free is often illegal? .....	203
Base : All children aged 12-15	
QC28 Do you think that downloading music and moves for free in this way should be illegal? .....	204
Base : All children aged 12-15	
QC29 Do you ever play games in any of these ways? .....	205
Base : All children aged 12-15	
QC30 Do you ever play single or multiplayer games over the internet on any of these devices which is often referred to as online game playing?.....	206
Base : Those children aged 12-15 who ever play games	
QC31 When you play games on your computer, games console or any other way, do you most often .....	207
Base : Those children who ever play games	
QC33 Which of these things, if any, are things that you don't like about playing games over the internet? .....	208
Base : Those children aged 8-15 who ever play games online	
QC36A HOW OFTEN USE MOBILE PHONE TO - Make or receive calls.....	209
Base : Those children aged 8-15 with their own mobile phone	
QC36B HOW OFTEN USE MOBILE PHONE TO - Send or receive texts.....	210
Base : Those children aged 8-15 with their own mobile phone	
QC36C HOW OFTEN USE MOBILE PHONE TO - Send or receive photos.....	211
Base : Those children aged 8-15 with their own mobile phone	
QC36D HOW OFTEN USE MOBILE PHONE TO - Send or receive video clips.....	212
Base : Those children aged 8-15 with their own mobile phone	
QC36E HOW OFTEN USE MOBILE PHONE TO - Play games that are loaded on the phone .....	213
Base : Those children aged 8-15 with their own mobile phone	
QC36F HOW OFTEN USE MOBILE PHONE TO - Play games over the internet using your phone.....	214
Base : Those children aged 8-15 with their own mobile phone	
QC36G HOW OFTEN USE MOBILE PHONE TO - Visit websites using your phone .....	215
Base : Those children aged 8-15 with their own mobile phone	

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QC36H HOW OFTEN USE MOBILE PHONE TO - Listen to music .....	216
Base : Those children aged 8-15 with their own mobile phone	
QC36I HOW OFTEN USE MOBILE PHONE TO - Take photos .....	217
Base : Those children aged 8-15 with their own mobile phone	
QC36J HOW OFTEN USE MOBILE PHONE TO - Take videos.....	218
Base : Those children aged 8-15 with their own mobile phone	
QC36K HOW OFTEN USE MOBILE PHONE TO - Watch TV programmes or clips.....	219
Base : Those children aged 8-15 with their own mobile phone	
QC36L HOW OFTEN USE MOBILE PHONE TO - Visit sites like Bebo, Piczo, MySpace, Facebook, Hi5, or Twitter .....	220
Base : Those children aged 8-15 with their own mobile phone	
QC36M HOW OFTEN USE MOBILE PHONE TO - Visit sites like YouTube or Bebo to look at videos or clips posted by other people.....	221
Base : Those children aged 8-15 with their own mobile phone	
QC36N HOW OFTEN USE MOBILE PHONE TO - Put photos or videos on sites like YouTube or Bebo for others to see .....	222
Base : Those children aged 8-15 with their own mobile phone	
QC36O HOW OFTEN USE MOBILE PHONE TO - Send or receive Twitter updates using your phone .....	223
Base : Those children aged 8-15 with their own mobile phone	
SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST ONCE A WEEK .....	224
Base : Those children aged 8-15 with their own mobile phone	
SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL .....	227
Base : Those children aged 8-15 with their own mobile phone	
QC37 Are you confident getting your mobile phone to do what you want it to do? .....	230
Base : Those children aged 8-15 with their own mobile phone	
QC38 Which of these things, if any, are things that you don't like about mobile phones? .....	231
Base : Those children aged 8-15 with their own mobile phone	
QC39A Which of the following do you do almost every day?.....	232
Base : All children aged 5-15	
QC39B Which one of the things you do almost every day would you miss doing the most if it got taken away?.....	233
Base : All children aged 5-15	
QC40 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on?.....	235
Base : All children aged 8-15	
QC41 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. IF YES - Which lessons are those?.....	237
Base : All children aged 12-15	
QC42 Do any of your lessons at school teach you about the internet? IF YES - Which lessons are those?.....	238
Base : All children aged 12-15	
QC43 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. ....	239
Base : All children aged 8-11	
QC44 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. ....	240
Base : All children aged 8-11	

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

QC45 I'd now like you to think about adverts or any advertising that you may have seen or heard. Do you know what I mean by adverts or advertising? IF YES - Have you ever seen or heard any adverts or advertising on any of these .....	241
Base : All children aged 5-15 - ASKED AT WAVE 1 ONLY	
QP48 Which of these groups best describes your child? .....	243
Base : All parents	
QP49A Which of these, if any, limit your child's daily activities? .....	246
Base : All parents	
QP49B Which of these best describes your child's sight (with glasses or contact lenses if he/ she normally uses them)? .....	248
Base : Those whose child has poor vision, partial sight or blindness	
QP49C Which of these best describes your child's hearing (with a hearing aid if he/ she normally uses one)? .....	249
Base : Those whose child has poor hearing, partial hearing or deafness	
QP50 Is there a landline phone in your home that can be used to make and receive calls? IF YES: Can this phone be used to make and receive calls? .....	250
Base : All parents	
NQP51 And which of these options applies to your home? .....	251
Base : All parents - ASKED AT WAVE 2 ONLY	
QP51 How many people are there in your household in total (including yourself)? .....	252
Base : All parents	
QP52 How many of your children aged under 16 live at home with you? .....	253
Base : All parents	
QP53 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? .....	254
Base : All parents	
QP54 Which option applies to your household for the total annual household income from all sources before tax and deductions? .....	256
Base : All parents	
QP55 Would you be happy for your child to be contacted again - either regarding this study or if we were to conduct any similar research in the future? .....	257
Base : All parents	
QP56 Can I make a note of your phone number in case we need to contact you again? .....	258
Base : Those parents willing to be recontacted	
QP58 GENDER OF PARENT INTERVIEWED .....	259
Base : All parents	
QP59 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW? .....	260
Base : All parents	

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**CHILD QUESTIONNAIRE - NATION**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
England	1700	1700	-	-	-
	85%	100%	-%	-%	-%
		bcd			
Scotland	180	-	180	-	-
	9%	-%	100%	-%	-%
			acd		
Wales	80	-	-	80	-
	4%	-%	-%	100%	-%
			abd		
Northern Ireland	40	-	-	-	40
	2%	-%	-%	-%	100%
				abc	

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Urban	1733	1496	149	63	24
	87%	88%	83%	79%	60%
		bcd	d	d	
Rural	267	204	31	17	16
	13%	12%	17%	21%	40%
			a	a	abc

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**REGION/ NATION**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
London	264 13%	264 16% bcd	- -%	- -%	- -%
South East	275 14%	275 16% bcd	- -%	- -%	- -%
South West	187 9%	187 11% bcd	- -%	- -%	- -%
Eastern	145 7%	145 9% bcd	- -%	- -%	- -%
East Midlands	129 6%	129 8% bcd	- -%	- -%	- -%
West Midlands	169 8%	169 10% bcd	- -%	- -%	- -%
Wales	80 4%	- -%	- -%	80 100% abd	- -%
Yorkshire & Humber	169 8%	169 10% bcd	- -%	- -%	- -%
North East	136 7%	136 8% bcd	- -%	- -%	- -%
North West	225 11%	225 13% bcd	- -%	- -%	- -%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**REGION/ NATION**

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Scotland	180	-	180	-	-
	9%	-%	100%	-%	-%
			acd		
Northern Ireland	40	-	-	-	40
	2%	-%	-%	-%	100%
					abc

Columns Tested: a,b,c,d



**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**SMALL AREA DEPRIVATION INDEX**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
LOW DEPRIVATION	1233	1086	79	50	18
	62%	64%	44%	63%	44%
		bd		bd	
MEDIUM DEPRIVATION	708	564	92	30	22
	35%	33%	51%	37%	56%
			ac		ac
HIGH DEPRIVATION	59	50	9	-	-
	3%	3%	5%	-%	-%
		cd	cd		

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**CHILDS AGE**

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
5-7	545 27%	464 27%	49 27%	22 27%	11 27%
8-11	727 36%	618 36%	65 36%	29 36%	15 36%
12-15	727 36%	618 36%	65 36%	29 36%	15 36%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP1 AGE OF CHILD INTERVIEWED**

Base : All parents

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Age 5	182 9%	155 9%	16 9%	7 9%	4 9%
Age 6	182 9%	155 9%	16 9%	7 9%	4 9%
Age 7	182 9%	155 9%	16 9%	7 9%	4 9%
Age 8	182 9%	155 9%	16 9%	7 9%	4 9%
Age 9	182 9%	155 9%	16 9%	7 9%	4 9%
Age 10	182 9%	155 9%	16 9%	7 9%	4 9%
Age 11	182 9%	155 9%	16 9%	7 9%	4 9%
Age 12	182 9%	155 9%	16 9%	7 9%	4 9%
Age 13	182 9%	155 9%	16 9%	7 9%	4 9%
Age 14	182 9%	155 9%	16 9%	7 9%	4 9%
Age 15	182 9%	155 9%	16 9%	7 9%	4 9%

Columns Tested: a,b,c,d

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

**QP2 GENDER OF CHILD INTERVIEWED**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Male	1000	850	90	40	20
	50%	50%	50%	50%	50%
Female	1000	850	90	40	20
	50%	50%	50%	50%	50%

Columns Tested: a,b,c,d

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

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

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	1972	1674	179	79	40
A	42 2%	35 2%	4 2%	2 3%	1 1%
B	321 16%	287 17% bc	20 11%	8 10%	5 12%
C1	514 26%	433 26%	50 28%	22 28%	9 23%
C2	448 23%	386 23%	34 19%	18 23%	10 24%
D	309 16%	255 15%	35 20%	12 16%	7 17%
E	338 17%	277 17%	36 20%	16 21%	9 23% a
Refused	28	26	1	1	*

Columns Tested: a,b,c,d

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

**QP3A EQUIPMENT IN THE HOME - TV**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	1316	1088	144	59	24
	66%	64%	80% ad	74% ad	61%
Child has own one -elsewhere	13	10	2	*	1
	1%	1%	1%	1%	2%
Household has & child makes use of	646	579	33	19	15
	32%	34% bc	18%	24%	37% bc
Household has but child does not use	4	4	-	*	*
	*%	*%	-%	*%	1%
Do not have in the household	20	18	1	1	-
	1%	1%	*%	1%	-%
Don't know	1	1	-	-	-
	*%	*%	-%	-%	-%

Columns Tested: a,b,c,d

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

**QP3B EQUIPMENT IN THE HOME - PC or laptop - with internet access**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	325	274	32	12	7
	16%	16%	18%	14%	17%
Child has own one -elsewhere	37	33	2	2	*
	2%	2%	1%	2%	1%
Household has & child makes use of	1130	974	94	41	21
	56%	57%	52%	51%	53%
Household has but child does not use	146	116	17	8	4
	7%	7%	10%	11%	11%
			a	a	a
Do not have in the household	356	298	35	17	7
	18%	18%	19%	21%	17%
Don't know	5	5	-	-	*
	*%	*%	-%	-%	1%

Columns Tested: a,b,c,d

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

**QP3C EQUIPMENT IN THE HOME - PC or laptop - without internet access**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	100	84	10	4	2
	5%	5%	6%	5%	6%
Child has own one -elsewhere	14	12	*	1	*
	1%	1%	*%	1%	1%
Household has & child makes use of	129	108	13	5	3
	6%	6%	7%	6%	8%
Household has but child does not use	66	56	4	5	1
	3%	3%	2%	6%	3%
				ab	
Do not have in the household	1635	1396	145	64	30
	82%	82%	81%	80%	76%
		d			
Don't know	56	43	8	2	3
	3%	3%	4%	3%	7%
					ac

Columns Tested: a,b,c,d



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

**QP3D EQUIPMENT IN THE HOME - Mobile phone**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	1051	882	104	42	23
	53%	52%	58%	53%	56%
Household has & child makes use of	135	121	7	6	2
	7%	7%	4%	7%	6%
		b			
Household has but child does not use	673	580	56	23	13
	34%	34%	31%	29%	34%
Do not have in the household	134	112	12	9	2
	7%	7%	6%	11%	4%
			ad		
Don't know	7	6	1	*	*
	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d

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

**QP3E EQUIPMENT IN THE HOME - MP3 player**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	750 37%	625 37%	82 45% ac	28 35%	15 38%
Child has own one -elsewhere	21 1%	20 1%	- -%	* 1%	* 1%
Household has & child makes use of	132 7%	110 6%	12 7%	5 6%	5 12% ac
Household has but child does not use	271 14%	236 14% d	22 12% d	11 14% d	2 5%
Do not have in the household	806 40%	691 41%	63 35%	34 43%	18 44% b
Don't know	19 1%	18 1%	1 1%	1 1%	* *%

Columns Tested: a,b,c,d

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

**QP3F EQUIPMENT IN THE HOME - Portable media player**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	250	211	18	13	7
	13%	12%	10%	17%	18%
				b	ab
Child has own one -elsewhere	6	6	-	-	*
	*%	*%	-%	-%	*%
Household has & child makes use of	73	64	4	3	2
	4%	4%	2%	4%	6%
					b
Household has but child does not use	156	127	18	8	2
	8%	7%	10%	10%	6%
Do not have in the household	1479	1261	137	54	27
	74%	74%	76%	68%	68%
		cd	cd		
Don't know	36	32	2	2	1
	2%	2%	1%	2%	2%

Columns Tested: a,b,c,d

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

**QP3G EQUIPMENT IN THE HOME - Games console connected to a TV (e.g. Sony PS2, Nintendo Wii, Xbox)**

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	838 42%	671 39%	113 63% acd	38 48% a	17 42%
Child has own one -elsewhere	57 3%	51 3% b	- -%	4 5% b	1 4% b
Household has & child makes use of	639 32%	576 34% bc	33 18%	18 22%	12 31% bc
Household has but child does not use	80 4%	67 4%	6 3%	5 6%	2 6%
Do not have in the household	379 19%	332 20%	27 15%	13 16%	7 18%
Don't know	6 *%	3 *%	1 1%	1 2% a	- -%

Columns Tested: a,b,c,d

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

**QP3H EQUIPMENT IN THE HOME - Handheld/ portable games player**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	1096	916	113	45	22
	55%	54%	63% ad	56%	54%
Child has own one -elsewhere	34	30	1	2	1
	2%	2%	1%	2%	3% b
Household has & child makes use of	279	247	12	13	6
	14%	15% b	6%	17% b	16% b
Household has but child does not use	55	47	5	3	1
	3%	3%	3%	3%	3%
Do not have in the household	521	447	48	16	10
	26%	26% c	27%	20%	24%
Don't know	15	14	1	1	-
	1%	1%	*%	1%	-%

Columns Tested: a,b,c,d

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

**QP31 EQUIPMENT IN THE HOME - Radio**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	649 32%	563 33% c	55 30%	21 26%	11 29%
Child has own one -elsewhere	16 1%	14 1%	1 1%	- -%	1 2% c
Household has & child makes use of	542 27%	492 29% bcd	28 15%	14 17%	9 21%
Household has but child does not use	562 28%	438 26%	73 41% a	36 46% ad	15 36% a
Do not have in the household	224 11%	188 11%	22 12%	9 11%	5 12%
Don't know	7 *%	6 *%	1 *%	1 1%	- -%

Columns Tested: a,b,c,d

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

**QP3J EQUIPMENT IN THE HOME - DVD player/ DVD recorder**

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	937 47%	778 46%	106 59% acd	36 45%	16 40%
Child has own one -elsewhere	15 1%	13 1%	1 *%	* 1%	1 2% a
Household has & child makes use of	830 41%	726 43% b	58 32%	31 39%	15 38%
Household has but child does not use	125 6%	101 6%	11 6%	9 11% ab	4 10% a
Do not have in the household	88 4%	76 4%	4 2%	3 4%	4 10% abc
Don't know	6 *%	5 *%	1 *%	- -%	- -%

Columns Tested: a,b,c,d

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

**QP3K EQUIPMENT IN THE HOME - Webcam**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	140	117	12	7	4
	7%	7%	7%	9%	10%
Child has own one -elsewhere	7	7	-	-	-
	*%	*%	-%	-%	-%
Household has & child makes use of	212	185	16	8	3
	11%	11%	9%	10%	7%
Household has but child does not use	205	171	20	12	3
	10%	10%	11%	15%	7%
				ad	
Do not have in the household	1409	1197	131	51	30
	70%	70%	73%	63%	75%
		c	c		c
Don't know	28	24	1	2	1
	1%	1%	1%	3%	2%
				b	

Columns Tested: a,b,c,d



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

**QP3L EQUIPMENT IN THE HOME - Digital camera**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Child has own one - in their bedroom	255 13%	230 14% b	11 6%	8 10%	6 14% b
Child has own one -elsewhere	27 1%	26 2% b	- -%	1 1%	* 1%
Household has & child makes use of	605 30%	528 31% cd	48 27%	20 25%	9 23%
Household has but child does not use	543 27%	440 26%	62 35% a	27 34% a	13 32% a
Do not have in the household	557 28%	465 27%	57 32%	23 29%	12 30%
Don't know	13 1%	11 1%	1 1%	1 1%	* *%

Columns Tested: a,b,c,d

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

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

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
TV	1316 66%	1088 64%	144 80% ad	59 74% ad	24 61%
Handheld/ portable games player	1096 55%	916 54%	113 63% ad	45 56%	22 54%
Mobile phone	1051 53%	882 52%	104 58%	42 53%	23 56%
DVD player/ DVD recorder	937 47%	778 46%	106 59% acd	36 45%	16 40%
Games console connected to a TV	838 42%	671 39%	113 63% acd	38 48% a	17 42%
MP3 player	750 37%	625 37%	82 45% ac	28 35%	15 38%
Radio	649 32%	563 33% c	55 30%	21 26%	11 29%
PC or laptop - with internet access	325 16%	274 16%	32 18%	12 14%	7 17%
Digital camera	255 13%	230 14% b	11 6%	8 10%	6 14% b

Columns Tested: a,b,c,d

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

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

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Portable media player	250 13%	211 12%	18 10%	13 17% b	7 18% ab
Webcam	140 7%	117 7%	12 7%	7 9%	4 10%
PC or laptop - without internet access	100 5%	84 5%	10 6%	4 5%	2 6%
ANY GAMES CONSOLE/ PLAYER	1295 65%	1074 63%	145 81% acd	50 62%	26 65%
NONE OF THESE	296 15%	265 16% b	13 7%	11 13% b	7 19% b
Mean number of types of equipment (out of 12)	3.9	3.8	4.4 acd	3.9	3.9
Standard deviation	2.75	2.76	2.51	2.78	2.88
Standard error	.06	.08	.15	.16	.20
Columns Tested: a,b,c,d					

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

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

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
TV	1329	1098	146	60	25
	66%	65%	81%	74%	63%
			acd	ad	
Handheld/ portable games player	1130	946	114	47	23
	56%	56%	64%	59%	57%
			a		
Mobile phone	1051	882	104	42	23
	53%	52%	58%	53%	56%
DVD player/ DVD recorder	952	791	107	37	17
	48%	47%	59%	46%	43%
			acd		
Games console connected to a TV	895	722	113	42	18
	45%	42%	63%	53%	45%
			acd	a	
MP3 player	771	645	82	28	16
	39%	38%	45%	36%	39%
			ac		
Radio	665	576	56	21	12
	33%	34%	31%	26%	30%
		c			
PC or laptop - with internet access	362	307	34	13	7
	18%	18%	19%	17%	18%
Digital camera	282	256	11	8	6
	14%	15%	6%	10%	15%
		bc			b

Columns Tested: a,b,c,d

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

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

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Portable media player	256 13%	217 13%	18 10%	13 17% b	7 19% ab
Webcam	147 7%	124 7%	12 7%	7 9%	4 10%
PC or laptop - without internet access	114 6%	97 6%	10 6%	5 6%	3 7%
ANY GAMES CONSOLE/PLAYER	1341 67%	1115 66%	146 81% acd	52 66%	27 68%
NONE OF THESE	275 14%	246 14% b	13 7%	11 13% b	6 16% b
Mean number of types of equipment (out of 12)	4.0	3.9	4.5 ac	4.0	4.0
Standard deviation	2.76	2.77	2.52	2.81	2.85
Standard error	.06	.08	.15	.16	.20
Columns Tested: a,b,c,d					

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

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

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
TV	1975 99%	1677 99%	179 100%	79 99%	40 99%
DVD player/ DVD recorder	1782 89%	1517 89%	165 91%	68 85%	32 80%
Games console connected to a TV	1534 77%	1298 76%	145 81%	60 75%	31 76%
PC or laptop - with internet access	1492 75%	1281 75%	128 71%	54 68%	28 71%
Handheld/ portable games player	1408 70%	1193 70%	126 70%	60 75%	29 73%
Radio	1207 60%	1068 63%	84 47%	34 43%	21 52%
Mobile phone	1187 59%	1003 59%	111 62%	48 60%	25 62%
MP3 player	903 45%	755 44%	94 52%	34 42%	20 51%
Digital camera	886 44%	784 46%	59 33%	28 35%	15 38%
Webcam	358 18%	309 18%	28 15%	15 19%	7 17%

Columns Tested: a,b,c,d

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

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

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Portable media player	329 16%	281 17%	23 13%	16 20% b	10 25% ab
PC or laptop - without internet access	243 12%	205 12%	23 13%	9 12%	6 15%
ANY GAMES CONSOLE/ PLAYER	1726 86%	1459 86%	163 91% ac	68 85%	35 89%
NONE OF THESE	11 1%	10 1%	- -%	1 1%	- -%
Mean number of types of equipment (out of 12)	6.7	6.7 c	6.5	6.3	6.6
Standard deviation	2.42	2.41	2.44	2.65	2.50
Standard error	.05	.07	.14	.15	.17
Columns Tested: a,b,c,d					

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

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

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
TV	1979 99%	1681 99%	179 100%	79 99%	40 100%
DVD player/ DVD recorder	1906 95%	1618 95%	175 97%	77 96%	36 90%
		d	d	d	
Mobile phone	1859 93%	1583 93%	167 93%	71 89%	38 96%
		c			c
Radio	1769 88%	1506 89%	157 87%	71 89%	35 88%
PC or laptop - with internet access	1638 82%	1397 82%	145 81%	63 79%	33 82%
Games console connected to a TV	1615 81%	1365 80%	151 84%	66 82%	33 82%
Handheld/ portable games player	1464 73%	1240 73%	131 73%	63 79%	30 76%
			a		
Digital camera	1429 71%	1224 72%	121 67%	56 69%	28 70%
MP3 player	1174 59%	991 58%	116 65%	45 56%	22 56%
			cd		
Webcam	563 28%	479 28%	48 26%	27 34%	9 23%
			d		

Columns Tested: a,b,c,d



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

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

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Portable media player	485	408	41	24	12
	24%	24%	23%	30%	30%
				ab	a
PC or laptop - without internet access	309	261	27	14	7
	15%	15%	15%	18%	17%
ANY GAMES CONSOLE/ PLAYER	1775	1500	167	71	37
	89%	88%	93%	89%	92%
			a		
Mean number of types of equipment (out of 12)	8.1	8.1	8.1	8.2	8.1
Standard deviation	2.11	2.12	2.01	2.25	2.06
Standard error	.05	.06	.12	.13	.14

Columns Tested: a,b,c,d

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

**QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4/ S4C and Five through any of these types of TV services, or do you only have terrestrial TV?**

Base : Those with any TVs in the household

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2113	1334	282	292	205
Effective Weighted Sample	1657	1283	248	260	184
Total	1979	1681	179	79	40
Satellite TV with a monthly subscription (such as through Sky)	898 45%	760 45%	74 42%	43 54% ab	20 51% b
Freeview (through a set-top box or digital TV set)	684 35%	570 34%	80 44% acd	23 30%	11 29%
Cable (through Virgin Media/ NTL/ Telewest)	280 14%	241 14% cd	32 18% cd	6 8%	2 5%
Terrestrial TV only	147 7%	125 7%	8 5%	6 7%	7 19% abc
Satellite TV with no monthly subscription (such as through Freesat)	64 3%	56 3%	6 3%	2 2%	* 1%
Digital TV via broadband DSL line (through BT Vision or Tiscali TV)	27 1%	23 1%	2 1%	2 2%	* *%
ANY MULTICHANNEL TV	1833 93%	1556 93% d	171 95% d	74 93% d	33 81%

Columns Tested: a,b,c,d

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

**QP5 Do you have a recorder for your TV service which can record and store TV programmes onto an internal hard drive, and also pause and rewind live TV? There are different systems for different TV services - such as Sky Plus, V Plus and Freeview Plus, but there are other makes such as Topfield, Humax and Panasonic.**

Base : Those with multichannel TV in the household

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	1940	1234	270	270	166
Effective Weighted Sample	1532	1187	238	241	149
Total	1833	1556	171	74	33
Base for %	1833	1556	171	74	33
Yes	770 42%	644 41%	81 47% d	34 46%	12 36%
No	1046 57%	899 58%	89 52%	39 52%	20 62% bc
Don't know	16 1%	13 1%	1 1%	1 2%	* 1%

Columns Tested: a,b,c,d

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

**QP6 Does your child's TV also receive a service with extra channels?**

Base : Those with multichannel TV in the household whose child has their own TV

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1358	825	221	203	109
Effective Weighted Sample	1067	794	195	180	96
Total	1251	1032	141	56	21
Yes	425 34%	343 33%	55 39%	20 35%	7 33%
No	809 65%	677 66%	83 59%	36 63%	14 65%
Don't know	17 1%	12 1%	4 3%	1 1%	* 2%

Columns Tested: a,b,c,d

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

**QP7 Which of these does your child use their TV for?**

Base : Those whose child has their own TV

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1451	878	228	215	130
Effective Weighted Sample	1135	846	201	190	115
Total	1329	1098	146	60	25
Base for %	1329	1098	146	60	25
Watching TV programmes	1073 81%	879 80%	124 85% d	52 87% ad	19 75%
Watching DVDs or videos	1035 78%	860 78% d	113 77% d	46 78% d	16 65%
Computer games	658 50%	539 49% d	81 55% d	29 49% d	9 36%
Does not use their TV	11 1%	10 1%	1 1%	1 1%	* 1%
Don't know	8 1%	6 1%	1 1%	1 1%	- -%
Columns Tested: a,b,c,d					

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

**QP8A 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 : Those whose child watches TV at home

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
Base for %	1972	1675	179	79	40
None	33 2%	28 2%	2 1%	1 1%	1 3%
Up to 1 hour	646 33%	546 33%	58 32%	26 32%	17 42% abc
Up to 2 hours	783 40%	665 40% d	75 42% d	31 39%	13 32%
Up to 3 hours	321 16%	275 16%	26 15%	14 18%	6 14%
Up to 4 hours	139 7%	119 7%	12 7%	5 7%	2 5%
Up to 5 hours	39 2%	30 2%	6 3%	2 2%	1 3%
Up to 6 hours	10 1%	10 1%	- -%	* *%	* *%
Up to 7 hours	2 *%	2 *%	- -%	- -%	- -%
Over 8 hours	1 *%	1 *%	- -%	* *%	- -%
No answer	2	1	1	-	-
Mean number of hours	2.0	2.0 d	2.0 d	2.0 d	1.8
Standard deviation	1.11	1.11	1.07	1.20	1.19
Standard error	.02	.03	.06	.07	.08
Columns Tested: a,b,c,d					

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP8B 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 : Those whose child watches TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
Base for %	1971	1675	178	79	40
None	35 2%	33 2%	1 *%	1 1%	1 3%
		b			b
Up to 1 hour	224 11%	196 12%	17 10%	7 9%	5 11%
Up to 2 hours	522 26%	450 27%	48 27%	13 16%	12 29%
		c	c		c
Up to 3 hours	445 23%	374 22%	38 21%	22 28%	11 27%
			a		
Up to 4 hours	396 20%	330 20%	43 24%	18 23%	5 14%
		d	d	d	
Up to 5 hours	225 11%	187 11%	24 14%	10 13%	4 11%
Up to 6 hours	104 5%	89 5%	7 4%	7 8%	2 5%
			ab		
Up to 7 hours	3 *%	3 *%	- -%	- -%	- -%
Up to 8 hours	12 1%	10 1%	1 *%	1 1%	- -%
Over 8 hours	4 *%	3 *%	- -%	1 1%	- -%
			a		

Columns Tested: a,b,c,d

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

**QP8B 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 : Those whose child watches TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
No answer	2	1	1	-	-
Mean number of hours	3.1	3.0	3.2	3.5	2.8
Standard deviation	1.56	1.56	1.39	1.83	1.49
Standard error	.03	.04	.08	.11	.10
Columns Tested: a,b,c,d					



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

**QP8A-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 : Those whose child watches TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
Base for %	1971	1675	178	79	40
None	3 *%	2 *%	1 *%	- -%	* *%
Up to 5 hours	108 5%	99 6% bc	3 2%	2 3%	4 11% abc
Up to 10 hours	395 20%	334 20%	40 22% c	12 15%	9 24% c
Up to 15 hours	475 24%	402 24%	45 25%	18 23%	10 25%
Up to 20 hours	502 25%	427 26% d	45 25% d	24 30% d	7 17%
Up to 25 hours	260 13%	215 13%	25 14%	15 19% a	5 13%
Up to 30 hours	144 7%	124 7%	13 7%	4 5%	2 5%
Up to 35 hours	59 3%	49 3%	5 3%	3 4%	2 5%
Up to 40 hours	15 1%	13 1%	1 1%	- -%	* *%
Over 40 hours	11 1%	9 1%	1 *%	1 1%	* *%
No answer	4	2	1	-	-

Columns Tested: a,b,c,d

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

**QP8A-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 : Those whose child watches TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Mean number of hours	16.0	15.9	16.3	17.1	14.4
		d	d	ad	
Standard deviation	7.76	7.74	7.47	8.66	8.17
Standard error	.17	.21	.45	.51	.57
Columns Tested: a,b,c,d					

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

**QP9 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?**

Base : Those whose child watches TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
No TV after a certain time	1080	917	98	43	22
	55%	55%	55%	55%	54%
No programmes with nudity/ sexual content	647	544	65	22	16
	33%	32%	36%	28%	40%
			c		ac
Regularly check on what they're watching	617	517	64	21	15
	31%	31%	36%	26%	37%
			c		c
No programmes with swearing/ bad language	586	495	56	22	12
	30%	30%	31%	28%	31%
Only DVDs/ videos with appropriate age rating	583	494	62	15	13
	30%	29%	35%	19%	31%
		c	c		c
No programmes with violence	538	458	47	21	12
	27%	27%	26%	26%	29%
Only children's TV programmes/ children's channels	331	274	42	7	7
	17%	16%	23%	9%	19%
		c	ac		c
Need a PIN or password to watch certain channels/ certain movie ratings	237	197	27	8	4
	12%	12%	15%	10%	10%

Columns Tested: a,b,c,d

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

**QP9 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?**

Base : Those whose child watches TV at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
Only a DVD/ video that an adult or parent has watched first	164 8%	142 8%	15 8%	4 5%	3 8%
		c			
Can only watch when supervised/ not on their own	106 5%	91 5%	9 5%	4 5%	3 6%
Other	70 4%	66 4%	2 1%	2 2%	1 3%
		b			
No, do not have ANY rules or restrictions	401 20%	348 21%	30 17%	19 24%	5 13%
		d		bd	

Columns Tested: a,b,c,d

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

**QP10A EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch**

Base : Those whose child watches TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
Base for %	1975	1677	179	79	40
Very concerned	227 12%	186 11%	17 10%	16 21% ab	7 18% ab
Fairly concerned	484 25%	415 25% b	34 19%	25 32% abd	9 24%
TOTAL CONCERNED	711 36%	601 36% b	52 29%	42 53% abd	16 41% b
Neither/ nor	167 8%	146 9%	12 6%	5 6%	5 11% c
Not very concerned	551 28%	466 28% c	58 32% c	17 21%	11 27%
Not at all concerned	538 27%	457 27% cd	57 32% cd	16 20%	8 19%
TOTAL NOT CONCERNED	1089 55%	923 55% cd	115 64% acd	33 41%	18 46%
Don't know	7 *%	6 *%	1 *%	- -%	* 1%

Columns Tested: a,b,c,d

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

**QP10B EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - How much time they spend watching television**

Base : Those whose child watches TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
Base for %	1975	1677	179	79	40
Very concerned	169 9%	134 8%	16 9%	15 19% ab	5 12% a
Fairly concerned	380 19%	331 20% b	26 14%	16 20%	8 19%
TOTAL CONCERNED	549 28%	465 28%	41 23%	31 39% ab	12 31% b
Neither/ nor	187 9%	157 9%	18 10%	8 10%	4 10%
Not very concerned	637 32%	548 33%	52 29%	23 29%	14 35%
Not at all concerned	596 30%	503 30% cd	67 38% acd	18 22%	8 21%
TOTAL NOT CONCERNED	1233 62%	1050 63% c	119 67% cd	41 51%	23 57%
Don't know	6 *%	5 *%	1 *%	- -%	1 2% ac

Columns Tested: a,b,c,d

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

**QP11 Have you or has anyone else in your household set any parental controls to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?**

Base : Those with multichannel TV in the household that the child watches

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1936	1231	270	270	165
Effective Weighted Sample	1529	1184	238	241	148
Total	1829	1552	171	74	32
Yes	591	504	58	18	12
	32%	32%	34%	24%	36%
		c	c		c
No	1213	1026	113	55	20
	66%	66%	66%	75%	63%
				abd	
Don't know	24	22	1	1	*
	1%	1%	*%	1%	1%

Columns Tested: a,b,c,d

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

**QP11 Have you or has anyone else in your household set any parental controls to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?**

Base : Those with multichannel TV in the household that the child watches

	Total	HAVE DVR/PVR		DON'T KNOW
		YES	NO	
Significance Level: 95%		a	b	~c
Unweighted total	1936	819	1096	21
Effective Weighted Sample	1529	645	868	16
Total	1829	769	1043	16
Yes	591	354	236	**
	32%	46%	23%	**
		b		
No	1213	413	787	**
	66%	54%	75%	**
		a		
Don't know	24	2	20	**
	1%	*%	2%	**
		a		

Columns Tested: a,b,c



Any break column with 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 And can you tell me why that is?**

Base : Those with multichannel TV in the household and no parental controls set

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1312	823	186	202	101
Effective Weighted Sample	1031	791	166	180	91
Total	1213	1026	113	55	20
Base for %	1207	1020	112	55	20
Trust my child to be sensible/ responsible	492 41%	417 41%	40 36%	26 48% b	8 40%
Child is always supervised/ always an adult present	343 28%	289 28%	32 29%	17 31%	5 25%
Child is too young for this to be a problem	183 15%	158 16%	16 14%	6 11%	3 13%
Didn't know this was possible	102 8%	81 8%	16 14% acd	3 5%	1 6%
Don't know how to do this	91 8%	78 8%	8 7%	4 7%	1 5%
Child too old for setting these controls	79 7%	62 6%	13 12% a	4 7%	1 5%
Wouldn't work/ they'd find a way around any controls	25 2%	22 2%	1 1%	1 1%	1 4%
No need	13 1%	10 1%	2 2%	* 1%	* 1%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP12 And can you tell me why that is?**

Base : Those with multichannel TV in the household and no parental controls set

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1312	823	186	202	101
Effective Weighted Sample	1031	791	166	180	91
Total	1213	1026	113	55	20
I control TV/ know what is being watched	12 1%	11 1%	1 1%	- -%	* 1%
Child does not watch a lot of TV	11 1%	10 1%	- -%	* 1%	* 2%
Only have terrestrial channels/ basic package (so not a problem)	10 1%	9 1%	* *%	* *%	* 2%
Child in bed by 9pm/ doesn't watch TV after watershed	10 1%	10 1%	- -%	- -%	- -%
Do not have facilities on my TV	10 1%	10 1%	- -%	- -%	- -%
Child only watches cartoons/ kids TV	9 1%	8 1%	- -%	- -%	* 2%
Do not have any adult channels	8 1%	7 1%	- -%	* *%	* 1%
Have not got around to it	6 1%	5 1%	1 1%	- -%	* 1%
Other	11 1%	9 1%	1 1%	- -%	1 3%

Columns Tested: a,b,c,d

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

**QP12 And can you tell me why that is?**

Base : Those with multichannel TV in the household and no parental controls set

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1312	823	186	202	101
Effective Weighted Sample	1031	791	166	180	91
Total	1213	1026	113	55	20
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	192	160	24	7	2
	16%	16%	21%	12%	11%
			cd		
No answer	6	5	1	-	-
Columns Tested: a,b,c,d					

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

**QP13 Do you use these parental controls in any of these ways?**

Base : Those with multichannel TV in the household and parental controls set

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	601	391	83	64	63
Effective Weighted Sample	480	377	72	58	56
Total	591	504	58	18	12
Require a PIN to view a recording originally broadcast after 9pm	248 42%	205 41%	**	**	**
'Adult' channels removed from the on-screen menu of channels	204 34%	171 34%	**	**	**
Blocked specific channels from being viewed at any time of the day	203 34%	175 35%	**	**	**
Block films depending on their age rating	174 29%	140 28%	**	**	**
Blocked specific channels from being viewed after a specific time/ after 8pm	65 11%	53 11%	**	**	**
Other	23 4%	22 4%	**	**	**
ANY PARENTAL CONTROLS	554 94%	470 93%	**	**	**
Don't know	37 6%	34 7%	**	**	**

Columns Tested: a,b,c,d

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

**QP14 Does your child know the PIN or password to override these controls?**

Base : Those with multichannel TV in the household and parental controls set

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	601	391	83	64	63
Effective Weighted Sample	480	377	72	58	56
Total	591	504	58	18	12
Yes	80 14%	70 14%	**	**	**
No	501 85%	426 85%	**	**	**
Don't know	10 2%	8 2%	**	**	**

Columns Tested: a,b,c,d

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

**QP15 Does your child ever listen to the radio in these ways in your home?**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Through a traditional radio set (including portable sets, radio alarms, etc.)	860 43%	762 45% bcd	58 32%	26 32%	13 34%
Through your satellite or cable TV service or Freeview	199 10%	175 10% c	17 9%	4 5%	4 10%
Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio, with digital sound quality)	129 6%	121 7% bcd	4 2%	3 3%	1 1%
Over the internet (when broadcast or later or via a podcast)	65 3%	60 4% b	2 1%	2 2%	1 3%
ANY DIGITAL RADIO	340 17%	307 18% bcd	20 11%	8 10%	5 12%
TRADITIONAL RADIO ONLY	718 36%	634 37% bcd	51 28%	22 27%	12 29%
None of these	942 47%	759 45%	109 60% a	50 63% a	23 59% a

Columns Tested: a,b,c,d

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

**QP16A Please think about the time your child spends listening to radio on a typical school day. How many hours would you say he/ she spends listening to radio on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Those whose child listens to the radio at home

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND ~d
Significance Level: 95%					
Unweighted total	1055	748	112	110	85
Effective Weighted Sample	864	719	98	99	77
Total	1058	941	71	30	17
Base for %	1056	939	71	30	16
None	196 19%	173 18%	12 17%	6 20%	** **
Up to 1 hour	743 70%	665 71%	49 68%	19 63%	** **
Up to 2 hours	73 7%	63 7%	7 10%	3 12%	** **
Up to 3 hours	27 3%	24 3%	3 4%	* 1%	** **
Up to 4 hours	9 1%	8 1%	1 1%	1 2%	** **
Up to 5 hours	8 1%	7 1%	* *%	1 2%	** **
No answer	2	2	-	-	**
Mean number of hours	.8	.8	.8	.9	**
Standard deviation	.78	.78	.82	1.00	**
Standard error	.02	.03	.08	.10	**

Columns Tested: a,b,c,d

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

**QP16B And how many hours would you say he/ she listens to radio on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Those whose child listens to the radio at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	1055	748	112	110	85
Effective Weighted Sample	864	719	98	99	77
Total	1058	941	71	30	17
Base for %	1055	938	71	30	16
None	177 17%	157 17%	9 13%	6 20%	** **
Up to 1 hour	628 60%	558 59%	46 65%	16 53%	** **
Up to 2 hours	166 16%	149 16%	11 15%	4 13%	** **
Up to 3 hours	39 4%	34 4%	2 3%	2 7%	** **
Up to 4 hours	16 2%	15 2%	* 1%	1 2%	** **
Up to 5 hours	23 2%	21 2%	2 2%	1 2%	** **
Up to 6 hours	4 *%	3 *%	1 1%	* 1%	** **
Over 8 hours	* *%	- -%	- -%	* 1%	** **
				a	
No answer	4	3	*	-	**
Mean number of hours	1.1	1.1	1.0	1.2	**
Standard deviation	1.08	1.06	1.04	1.56	**
Standard error	.03	.04	.10	.15	**

Columns Tested: a,b,c,d



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

**QP16A-B HOURS LISTEN TO RADIO IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Those whose child listens to the radio at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	1055	748	112	110	85
Effective Weighted Sample	864	719	98	99	77
Total	1058	941	71	30	17
Base for %	1053	936	71	30	16
None	46 4%	41 4%	2 2%	2 6%	** **
Up to 5 hours	590 56%	520 56%	42 60%	16 52%	** **
Up to 10 hours	283 27%	258 28%	16 23%	7 23%	** **
Up to 15 hours	72 7%	63 7%	5 7%	3 10%	** **
Up to 20 hours	28 3%	23 2%	4 6%	1 4%	** **
Up to 25 hours	20 2%	19 2%	1 2%	- -%	** **
Up to 30 hours	8 1%	8 1%	- -%	- -%	** **
Up to 35 hours	5 *%	3 *%	1 1%	1 3%	** **
Up to 40 hours	1 *%	1 *%	- -%	* 1%	** **
No answer	5	4	*	-	**
Mean number of hours	6.0	6.0	6.2	6.9	**
Standard deviation	5.39	5.32	5.69	7.43	**
Standard error	.17	.19	.54	.71	**
Columns Tested: a,b,c,d					

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

**QP17 Do you have any of these rules or restrictions about radio that your child listens to?**

Base : Those whose child listens to the radio at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	1055	748	112	110	85
Effective Weighted Sample	864	719	98	99	77
Total	1058	941	71	30	17
No radio after a certain time	144 14%	132 14%	7 10%	4 13%	** **
No music with swearing/ bad language	49 5%	44 5%	3 4%	1 3%	** **
Regularly check on what they're listening to	48 4%	41 4%	3 4%	2 7%	** **
Only certain radio stations/ shows	46 4%	42 5%	2 2%	1 4%	** **
Can only listen when supervised/ not on their own	20 2%	19 2%	1 1%	* 1%	** **
Only children's radio stations/ shows	7 1%	6 1%	1 1%	* 1%	** **
Other	8 1%	8 1%	- -%	- -%	** **
No, do not have ANY rules or restrictions	800 76%	704 75%	59 83%	23 78%	** **

Columns Tested: a,b,c,d

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

**QP18A EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - The content of the radio shows that they listen to**

Base : Those whose child listens to the radio at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	1055	748	112	110	85
Effective Weighted Sample	864	719	98	99	77
Total	1058	941	71	30	17
Base for %	1057	940	71	30	17
Very concerned	22 2%	21 2%	- -%	1 2%	** **
Fairly concerned	70 7%	57 6%	9 13% a	3 9%	** **
TOTAL CONCERNED	92 9%	78 8%	9 13%	4 12%	** **
Neither/ nor	72 7%	63 7%	5 7%	3 10%	** **
Not very concerned	288 27%	257 27%	19 26%	7 23%	** **
Not at all concerned	594 56%	531 57%	39 54%	16 55%	** **
TOTAL NOT CONCERNED	883 83%	788 84%	57 81%	23 78%	** **
Don't know	10 1%	10 1%	- -%	- -%	** **
No answer	1	1	-	-	**

Columns Tested: a,b,c,d

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

**QP18B EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - How much time they spend listening to the radio**

Base : Those whose child listens to the radio at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	1055	748	112	110	85
Effective Weighted Sample	864	719	98	99	77
Total	1058	941	71	30	17
Base for %	1057	940	71	30	17
Very concerned	17 2%	16 2%	- -%	* 1%	** **
Fairly concerned	46 4%	39 4%	4 6%	1 4%	** **
TOTAL CONCERNED	62 6%	55 6%	4 6%	2 5%	** **
Neither/ nor	75 7%	67 7%	4 6%	4 13% a	** **
Not very concerned	259 24%	226 24%	19 27%	7 24%	** **
Not at all concerned	652 62%	583 62%	43 61%	17 58%	** **
TOTAL NOT CONCERNED	911 86%	810 86%	63 88%	24 82%	** **
Don't know	9 1%	9 1%	- -%	- -%	** **
No answer	1	1	-	-	**

Columns Tested: a,b,c,d

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

**QP19 Which of these ways of accessing the internet does your household have?**

Base : Those with PCs/ laptops with internet access in the household

	Total	NATION			
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	1717	1096	223	230	168
Effective Weighted Sample	1354	1056	197	206	150
Total	1638	1397	145	63	33
Ordinary phone line - dial-up access	55 3%	47 3%	3 2%	2 3%	2 6%
Fixed Broadband ADSL through a phone line or cable service - always on,high speed access	1450 89%	1241 89%	126 87%	55 87%	28 86%
Broadband through a mobile network - connecting via a USB stick or dongle	151 9%	124 9%	17 12%	6 9%	3 11%
ISDN line - mid speed access	3 *%	3 *%	- -%	- -%	- -%
Other	5 *%	4 *%	- -%	1 1%	- -%
Don't know	8 *%	7 1%	- -%	* *%	- -%

Columns Tested: a,b,c,d

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

**QP20 Which of these ways of accessing the internet does your child's computer have?**

Base : Those with PCs/ laptops with internet access in the household whose child has their own PC/ laptop

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	386	253	50	49	34
Effective Weighted Sample	311	242	44	44	30
Total	362	307	34	13	7
Ordinary phone line - dial-up access	7 2%	6 2%	**	**	**
Fixed Broadband ADSL through a phone line or cable service - always on,high speed access	328 91%	278 90%	**	**	**
Broadband through a mobile network - connecting via a USB stick or dongle	25 7%	22 7%	**	**	**
Other	2 1%	2 1%	**	**	**

Columns Tested: a,b,c,d

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

**QP21 Can your child's mobile phone be used to get onto the internet? IF YES - Does your child use the mobile phone to get onto the internet?**

Base : Those whose child has their own mobile phone

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
Yes, does use the phone to get onto the internet	127 12%	106 12%	12 11%	6 15%	3 15%
No, does not use the phone to get onto the internet	567 54%	490 56% b	44 42%	20 47%	13 58% b
Phone cannot be used to get onto the internet	334 32%	269 31%	46 44% acd	14 33%	5 22%
Don't know	23 2%	17 2%	3 3%	2 6% a	1 5% a

Columns Tested: a,b,c,d

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

**QP22 Can your child's games player be used to get onto the internet? IF YES - Does your child use the games player to get onto the internet?**

Base : Those whose child uses a games console/ player

	Total	NATION			
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	1837	1151	255	248	183
Effective Weighted Sample	1441	1108	226	221	163
Total	1726	1459	163	68	35
Yes, does use the games player to get onto the internet	237 14%	200 14%	23 14%	10 14%	4 12%
No, does not use the games player to get onto the internet	883 51%	753 52%	77 47%	34 49%	19 53%
Games player cannot be used to get onto the internet	525 30%	441 30%	54 33%	20 30%	10 28%
Don't know	81 5%	65 4%	9 5%	5 7%	2 7%

Columns Tested: a,b,c,d



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

**SUMMARY OF DEVICES USED TO ACCESS THE INTERNET**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
PC OR LAPTOP AT HOME	1492	1281	128	54	28
	75%	75%	71%	68%	71%
		c			
OWN HOME GAMES CONSOLE	237	200	23	10	4
	12%	12%	13%	12%	11%
OWN MOBILE PHONE	127	106	12	6	3
	6%	6%	6%	8%	8%
OWN HOME GAMES CONSOLE AND NOT PC OR LAPTOP AT HOME	9	5	2	1	*
	*%	*%	1%	2%	1%
			a	a	
OWN MOBILE PHONE AND NOT PC OR LAPTOP AT HOME	9	7	*	1	*
	*%	*%	*%	1%	1%
NONE OF THESE	491	407	50	23	11
	25%	24%	28%	29%	27%

Columns Tested: a,b,c,d

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

**QP23A 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?**

Base : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
None	169	144	14	6	5
	11%	11%	11%	11%	17%
					a
Up to 1 hour	934	793	85	38	18
	62%	61%	65%	67%	61%
Up to 2 hours	263	231	19	9	4
	17%	18%	15%	16%	12%
Up to 3 hours	74	62	8	2	2
	5%	5%	6%	4%	6%
Up to 4 hours	42	36	4	1	1
	3%	3%	3%	1%	2%
Up to 5 hours	21	21	-	*	*
	1%	2%	-%	*%	1%
Up to 6 hours	5	5	-	*	-
	*%	*%	-%	*%	-%
Up to 7 hours	*	-	-	*	-
	*%	-%	-%	*%	-%
				a	
Mean number of hours	1.2	1.2	1.1	1.0	.9
		d			
Standard deviation	1.03	1.04	.94	.94	.93
Standard error	.03	.03	.07	.07	.08
Columns Tested: a,b,c,d					

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

**QP23b 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 : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
None	119 8%	100 8%	13 10%	3 6%	3 12% c
Up to 1 hour	658 44%	559 43%	59 45%	25 45%	14 48%
Up to 2 hours	372 25%	323 25%	27 21%	15 27%	6 21%
Up to 3 hours	164 11%	144 11%	10 8%	8 13%	3 9%
Up to 4 hours	107 7%	91 7%	11 8%	3 5%	2 7%
Up to 5 hours	59 4%	49 4%	8 6% c	1 1%	1 3%
Up to 6 hours	27 2%	23 2%	2 2%	1 2%	1 2%
Up to 7 hours	1 *%	1 *%	- -%	- -%	- -%
Over 8 hours	3 *%	2 *%	- -%	* 1%	- -%
Mean number of hours	1.8	1.8	1.7	1.8	1.5
Standard deviation		d			
Standard error	1.51	1.51	1.51	1.52	1.36
Standard error	.04	.05	.11	.11	.11
Columns Tested:	a,b,c,d				

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

**QP23A-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 : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
None	47 3%	41 3%	4 3%	1 2%	1 3%
Up to 5 hours	507 34%	422 33%	51 39%	20 35%	14 47% ac
Up to 10 hours	470 31%	402 31%	40 31%	20 35%	8 28%
Up to 15 hours	218 14%	198 15% bd	10 8%	7 12%	2 8%
Up to 20 hours	139 9%	120 9%	12 9%	5 10%	2 6%
Up to 25 hours	61 4%	50 4%	8 6%	2 3%	1 4%
Up to 30 hours	32 2%	27 2%	3 2%	1 2%	1 3%
Up to 35 hours	26 2%	24 2%	2 1%	* 1%	* 1%
Up to 40 hours	4 *%	4 *%	- -%	- -%	- -%
Over 40 hours	4 *%	4 *%	- -%	* 1%	- -%
Mean number of hours	9.3	9.4	8.9	8.7	7.7
Standard deviation		d			
Standard error	7.54	7.60	7.28	7.18	6.87
Columns Tested: a,b,c,d	.19	.24	.52	.50	.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.

**QP24 Do you have any of these rules or restrictions about the access that your child has to the internet?**

Base : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1506	1290	130	57	29
Regularly check what they're doing online	637 42%	534 41%	66 51% a	23 41%	13 44%
No internet after a certain time	475 32%	396 31% d	52 40% ad	21 36% d	7 23%
Only children's websites	309 21%	268 21%	23 17%	12 21%	6 20%
No purchasing from websites	307 20%	263 20% d	26 20%	14 24% d	4 12%
Only allowed to use the internet for a certain amount of time	290 19%	245 19%	27 21%	12 22%	6 21%
Can only use when supervised/ not on their own	244 16%	201 16%	25 19%	10 18%	7 23% a
Only talk/ chat / communicate with friends/ people they already know	228 15%	194 15%	20 15%	10 17%	5 16%
Columns Tested: a,b,c,d					

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

**QP24 Do you have any of these rules or restrictions about the access that your child has to the internet?**

Base : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
No social networking sites Bebo/ Piczo/ Facebook/ hi5/ Twitter	200 13%	178 14%	11 9%	6 11%	4 14%
PIN/ Password required to enter websites unless already approved	191 13%	165 13%	12 9%	8 14%	6 20% ab
No Instant Messaging/ MSN	137 9%	121 9%	10 7%	5 8%	2 8%
Only websites stored in their Favourites list	103 7%	86 7%	9 7%	6 11% ad	1 5%
Only use for homework	76 5%	64 5%	6 4%	5 9% a	2 6%
Other	84 6%	75 6%	4 3%	2 4%	2 7%
No, do not have ANY rules or restrictions	301 20%	263 20%	23 17%	10 18%	5 16%
No answer	3	3	-	-	-

Columns Tested: a,b,c,d

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

**QP25A EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - The content on the websites that they visit**

Base : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1509	1293	130	57	29
Very concerned	161 11%	133 10%	10 8%	13 23% ab	5 18% ab
Fairly concerned	339 22%	295 23%	25 20%	13 22%	6 20%
TOTAL CONCERNED	500 33%	428 33%	35 27%	25 45% ab	11 38% b
Neither/ nor	116 8%	99 8%	10 7%	5 9%	3 9%
Not very concerned	383 25%	329 25%	34 26%	11 20%	9 31% c
Not at all concerned	500 33%	427 33% d	51 39% cd	15 26%	6 22%
TOTAL NOT CONCERNED	883 59%	756 59% c	85 65% cd	26 46%	15 53%
Don't know	10 1%	10 1%	- -%	- -%	* 1%
Columns Tested: a,b,c,d					

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

**QP25B EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - How much time they spend online**

Base : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1509	1293	130	57	29
Very concerned	120 8%	96 7%	10 8%	10 18% ab	4 15% ab
Fairly concerned	268 18%	235 18%	19 14%	9 16%	5 16%
TOTAL CONCERNED	388 26%	331 26%	29 22%	19 34% ab	9 32% b
Neither/ nor	137 9%	118 9%	10 8%	7 13%	2 8%
Not very concerned	422 28%	361 28%	38 30%	14 25%	9 31%
Not at all concerned	553 37%	475 37% c	53 41% cd	16 29%	8 29%
TOTAL NOT CONCERNED	976 65%	836 65% c	92 70% cd	30 53%	17 60%
Don't know	8 1%	8 1%	- -%	- -%	* 1%
Columns Tested: a,b,c,d					



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

**QP25C EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Who they are in contact with online**

Base : Those whose child uses the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1509	1293	130	57	29
Very concerned	169 11%	138 11%	13 10%	14 24% ab	5 18% ab
Fairly concerned	317 21%	279 22% d	25 19% d	10 17%	3 10%
TOTAL CONCERNED	486 32%	417 32%	38 29%	24 41% abd	8 29%
Neither/ nor	125 8%	106 8%	11 8%	5 9%	4 14% a
Not very concerned	329 22%	280 22%	29 22%	12 21%	8 26%
Not at all concerned	551 37%	475 37% c	51 39% c	16 28%	9 29%
TOTAL NOT CONCERNED	880 58%	755 58% c	80 61% c	28 50%	16 56%
Don't know	18 1%	15 1%	2 1%	- -%	* 1%

Columns Tested: a,b,c,d

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

**QP26 Are there any controls set or is any software loaded to stop your child viewing certain types of websites? IF YES - Did you install this, or was it pre-set or pre-loaded?**

Base : Those whose child uses the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Yes, installed by me/ member of the household	451 30%	392 30%	28 21%	23 40%	9 31%
		b		ab	
Yes, pre-set/ pre-loaded	174 12%	150 12%	17 13%	4 7%	3 9%
			c		
Yes, unsure how	31 2%	19 2%	9 7%	1 2%	* 2%
			acd		
No	767 51%	662 51%	63 48%	26 47%	16 54%
Don't know	86 6%	69 5%	13 10%	2 4%	1 4%
			ac		

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP27 And can you tell me why that is?**

Base : Those with no controls set or software loaded to stop their child viewing certain types of websites

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	789	519	97	96	77
Effective Weighted Sample	629	500	84	86	69
Total	767	662	63	26	16
Base for %	759	654	63	26	16
Trust my child to be sensible/ responsible	337	290	**	**	**
	44%	44%	**	**	**
Child is always supervised/ always an adult present	234	204	**	**	**
	31%	31%	**	**	**
Child is too young for this to be a problem	78	72	**	**	**
	10%	11%	**	**	**
Don't know how to do this	70	63	**	**	**
	9%	10%	**	**	**
Child too young to surf/ look around the web	51	41	**	**	**
	7%	6%	**	**	**
Didn't know this was possible	38	30	**	**	**
	5%	5%	**	**	**
Child too old for setting these controls	32	28	**	**	**
	4%	4%	**	**	**
Child learns how to be safe on the internet at school	20	15	**	**	**
	3%	2%	**	**	**

Columns Tested: a,b,c,d

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

**QP27 And can you tell me why that is?**

Base : Those with no controls set or software loaded to stop their child viewing certain types of websites

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	789	519	97	96	77
Effective Weighted Sample	629	500	84	86	69
Total	767	662	63	26	16
Wouldn't work/ they'd find a way around any controls	17 2%	14 2%	**	**	**
Not done yet but intend to	9 1%	9 1%	**	**	**
Normally supervised when on it/ keep an eye on them/ always an adult present	6 1%	6 1%	**	**	**
Parent checks the history	5 1%	5 1%	**	**	**
No need	4 1%	4 1%	**	**	**
No time/ not got around to doing it/ laziness	2 *0%	2 *0%	**	**	**
Causes problems/ restricts access to other sites	2 *0%	1 *0%	**	**	**
Child does not use internet much	1 *0%	1 *0%	**	**	**
Already have protection	* *0%	- -%	**	**	**

Columns Tested: a,b,c,d

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

**QP27 And can you tell me why that is?**

Base : Those with no controls set or software loaded to stop their child viewing certain types of websites

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	789	519	97	96	77
Effective Weighted Sample	629	500	84	86	69
Total	767	662	63	26	16
Other	10	8	**	**	**
	1%	1%	**	**	**
TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW	106	91	**	**	**
	14%	14%	**	**	**
No answer	7	7	**	**	**
Columns Tested: a,b,c,d					

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

**QP28 Do you have settings that allow only safe searches on search engines such as Google?**

Base : Those with any controls set or software loaded to stop their child viewing certain types of websites

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	c	~d
Unweighted total	688	440	85	101	62
Effective Weighted Sample	542	424	76	89	55
Total	656	561	55	28	12
Yes	497	432	**	20	**
	76%	77%	**	71%	**
No	96	85	**	4	**
	15%	15%	**	12%	**
Don't know	63	45	**	5	**
	10%	8%	**	16%	**
				a	

Columns Tested: a,b,c,d

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

**QP29 Does your child visit websites which can be used to chat with other users - I mean websites like Bebo, MySpace, Facebook, Twitter, Piczo, Habbo, Club Penguin or Stardoll? IF YES: Do you tend to check what they are doing online when they are visiting these types of sites?**

Base : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1503	1286	130	57	29
Child does not visit these websites	715 48%	613 48%	65 50%	24 42%	13 45%
Unsure whether child visits these websites	73 5%	59 5%	10 8% d	3 5%	1 2%
Yes - Parent checks what child is doing	577 38%	495 39%	46 35%	24 42%	11 39%
No - Parent does not check what child is doing	138 9%	119 9%	9 7%	6 11%	4 14% b
No answer	6	6	-	-	-
Columns Tested: a,b,c,d					

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

**QP29 Does your child visit websites which can be used to chat with other users - I mean websites like Bebo, MySpace, Facebook, Twitter, Piczo, Habbo, Club Penguin or Stardoll? IF YES: Do you tend to check what they are doing online when they are visiting these types of sites?**

Base : Those whose child visits websites which can be used to chat with other users

	NATION				
	Total	ENGLAND a	SCOTLAND ~b	WALES c	NORTHERN IRELAND ~d
Significance Level: 95%					
Unweighted total	755	487	85	108	75
Effective Weighted Sample	596	470	75	97	67
Total	715	615	55	30	16
Base for %	715	615	55	30	16
Yes - Parent checks what child is doing	577	495	**	24	**
	81%	81%	**	79%	**
No - Parent does not check what child is doing	138	119	**	6	**
	19%	19%	**	21%	**

Columns Tested: a,b,c,d



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

**QP30A AGREEMENT WITH STATEMENTS - The benefits of the internet for my child outweigh any risks**

Base : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1502	1287	129	56	29
Strongly disagree	74 5%	59 5%	8 6%	4 6%	3 12% a
Slightly disagree	142 9%	123 10%	8 6%	8 15% ab	4 14% b
TOTAL DISAGREE	216 14%	181 14%	15 12%	12 21% ab	7 25% ab
Neither/ nor	253 17%	217 17%	19 15%	12 22%	4 15%
Slightly agree	545 36%	464 36%	51 39%	20 36%	10 36%
Strongly agree	451 30%	394 31% cd	41 32% cd	11 19%	6 20%
TOTAL AGREE	996 66%	858 67% cd	91 71% cd	31 55%	16 56%
Don't know	36 2%	30 2%	4 3%	1 2%	1 4%
No answer	7	6	1	*	-

Columns Tested: a,b,c,d

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

**QP30B AGREEMENT WITH STATEMENTS - I trust my child to use the internet safely**

Base : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1502	1287	129	56	29
Strongly disagree	51 3%	38 3%	7 5%	5 8% a	1 5%
Slightly disagree	91 6%	82 6% b	3 2%	3 6%	3 11% b
TOTAL DISAGREE	142 9%	120 9%	10 8%	8 14% ab	4 15% ab
Neither/ nor	127 8%	108 8%	10 8%	6 11%	2 8%
Slightly agree	481 32%	410 32%	41 32%	22 38%	9 30%
Strongly agree	740 49%	638 50% c	68 53% c	20 36%	14 47% c
TOTAL AGREE	1222 81%	1049 81% c	109 84% c	42 74%	23 77%
Don't know	11 1%	10 1%	- -%	* 1%	- -%
No answer	7	6	1	*	-

Columns Tested: a,b,c,d

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

**QP30C AGREEMENT WITH STATEMENTS - My child has been taught at school how to use the internet safely**

Base : Those whose child uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1503	1288	129	56	29
Strongly disagree	82 5%	64 5%	9 7%	6 11% a	2 6%
Slightly disagree	102 7%	91 7% b	4 3%	5 8% b	2 6%
TOTAL DISAGREE	184 12%	156 12%	13 10%	11 20% abd	3 12%
Neither/ nor	152 10%	129 10%	16 12%	4 8%	3 10%
Slightly agree	420 28%	355 28%	38 30%	18 31%	9 29%
Strongly agree	659 44%	578 45% c	49 38%	20 35%	12 41%
TOTAL AGREE	1079 72%	934 72%	87 68%	38 67%	21 70%
Don't know	88 6%	70 5%	13 10% a	3 6%	2 8%
No answer	6	4	1	*	-

Columns Tested: a,b,c,d

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

**QP30D AGREEMENT WITH STATEMENTS - My child knows more about the internet than I do**

Base : Those whose child uses the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1501	1287	129	56	29
Strongly disagree	317 21%	271 21%	26 20%	12 22%	8 29% a
Slightly disagree	223 15%	193 15%	20 16%	6 11%	3 12%
TOTAL DISAGREE	540 36%	463 36%	46 36%	19 33%	12 41%
Neither/ nor	154 10%	131 10%	14 11%	7 12%	2 8%
Slightly agree	293 20%	246 19%	30 23%	13 23%	4 15%
Strongly agree	495 33%	430 33%	38 29%	18 31%	10 35%
TOTAL AGREE	789 53%	676 53%	68 52%	31 54%	15 51%
Don't know	18 1%	17 1%	1 1%	1 1%	- -%
No answer	7	6	1	*	*

Columns Tested: a,b,c,d

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

**QP30A AGREEMENT WITH STATEMENTS - The benefits of the internet for my child outweigh any risks**

Base : Those whose child aged 8-15 uses the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1160	989	102	46	23
Strongly disagree	60 5%	50 5%	4 4%	3 7%	2 11% ab
Slightly disagree	108 9%	92 9%	6 6%	7 15% ab	3 14% b
TOTAL DISAGREE	168 14%	142 14%	10 10%	10 22% ab	6 25% ab
Neither/ nor	188 16%	161 16%	14 14%	9 20%	3 14%
Slightly agree	417 36%	350 35%	41 40%	17 37%	9 38%
Strongly agree	367 32%	320 32% cd	35 34% cd	8 19%	5 20%
TOTAL AGREE	784 68%	670 68% cd	75 74% cd	26 56%	13 58%
Don't know	20 2%	16 2%	3 3%	1 2%	1 3%
No answer	4	3	1	*	-

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP30B AGREEMENT WITH STATEMENTS - I trust my child to use the internet safely**

Base : Those whose child aged 8-15 uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1160	989	102	46	23
Strongly disagree	39 3%	31 3%	4 4%	4 8% a	1 3%
Slightly disagree	58 5%	50 5%	3 3%	3 6%	2 10% ab
TOTAL DISAGREE	97 8%	81 8%	7 7%	6 14% ab	3 13%
Neither/ nor	71 6%	61 6%	6 5%	4 8%	1 5%
Slightly agree	379 33%	321 32%	33 32%	18 40% a	7 29%
Strongly agree	610 53%	524 53% c	57 56% c	17 37%	12 52% c
TOTAL AGREE	989 85%	845 85% c	89 88% c	35 78%	19 81%
Don't know	2 *%	2 *%	- -%	* *%	- -%
No answer	4	3	1	*	-

Columns Tested: a,b,c,d

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

**QP30C AGREEMENT WITH STATEMENTS - My child has been taught at school how to use the internet safely**

Base : Those whose child aged 8-15 uses the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1160	989	102	46	23
Strongly disagree	46 4%	34 3%	6 6% d	5 11% ad	* 1%
Slightly disagree	48 4%	42 4%	3 3%	3 6%	1 3%
TOTAL DISAGREE	94 8%	76 8%	9 9%	8 17% abd	1 4%
Neither/ nor	100 9%	86 9%	9 9%	3 6%	2 9%
Slightly agree	350 30%	296 30%	31 31%	15 33%	7 32%
Strongly agree	568 49%	496 50% c	43 42%	18 39%	11 48%
TOTAL AGREE	918 79%	792 80% bc	74 73%	33 73%	18 80%
Don't know	48 4%	35 4%	10 10% ac	1 3%	2 7%
No answer	4	3	1	*	-

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP30D AGREEMENT WITH STATEMENTS - My child knows more about the internet than I do**

Base : Those whose child aged 8-15 uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1160	989	102	46	23
Strongly disagree	164 14%	137 14%	14 14%	9 19%	5 20%
Slightly disagree	156 13%	134 14%	16 16%	4 8%	3 12%
TOTAL DISAGREE	320 28%	270 27%	31 30%	12 27%	7 31%
Neither/ nor	124 11%	107 11%	10 10%	5 10%	2 8%
Slightly agree	257 22%	215 22%	26 25%	12 26%	4 18%
Strongly agree	449 39%	388 39%	34 33%	17 37%	10 43%
TOTAL AGREE	706 61%	604 61%	60 59%	28 62%	14 61%
Don't know	10 1%	8 1%	1 1%	*	-
No answer	4	3	1	*	-

Columns Tested: a,b,c,d



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

**QP31 Does your child watch TV programmes or movies in any of the following ways?**

Base : Those whose child aged 8-15 uses the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
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)	265 23%	233 24% c	21 20%	7 16%	4 15%
Watch online or download from other websites	88 8%	77 8%	7 7%	2 5%	1 6%
No, neither of these	781 67%	658 66%	70 68%	34 73%	18 80% ab
Don't know	75 6%	62 6%	9 9% d	4 8% d	* 2%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP31 Does your child watch TV programmes or movies in any of the following ways?**

Base : Those whose child aged 8-15 uses the internet at home

	Total	INTERNET AGED 5-7 MOSTLY IN BEDROOM		INTERNET AGED 8-11 MOSTLY IN BEDROOM		INTERNET AGED 12-15 MOSTLY IN BEDROOM		INTERNET AGED 5-7 MOSTLY ALONE		INTERNET AGED 8-11 MOSTLY ALONE		INTERNET AGED 12-15 MOSTLY ALONE	
		YES ~a	NO ~b	YES ~c	NO d	YES e	NO f	YES ~g	NO ~h	YES i	NO j	YES k	NO l
Significance Level: 95%													
Unweighted total	1227	-	-	66	516	186	459	-	-	176	406	360	285
Effective Weighted Sample	982	-	-	52	414	151	366	-	-	143	323	295	221
Total	1164	-	-	57	498	175	433	-	-	168	388	349	260
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)	265 23%	- -%	- -%	** **	72 15%	56 32%	118 27%	- -%	- -%	48 29%	43 11%	111 32%	63 24%
Watch online or download from other websites	88 8%	- -%	- -%	** **	29 6%	24 14%	32 7%	- -%	- -%	5 3%	27 7%	38 11%	18 7%
No, neither of these	781 67%	- -%	- -%	** **	390 78%	97 55%	258 59%	- -%	- -%	112 67%	314 81%	191 55%	163 63%
Don't know	75 6%	- -%	- -%	** **	15 3%	12 7%	48 11%	- -%	- -%	4 2%	12 3%	33 10%	26 10%

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

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

**QP32 Did you know that the 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)?/ QP33 Have you set up a PIN on the websites that you or your child use to watch or download TV programmes or movies - which needs to be entered before viewing programmes that have a Guidance label?**

Base : Those whose child watches TV programmes or movies online/ downloaded from TV broadcaster's websites

	NATION				
	Total	ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d
Significance Level: 95%					
Unweighted total	292	205	33	31	23
Effective Weighted Sample	242	198	30	28	20
Total	291	255	21	9	5
Yes, knew this and have set up a PIN	36 12%	32 13%	**	**	**
Yes, knew this but have not set up a PIN	136 47%	117 46%	**	**	**
Yes, knew this but don't know if a PIN has been set up	13 4%	9 4%	**	**	**
No, did not know this	106 37%	97 38%	**	**	**

Columns Tested: a,b,c,d

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

**QP34 How old was your child when they first got a mobile phone that makes and receives calls?**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
Base for %	1049	880	104	42	23
Under 5	8 1%	8 1%	- -%	- -%	- -%
5	10 1%	7 1%	2 2%	1 1%	* 1%
6	36 3%	31 4%	3 3%	1 3%	1 2%
7	103 10%	88 10%	9 9%	4 10%	2 8%
8	121 12%	100 11%	13 12%	5 13%	3 12%
9	160 15%	137 16%	13 12%	6 13%	4 20%
10	244 23%	196 22%	27 26%	15 35% ad	5 23%
11	205 20%	175 20%	18 17%	6 15%	5 23%
12	109 10%	90 10%	14 14% c	3 7%	1 6%
13	27 3%	24 3%	1 1%	1 2%	1 2%
14	4 *%	3 *%	1 1%	- -%	- -%

Columns Tested: a,b,c,d

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

**QP34 How old was your child when they first got a mobile phone that makes and receives calls?**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
Can't remember	24	20	3	*	*
	2%	2%	3%	1%	2%
Refused	2	2	-	-	-
Columns Tested: a,b,c,d					

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

**QP35A 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?**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
None	417 40%	338 38%	51 49% a	19 44%	9 41%
Up to 2	409 39%	356 40% bc	33 31%	13 30%	7 31%
Up to 5	150 14%	127 14%	12 12%	6 15%	5 21% b
Up to 10	52 5%	43 5%	4 4%	4 9%	1 4%
Up to 15	8 1%	7 1%	1 1%	* 1%	- -%
Up to 20	7 1%	2 *%	4 4% a	* 1%	* 1%
Over 20	9 1%	9 1%	- -%	- -%	* 1%
Mean number of calls	2.1	2.1	2.0	2.0	2.0
Standard deviation	5.13	5.36	4.01	3.17	3.41
Standard error	.15	.20	.32	.26	.32
Columns Tested: a,b,c,d					

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

**QP35B And how many calls would you say he/ she makes using his/ her mobile phone on a Saturday or Sunday? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
None	281 27%	231 26%	33 32%	10 24%	6 28%
Up to 2	360 34%	302 34%	40 38%	12 28%	6 28%
Up to 5	223 21%	190 22%	17 16%	12 29% b	5 20%
Up to 10	123 12%	107 12%	8 8%	5 12%	4 17% b
Up to 15	29 3%	28 3% b	- -%	1 1%	1 2% b
Up to 20	16 1%	9 1%	4 4% a	2 5% a	* 1%
Over 20	19 2%	16 2%	2 2%	* 1%	1 3%
Mean number of calls	4.0	4.0	3.5	4.2	4.2
Standard deviation	8.96	9.33	7.05	5.95	6.35
Standard error	.27	.35	.56	.49	.60
Columns Tested: a,b,c,d					

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

**QP35A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
None	242	194	33	10	6
	23%	22%	31%	23%	25%
			a		
Up to 5	164	139	15	7	2
	16%	16%	14%	17%	11%
Up to 10	196	170	18	5	3
	19%	19%	17%	12%	14%
			c		
Up to 15	105	87	11	3	3
	10%	10%	11%	8%	13%
Up to 20	93	79	7	5	2
	9%	9%	7%	13%	7%
Up to 25	64	56	4	2	2
	6%	6%	4%	5%	7%
Up to 30	31	25	3	3	1
	3%	3%	3%	6%	4%
			a		
Up to 35	36	31	3	1	1
	3%	4%	3%	3%	4%
Up to 40	10	8	*	1	*
	1%	1%	*%	2%	1%
Over 40	109	91	10	5	3
	10%	10%	10%	11%	14%
Mean number of calls	18.4	18.6	16.8	18.3	18.2
Standard deviation	41.71	43.52	33.02	26.47	28.19
Standard error	1.24	1.63	2.63	2.16	2.68
Columns Tested: a,b,c,d					



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

**QP36A How many text messages would you say he/ she sends from the phone on a typical school day - both before and after school? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
None	297 28%	247 28%	33 31%	13 31%	4 19%
		d	d	d	
Up to 2	237 23%	202 23%	26 25%	7 17%	2 9%
		d	d		
Up to 5	188 18%	164 19%	16 15%	5 12%	3 14%
		c			
Up to 10	157 15%	130 15%	15 14%	8 20%	4 20%
Up to 15	28 3%	23 3%	3 3%	1 2%	1 4%
Up to 20	59 6%	45 5%	8 7%	4 10%	2 11%
				a	a
Over 20	83 8%	71 8%	4 4%	3 8%	5 24%
					abc
Mean number of texts	8.5	8.6	5.8	8.5	18.5
				b	abc
Standard deviation	17.02	17.50	9.56	13.72	25.80
Standard error	.51	.66	.76	1.12	2.45
Columns Tested: a,b,c,d					

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

**QP36B And how many text messages would you say he/ she sends from the phone on a Saturday or Sunday? Is it more or less than on a school day? About how much more/ less? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
None	215 20%	182 21%	24 23% d	7 16%	3 13%
Up to 2	175 17%	147 17% d	19 19% d	7 17% d	1 6%
Up to 5	175 17%	147 17%	20 19% d	6 14%	2 10%
Up to 10	184 17%	154 17%	17 17%	8 19%	4 20%
Up to 15	44 4%	37 4%	5 4%	2 6%	1 3%
Up to 20	85 8%	74 8%	5 4%	4 9%	2 10%
Over 20	172 16%	142 16%	14 13%	8 20%	9 38% abc
Mean number of texts	14.1	14.2 b	9.8	15.1 b	28.7 abc
Standard deviation	23.09	23.46	15.96	21.69	32.42
Standard error	.69	.88	1.27	1.77	3.08
Columns Tested: a,b,c,d					

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

**QP36A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
None	191	159	23	6	3
	18%	18%	22%	14%	12%
			d		
Up to 5	89	78	5	5	1
	8%	9%	5%	13%	3%
		d		bd	
Up to 10	81	65	12	3	1
	8%	7%	11%	7%	4%
			d		
Up to 15	81	69	10	1	*
	8%	8%	10%	2%	1%
		cd	cd		
Up to 20	61	51	6	3	1
	6%	6%	6%	7%	4%
Up to 25	38	32	5	*	*
	4%	4%	5%	*%	2%
		c	c		
Up to 30	37	30	4	3	1
	4%	3%	4%	6%	5%
Up to 35	42	35	5	1	*
	4%	4%	5%	3%	1%
			d		
Up to 40	17	14	1	1	1
	2%	2%	1%	2%	3%
Over 40	415	350	32	19	15
	40%	40%	31%	44%	65%
		b		b	abc

Columns Tested: a,b,c,d

The mean number of text messages sent in a typical school week and weekend among children in Northern Ireland is significantly higher compared to the total UK figure. The relatively smaller base size (111 interviews in Northern Ireland) results in increased sensitivity to the individual estimates. In addition, individual week day and weekend day estimates are multiplied up and then combined to represent a mean weekly figure, resulting in larger observed mean differences at the weekly level than would be apparent at the day level

Any break column with 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-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Mean number of texts	70.7	71.2	48.7	72.6	150.0
		b		b	abc
Standard deviation	126.57	129.59	75.99	107.90	187.53
Standard error	3.77	4.86	6.05	8.81	17.80
Columns Tested: a,b,c,d					

The mean number of text messages sent in a typical school week and weekend among children in Northern Ireland is significantly higher compared to the total UK figure. The relatively smaller base size (111 interviews in Northern Ireland) results in increased sensitivity to the individual estimates. In addition, individual week day and weekend day estimates are multiplied up and then combined to represent a mean weekly figure, resulting in larger observed mean differences at the weekly level than would be apparent at the day level

Any break column with 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 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?**

Base : Those whose child has their own mobile phone

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
Limit how often credit can be put on the phone	363 35%	305 35%	32 31%	15 35%	11 48% abc
Child is responsible for paying top-ups/ bills	186 18%	154 17%	21 20%	7 17%	3 15%
No calls to premium rate numbers	186 18%	155 18%	19 18%	8 18%	5 20%
No texts to premium rate numbers	158 15%	133 15%	13 12%	8 19%	4 16%
Only to make/ receive voice calls or send texts, nothing else	144 14%	106 12%	24 23% a	10 23% a	4 19%
No internet sites/ no WAP browsing	136 13%	123 14% b	6 6%	4 10%	2 7%
Regularly check what they're doing with the phone	119 11%	99 11%	10 10%	7 16%	4 16%
Only calls/ texts to an agreed list of people	116 11%	105 12% b	5 5%	4 10%	2 8%

Columns Tested: a,b,c,d

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

**QP37 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
Other	55	48	4	2	1
	5%	5%	4%	5%	2%
No, do not have ANY rules or restrictions	328	276	35	11	6
	31%	31%	34%	27%	26%

Columns Tested: a,b,c,d

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

**QP38A EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - What they see or read on their mobile phone**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
Base for %	1051	882	104	42	23
Very concerned	50 5%	39 4%	3 3%	5 11% ab	2 11% ab
Fairly concerned	183 17%	152 17%	20 19%	8 18%	4 17%
TOTAL CONCERNED	233 22%	191 22%	23 22%	12 29% a	6 28%
Neither/ nor	79 8%	63 7%	8 8%	6 13% a	2 8%
Not very concerned	318 30%	271 31%	30 28%	10 23%	8 34% c
Not at all concerned	417 40%	353 40% d	43 41%	15 34%	7 30%
TOTAL NOT CONCERNED	735 70%	624 71% c	73 70% c	24 57%	14 64%
Don't know	4 *%	4 *%	1 1%	- -%	- -%

Columns Tested: a,b,c,d

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

**QP38B EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much time they spend using the phone**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
Base for %	1051	882	104	42	23
Very concerned	39 4%	32 4%	2 2%	3 7% b	2 9% ab
Fairly concerned	122 12%	102 12%	9 9%	8 19% ab	3 11%
<b>TOTAL CONCERNED</b>	161 15%	134 15%	11 11%	11 26% ab	5 21% b
Neither/ nor	82 8%	60 7%	11 10%	8 19% ab	3 13% a
Not very concerned	319 30%	269 30% c	34 33% c	9 20%	8 34% c
Not at all concerned	488 46%	418 47% cd	48 46% cd	14 34%	7 33%
<b>TOTAL NOT CONCERNED</b>	807 77%	687 78% cd	82 79% cd	23 54%	15 67% c
Don't know	1 *%	1 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d



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

**QP38C EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone**

Base : Those whose child has their own mobile phone

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
Base for %	1051	882	104	42	23
Very concerned	53 5%	44 5%	3 3%	4 9% b	3 12% ab
Fairly concerned	150 14%	122 14%	16 15%	8 19%	3 15%
TOTAL CONCERNED	203 19%	166 19%	19 19%	12 28% a	6 27% a
Neither/ nor	70 7%	55 6%	9 9%	5 11% a	1 6%
Not very concerned	317 30%	269 31%	28 26%	11 27%	8 37%
Not at all concerned	461 44%	391 44% cd	48 46% cd	15 35%	7 30%
TOTAL NOT CONCERNED	777 74%	661 75% c	76 73% c	26 61%	15 66%
Don't know	1 *%	1 *%	- -%	- -%	- -%
Columns Tested: a,b,c,d					

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

**QP38D EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much money is spent on their mobile phone**

Base : Those whose child has their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1130	711	158	150	111
Effective Weighted Sample	898	685	140	133	100
Total	1051	882	104	42	23
Base for %	1051	882	104	42	23
Very concerned	70 7%	58 7%	5 5%	5 12% ab	2 8%
Fairly concerned	155 15%	127 14%	16 15%	7 17%	5 20%
TOTAL CONCERNED	225 21%	184 21%	22 21%	12 29% a	6 28%
Neither/ nor	85 8%	69 8%	7 7%	6 15% ab	3 11%
Not very concerned	271 26%	227 26%	28 27%	10 23%	6 28%
Not at all concerned	468 45%	400 45% cd	48 46% cd	13 32%	7 32%
TOTAL NOT CONCERNED	740 70%	627 71% cd	76 72% cd	23 55%	14 61%
Don't know	2 *%	1 *%	- -%	* 1%	- -%

Columns Tested: a,b,c,d

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

**QP39 Were you aware that mobile phones can be blocked from showing content aimed at people aged 18 and over, which is available from mobile operators such as through Orange World, O2 Active, Planet 3, Vodafone Live!, t-zones or Virgin Media?**

Base : Those whose child has their own mobile that can be used to go online

	NATION				
	Total	ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d
Significance Level: 95%					
Unweighted total	733	480	81	94	78
Effective Weighted Sample	586	463	72	84	70
Total	694	596	55	26	16
Base for %	692	594	55	26	16
Yes, aware	222 32%	197 33%	**	**	**
No, not aware	381 55%	322 54%	**	**	**
Don't know	89 13%	76 13%	**	**	**
No answer	2	2	**	**	**

Columns Tested: a,b,c,d

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

**QP40 Were you aware that internet access from a mobile phone can be limited to exclude websites that are aimed at people aged 18 and over? IF AWARE - Does your child's phone have limited access to the internet**

Base : Those whose child has their own mobile that can be used to go online

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	733	480	81	94	78
Effective Weighted Sample	586	463	72	84	70
Total	694	596	55	26	16
Aware and phone has limited access to the internet	120 17%	109 18%	**	**	**
Aware and phone has unlimited access to the internet	38 5%	33 6%	**	**	**
Aware but unsure about their internet access	82 12%	72 12%	**	**	**
Not aware	454 65%	382 64%	**	**	**

Columns Tested: a,b,c,d

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

**QP41 (READ DESCRIPTION ABOUT MOBILE PHONE/ DEVICE TRACKING SERVICES) Were you aware that services like this were available through mobile phones? IF AWARE - Would you say you were fully aware or partially aware**

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Fully aware	369 18%	319 19%	33 18%	12 15%	6 14%
Partially aware	418 21%	370 22%	28 16%	11 14%	9 21%
Not aware	1213 61%	1012 60%	119 66%	57 71%	26 65%
			a	a	c

Columns Tested: a,b,c,d

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

**QP42A AGREEMENT WITH STATEMENTS - It would be useful to be able to tell where my child's phone is when they are not at home**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	1998	1698	180	80	40
Strongly disagree	97 5%	84 5%	8 4%	4 5%	1 3%
Slightly disagree	115 6%	89 5%	17 9% a	5 6%	4 10% a
TOTAL DISAGREE	212 11%	173 10%	25 14%	9 11%	5 13%
Neither/ nor	158 8%	137 8% b	8 5%	8 10% b	5 11% b
Slightly agree	596 30%	506 30%	53 30%	26 33%	10 25%
Strongly agree	955 48%	814 48%	87 48%	36 44%	19 48%
TOTAL AGREE	1551 78%	1320 78%	140 78%	62 77%	29 73%
Don't know	77 4%	68 4%	7 4%	1 2%	1 3%
No answer	2	2	*	-	-

Columns Tested: a,b,c,d

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

**QP42B AGREEMENT WITH STATEMENTS - It would invade my child's privacy**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	1998	1698	180	80	40
Strongly disagree	566 28%	475 28%	55 30%	22 28%	14 35% a
Slightly disagree	474 24%	399 23%	42 24%	22 27%	11 27%
TOTAL DISAGREE	1040 52%	874 51%	97 54%	44 55%	25 62% a
Neither/ nor	278 14%	233 14%	25 14%	15 19% ad	5 12%
Slightly agree	379 19%	319 19%	39 21%	13 16%	7 18%
Strongly agree	217 11%	197 12% bcd	12 7%	5 7%	2 6%
TOTAL AGREE	595 30%	517 30% c	50 28%	18 23%	10 24%
Don't know	85 4%	74 4%	8 4%	2 3%	1 2%
No answer	2	2	*	-	-

Columns Tested: a,b,c,d

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

**QP42C AGREEMENT WITH STATEMENTS - I would be even more concerned if I couldn't locate my child's phone every time I wanted to**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	1998	1698	180	80	40
Strongly disagree	90 4%	77 5%	7 4%	5 6%	2 5%
Slightly disagree	144 7%	123 7%	8 5%	11 13% abd	2 5%
TOTAL DISAGREE	234 12%	199 12%	15 8%	15 19% abd	4 10%
Neither/ nor	220 11%	184 11%	20 11%	12 15%	5 12%
Slightly agree	545 27%	464 27%	45 25%	24 30%	12 31%
Strongly agree	935 47%	796 47% c	95 53% cd	26 33%	17 44% c
TOTAL AGREE	1480 74%	1260 74% c	140 78% c	50 63%	30 74% c
Don't know	65 3%	55 3%	5 3%	3 3%	1 4%
No answer	2	2	*	-	-

Columns Tested: a,b,c,d



**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP42D AGREEMENT WITH STATEMENTS - I would be concerned that someone else could locate my child's whereabouts**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	1998	1698	180	80	40
Strongly disagree	116 6%	102 6%	6 3%	7 9% b	2 5%
Slightly disagree	144 7%	122 7%	13 7%	7 9% d	2 4%
TOTAL DISAGREE	261 13%	224 13%	19 11%	14 18% abd	4 9%
Neither/ nor	196 10%	174 10% b	8 4%	11 13% b	4 9% b
Slightly agree	488 24%	420 25%	36 20%	21 26%	11 28%
Strongly agree	978 49%	818 48% c	110 61% acd	29 37%	20 51% c
TOTAL AGREE	1466 73%	1237 73% c	147 82% ac	50 63%	31 79% c
Don't know	76 4%	63 4%	6 4%	5 6%	1 4%
No answer	2	2	*	-	-

Columns Tested: a,b,c,d

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

**QP42E AGREEMENT WITH STATEMENTS - I would be concerned that companies may try and sell my child things using these services**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	1998	1698	180	80	40
Strongly disagree	140 7%	111 7%	14 8%	13 16% abd	2 6%
Slightly disagree	138 7%	113 7%	12 7%	10 12% abd	2 6%
TOTAL DISAGREE	278 14%	224 13%	26 14%	23 29% abd	5 12%
Neither/ nor	195 10%	172 10% b	9 5%	10 12% b	5 12% b
Slightly agree	469 23%	396 23%	46 25%	17 21%	11 27%
Strongly agree	971 49%	832 49% c	95 53% c	27 33%	18 45% c
TOTAL AGREE	1441 72%	1228 72% c	140 78% ac	43 54%	29 72% c
Don't know	84 4%	74 4%	5 3%	4 5%	2 4%
No answer	2	2	*	-	-

Columns Tested: a,b,c,d

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

**QP43 Does your child ever play games at home or elsewhere in any of these ways?**

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
On a games console connected to a TV (e.g. Xbox/ PlayStation/ Wii)	1393 70%	1183 70%	131 73% d	53 66%	26 64%
On a hand held games console (e.g. Sony PSP/ Nintendo DS)	1326 66%	1118 66%	124 69%	56 70%	28 70%
On a computer or laptop	855 43%	767 45% bc	49 27%	24 29%	16 40% bc
On a mobile phone or Smartphone (Blackberry or iPhone)	291 15%	266 16% bc	12 7%	7 8%	7 17% bc
On an MP3 player	105 5%	93 5%	6 3%	3 4%	3 6%
On a portable media player (iPod Touch/ Archos)	84 4%	73 4% c	5 3%	1 1%	4 10% abc
On a Personal Digital Assistant/ PDA	18 1%	16 1%	- -%	2 3% abd	- -%
No, never	237 12%	206 12%	15 9%	10 12%	5 12%

Columns Tested: a,b,c,d

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

**QP44 Does your child ever play single or multiplayer games over the internet on any of these devices which is often referred to as online game playing?**

Base : Those whose child ever plays games on a games console/ player or computer

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1870	1177	257	255	181
Effective Weighted Sample	1469	1134	227	227	161
Total	1763	1494	165	70	35
Yes	535 30%	453 30%	43 26%	30 43% abd	9 25%
No	1157 66%	982 66% c	112 68% c	38 55%	25 71% c
Don't know	72 4%	59 4%	10 6%	2 3%	1 4%

Columns Tested: a,b,c,d

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

**QP45A 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?**

Base : Those whose child ever plays games on a games console/ player or computer

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	1870	1177	257	255	181
Effective Weighted Sample	1469	1134	227	227	161
Total	1763	1494	165	70	35
None	354 20%	302 20%	28 17%	17 24% b	7 21%
Up to 1 hour	1102 62%	935 63%	101 61%	42 60%	23 66%
Up to 2 hours	213 12%	176 12%	27 16% ad	7 11%	3 8%
Up to 3 hours	53 3%	47 3%	5 3%	1 1%	* 1%
Up to 4 hours	24 1%	20 1%	3 2%	1 1%	1 3%
Up to 5 hours	16 1%	13 1%	1 1%	2 2%	1 1%
Over 8 hours	1 *%	1 *%	- -%	- -%	- -%
Mean number of hours	.9	.9	1.0	.9	.8
Standard deviation	.91	.91	.87	.97	.95
Standard error	.02	.03	.05	.06	.07
Columns Tested: a,b,c,d					

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

**QP45B 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 : Those whose child ever plays games on a games console/ player or computer

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1870	1177	257	255	181
Effective Weighted Sample	1469	1134	227	227	161
Total	1763	1494	165	70	35
None	102 6%	88 6%	9 6%	2 3%	3 8% c
Up to 1 hour	852 48%	719 48%	80 49%	33 47%	20 57% a
Up to 2 hours	462 26%	391 26%	45 27%	18 26%	8 22%
Up to 3 hours	163 9%	140 9%	13 8%	8 11% d	2 5%
Up to 4 hours	94 5%	75 5%	11 6%	7 9% a	2 7%
Up to 5 hours	59 3%	53 4%	4 2%	2 2%	1 2%
Up to 6 hours	30 2%	26 2%	3 2%	1 1%	* 1%
Over 8 hours	1 *%	1 *%	- -%	- -%	- -%
Mean number of hours	1.7	1.7 d	1.6	1.8 d	1.4
Standard deviation	1.35	1.37	1.27	1.28	1.18
Standard error	.03	.04	.08	.08	.09
Columns Tested: a,b,c,d					

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

**QP45A-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 : Those whose child ever plays games on a games console/ player or computer

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1870	1177	257	255	181
Effective Weighted Sample	1469	1134	227	227	161
Total	1763	1494	165	70	35
None	67 4%	57 4%	7 4%	2 2%	1 3%
Up to 5 hours	692 39%	590 40%	56 34%	29 41%	17 49% ab
Up to 10 hours	602 34%	508 34%	60 36%	23 33%	11 33%
Up to 15 hours	197 11%	166 11% d	21 13% d	8 12%	2 6%
Up to 20 hours	108 6%	89 6%	13 8%	5 7%	1 4%
Up to 25 hours	49 3%	43 3%	4 3%	1 2%	1 2%
Up to 30 hours	25 1%	22 1%	1 1%	1 2%	1 3%
Up to 35 hours	18 1%	15 1%	2 1%	1 2%	* 1%
Up to 40 hours	2 *%	1 *%	1 1% a	- -%	- -%
Over 40 hours	2 *%	2 *%	- -%	- -%	- -%
Mean number of hours	7.9	7.9	8.3 d	7.8	7.0
Standard deviation	6.62	6.64	6.52	6.49	6.46
Standard error	.15	.19	.41	.41	.48
Columns Tested: a,b,c,d					

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

**QP46 Do you have any of these rules or restrictions about the games your child plays - whether on a games console, a computer, or any other device?**

Base : Those whose child ever plays games on a games console/ player or computer

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1870	1177	257	255	181
Effective Weighted Sample	1469	1134	227	227	161
Total	1763	1494	165	70	35
Base for %	1762	1492	165	70	35
Only games with appropriate age rating	685 39%	578 39%	66 40%	27 39%	14 41%
No games after a certain time	641 36%	551 37%	53 32%	27 39%	10 30%
Regularly check on what they're playing	502 28%	437 29%	40 24%	15 22%	9 27%
No games with nudity/ sexual content	498 28%	436 29%	33 20%	16 23%	12 35%
No games with drug use	486 28%	422 28%	34 21%	19 27%	11 30%
No games with violence	486 28%	425 28%	31 19%	20 29%	11 31%
No games with swearing/ bad language	482 27%	419 28%	37 22%	16 23%	10 29%
No online game playing	237 13%	219 15%	7 4%	6 9%	5 14%

Columns Tested: a,b,c,d



**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP46 Do you have any of these rules or restrictions about the games your child plays - whether on a games console, a computer, or any other device?**

Base : Those whose child ever plays games on a games console/ player or computer

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1870	1177	257	255	181
Effective Weighted Sample	1469	1134	227	227	161
Total	1763	1494	165	70	35
No online game playing with people they don't already know	217 12%	196 13% b	10 6%	7 10%	4 13% b
Only a game that an adult or parent has played/ tried first	161 9%	143 10%	10 6%	5 7%	3 8%
Can only play when supervised/ not on their own	134 8%	119 8%	8 5%	5 8%	2 6%
Other	55 3%	48 3%	3 2%	2 2%	3 8% abc
No, do not have ANY rules or restrictions	470 27%	393 26%	49 30%	18 26%	9 26%
No answer	1	1	-	-	-

Columns Tested: a,b,c,d

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

**QP47A EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games that they are playing**

Base : Those whose child ever plays games on a games console/ player or computer

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1870	1177	257	255	181
Effective Weighted Sample	1469	1134	227	227	161
Total	1763	1494	165	70	35
Very concerned	151 9%	127 8%	9 5%	11 16% ab	4 12% b
Fairly concerned	330 19%	279 19%	30 18%	16 22%	6 16%
TOTAL CONCERNED	482 27%	406 27%	39 23%	27 39% abd	10 28%
Neither/ nor	120 7%	99 7%	13 8%	5 8%	2 7%
Not very concerned	378 21%	336 22% b	21 13%	13 18%	9 26% b
Not at all concerned	768 44%	638 43% c	92 56% acd	24 34%	14 39%
TOTAL NOT CONCERNED	1146 65%	974 65% c	112 68% c	37 52%	23 65% c
Don't know	16 1%	14 1%	1 *%	1 1%	* 1%

Columns Tested: a,b,c,d

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

**QP47B EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - How much time they spend playing games**

Base : Those whose child ever plays games on a games console/ player or computer

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1870	1177	257	255	181
Effective Weighted Sample	1469	1134	227	227	161
Total	1763	1494	165	70	35
Very concerned	129 7%	100 7%	12 7%	12 17% ab	5 14% ab
Fairly concerned	305 17%	265 18%	24 15%	11 15%	6 17%
TOTAL CONCERNED	435 25%	365 24%	36 22%	23 32% ab	11 31% b
Neither/ nor	132 7%	110 7%	11 7%	8 11% a	3 9%
Not very concerned	424 24%	369 25%	32 19%	13 19%	10 28% bc
Not at all concerned	755 43%	633 42% d	85 52% acd	26 37%	11 32%
TOTAL NOT CONCERNED	1179 67%	1002 67% c	117 71% cd	39 56%	21 60%
Don't know	18 1%	17 1%	1 *% *	1 1%	* *% *

Columns Tested: a,b,c,d

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

**QP47C EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - Who they are in contact with online through the games player**

Base : Those whose child ever plays games on a games console/ player or computer (and who were able to answer this question)

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1421	887	191	211	132
Effective Weighted Sample	1114	855	168	188	117
Total	1323	1118	122	58	26
Very concerned	111 8%	86 8%	10 8%	11 18% ab	4 17% ab
Fairly concerned	174 13%	149 13% c	18 15% c	4 7%	2 10%
TOTAL CONCERNED	285 22%	236 21%	28 23%	15 26%	7 26%
Neither/ nor	107 8%	85 8%	12 10%	7 13% a	4 14% a
Not very concerned	276 21%	242 22% b	17 14%	11 19%	5 20%
Not at all concerned	632 48%	534 48% d	65 53% cd	24 41%	10 38%
TOTAL NOT CONCERNED	907 69%	776 69% cd	82 67%	35 60%	15 58%
Don't know	23 2%	21 2%	1 *% *	1 2%	* 2%

Columns Tested: a,b,c,d

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

**QC0 WAS THE CHILD TO BE INTERVIEWED DURING THIS INTERVIEW WITH THEIR PARENT**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Yes, and child conferred with parent as the interview was taking place	654 33%	564 33%	49 27%	28 35% b	13 32%
Yes, but they did not comment during the interview	995 50%	828 49%	103 57% a	42 52%	22 54%
No, they were not present	351 18%	307 18% c	28 15%	10 13%	5 13%

Columns Tested: a,b,c,d

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

**QC1A In which rooms do you watch TV at home? Any others?**

Base : Those children who watch TV at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
Base for %	1974	1676	179	79	40
Living room/ lounge/ sitting room	1956 99%	1660 99%	178 99%	79 100%	39 99%
Bedroom - this child's	1106 56%	909 54%	124 69% ad	52 66% ad	21 52%
Bedroom - parent's	134 7%	121 7%	8 5%	3 4%	2 4%
Kitchen	114 6%	98 6% b	5 3%	4 5%	8 19% abc
Bedroom - other child's	97 5%	77 5%	16 9% acd	4 5%	1 3%
Playroom/ family room	51 3%	41 2% c	6 3% c	* *%	3 7% ac
Other room at home	18 1%	17 1%	1 *%	* *%	* *%
No answer	1	1	-	*	-

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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.

**QC1B In which room do you watch TV at home most often?**

Base : Those children who watch TV at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
Base for %	1970	1672	179	79	40
Living room/ lounge/ sitting room	1627 83%	1387 83%	140 78%	68 86%	32 80%
		b		b	
Bedroom - this child's	298 15%	248 15%	35 20%	10 12%	4 11%
			acd		
Playroom/ family room	19 1%	15 1%	2 1%	* *%	2 5%
					abc
Kitchen	9 *%	7 *%	- -%	* 1%	1 3%
					abc
Bedroom - other child's	7 *%	5 *%	2 1%	- -%	* 1%
Bedroom - parent's	6 *%	6 *%	- -%	* *%	* *%
Other room at home	3 *%	3 *%	- -%	- -%	- -%
No answer	3	3	-	-	-

Columns Tested: a,b,c,d

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

**QC2 Thinking about when you're watching TV, do you spend most of the time ...**

Base : Those children who watch TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2108	1331	282	291	204
Effective Weighted Sample	1654	1280	248	259	183
Total	1975	1677	179	79	40
Base for %	1972	1675	179	79	40
Watching with an adult in the room with you	1064 54%	893 53%	106 59% d	47 59% d	19 48%
Watching with other children, but no adults	386 20%	341 20% b	24 13%	12 16%	9 22% b
Watching on your own	523 27%	441 26%	49 28%	20 25%	12 31%
No answer	3	3	-	-	-
Columns Tested: a,b,c,d					



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

**QC4A Are you confident getting the TV to do what you want it to do?**

Base : Those children aged 8-15 who watch TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1541	989	201	210	141
Effective Weighted Sample	1229	953	181	184	125
Total	1439	1222	131	58	29
Yes	1372	1163	125	55	28
	95%	95%	96%	96%	97%
No	42	37	4	1	1
	3%	3%	3%	1%	2%
Don't know	25	22	1	2	*
	2%	2%	1%	3%	1%

Columns Tested: a,b,c,d

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

**QC4B Do reality TV programmes, like Big Brother, show a true picture of what really happened?**

Base : Those children aged 8-15 who watch TV at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1541	989	201	210	141
Effective Weighted Sample	1229	953	181	184	125
Total	1439	1222	131	58	29
Base for %	1439	1222	131	57	29
Yes	352 24%	303 25% d	29 22% d	16 28% d	4 13%
No	676 47%	589 48% b	50 38%	23 41%	13 46%
Don't know	333 23%	264 22%	46 35% ac	13 23%	9 32% a
Child does not watch these types of programmes	79 5%	66 5%	5 4%	5 8%	2 8%
No answer	*	-	-	*	-

Columns Tested: a,b,c,d

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

**QC4B Do reality TV programmes, like Big Brother, show a true picture of what really happened?**

Base : Those children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1451	937	193	191	130
Effective Weighted Sample	1161	902	173	168	115
Total	1361	1156	125	53	26
Base for %	1361	1156	125	53	26
Yes	352	303	29	16	4
	26%	26%	23%	30%	14%
		d	d	d	
No	676	589	50	23	13
	50%	51%	40%	45%	51%
		b			
Don't know	333	264	46	13	9
	24%	23%	37%	25%	35%
			ac		ac

Columns Tested: a,b,c,d

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

**QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?**

Base : Those children aged 8-15 who watch TV at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1541	989	201	210	141
Effective Weighted Sample	1229	953	181	184	125
Total	1439	1222	131	58	29
Base for %	1439	1222	131	57	29
Yes	1148	984	98	44	22
	80%	80%	75%	77%	77%
No	88	77	5	4	2
	6%	6%	4%	7%	5%
Don't know	149	115	25	5	4
	10%	9%	19%	9%	14%
			ac		
Child does not watch these types of programmes	54	46	3	4	1
	4%	4%	2%	6%	3%
			b		
No answer	*	-	-	*	-

Columns Tested: a,b,c,d

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

**QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?**

Base : Those children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1480	951	196	196	137
Effective Weighted Sample	1181	917	176	171	121
Total	1385	1176	128	54	28
Base for %	1385	1176	128	54	28
Yes	1148	984	98	44	22
	83%	84%	77%	82%	79%
		b			
No	88	77	5	4	2
	6%	7%	4%	8%	6%
Don't know	149	115	25	5	4
	11%	10%	19%	10%	15%
			ac		

Columns Tested: a,b,c,d

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

**QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?**

Base : Those children aged 8-15 who watch TV at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1541	989	201	210	141
Effective Weighted Sample	1229	953	181	184	125
Total	1439	1222	131	58	29
Base for %	1439	1222	131	57	29
Yes	1029	886	88	36	19
	71%	72%	68%	62%	65%
		c			
No	145	127	11	6	2
	10%	10%	8%	10%	7%
Don't know	217	172	25	13	7
	15%	14%	19%	22%	26%
				a	a
Child does not watch these types of programmes	48	37	7	3	1
	3%	3%	5%	5%	3%
No answer	*	-	-	*	-

Columns Tested: a,b,c,d

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

**QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?**

Base : Those children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1485	959	191	198	137
Effective Weighted Sample	1186	924	172	173	121
Total	1391	1185	124	54	28
Base for %	1391	1185	124	54	28
Yes	1029	886	88	36	19
	74%	75%	71%	66%	67%
		cd			
No	145	127	11	6	2
	10%	11%	9%	11%	7%
Don't know	217	172	25	13	7
	16%	14%	20%	24%	26%
				a	a

Columns Tested: a,b,c,d

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

**QC5 Which of these things, if any, are things that you don't like about TV?d**

Base : Those children aged 8-15 who watch TV at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1541	989	201	210	141
Effective Weighted Sample	1229	953	181	184	125
Total	1439	1222	131	58	29
Base for %	1438	1221	131	58	29
Too many adverts	841 59%	717 59%	76 58%	30 51%	19 66%
		c			c
Programmes that are on too late	301 21%	255 21%	32 24%	6 11%	8 29%
		c	c		ac
Not enough programmes that I like	240 17%	202 17%	24 19%	5 9%	9 31%
		c	c		abc
Seeing things that make me feel sad, frightened or embarrassed	231 16%	201 16%	16 13%	8 13%	7 23%
					abc
Seeing things that are too old for me	127 9%	104 9%	19 15%	3 5%	2 5%
			acd		
These things don't worry me/ None of these	404 28%	340 28%	38 29%	22 38%	4 13%
		d	d	abd	
No answer	1	1	-	-	-
Columns Tested: a,b,c,d					



**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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.

**QC6 Do you ever listen to the radio in the following ways at home?**

Base : All children aged 12-15

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	781	505	101	106	69
Effective Weighted Sample	624	486	86	98	61
Total	727	618	65	29	15
Through a traditional radio set (including portable sets, radio alarms, etc.)	356 49%	317 51%	22 33%	12 41%	** **
		bc			
Through your satellite or cable TV service or Freeview	93 13%	76 12%	11 17%	3 10%	** **
Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio with digital sound quality)	67 9%	63 10%	3 4%	1 3%	** **
		c			
Over the internet (when broadcast or later or via a podcast)	31 4%	28 5%	2 2%	* 2%	** **
ANY DIGITAL RADIO	162 22%	141 23%	15 22%	4 13%	** **
		c			
TRADITIONAL RADIO ONLY	289 40%	258 42%	16 25%	9 32%	** **
		b			
None of these	276 38%	219 35%	35 53%	16 55%	** **
			a	a	

Columns Tested: a,b,c,d

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

**QC8 Are you confident getting the radio to do what you want it to do?**

Base : Those children aged 8-15 who listen to the radio at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	807	582	79	76	70
Effective Weighted Sample	669	561	70	68	63
Total	804	718	51	20	15
Yes	706	628	**	**	**
	88%	87%	**	**	**
No	52	49	**	**	**
	6%	7%	**	**	**
Don't know	46	42	**	**	**
	6%	6%	**	**	**

Columns Tested: a,b,c,d

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

**QC9 Which of these things, if any, are things that you don't like about radio?**

Base : Those children aged 8-15 who listen to the radio at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	807	582	79	76	70
Effective Weighted Sample	669	561	70	68	63
Total	804	718	51	20	15
Too many adverts	121 15%	108 15%	**	**	**
Hearing things that are too old for me	56 7%	52 7%	**	**	**
Not enough programmes that I like	53 7%	46 6%	**	**	**
Hearing things that make me feel sad, frightened or embarrassed	43 5%	40 6%	**	**	**
Programmes that are on too late	21 3%	19 3%	**	**	**
These things don't worry me/ None of these	587 73%	521 73%	**	**	**

Columns Tested: a,b,c,d

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

**QC10A In which rooms do you use the internet at home? Any others?**

Base : Those children who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1506	1290	130	57	29
Living room/ lounge/ sitting room	1128 75%	982 76% bd	86 66% d	43 76% bd	16 56%
Bedroom - this child's	359 24%	303 23%	34 26%	13 24%	8 28%
Playroom/ family room	83 5%	65 5%	13 10% ac	2 4%	2 7%
Kitchen	72 5%	55 4%	8 6%	3 5%	5 19% abc
Bedroom - parent's	55 4%	48 4%	5 4%	1 2%	1 3%
Bedroom - other child's	46 3%	39 3%	4 3%	1 2%	1 4%
Other room at home	136 9%	115 9%	10 8%	6 10%	5 17% ab
No answer	2	2	-	-	-

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC10B In which room do you use the internet most often at home?**

Base : Those children who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1506	1290	130	57	29
Living room/ lounge/ sitting room	977 65%	853 66% bd	74 57% d	37 65% d	13 45%
Bedroom - this child's	244 16%	203 16%	25 19%	10 17%	5 19%
Playroom/ family room	66 4%	54 4%	10 7% c	2 3%	1 4%
Kitchen	49 3%	36 3%	7 6% a	2 3%	4 13% abc
Bedroom - parent's	37 2%	33 3%	3 2%	1 1%	1 3%
Bedroom - other child's	20 1%	16 1%	2 2%	1 2%	1 3%
Other room at home	114 8%	96 7%	9 7%	5 9%	4 14% ab
No answer	2	2	-	-	-

Columns Tested: a,b,c,d

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

**QC11 Thinking about when you're using the internet at home, do you spend most of the time ...**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1506	1290	130	57	29
Using with an adult in the room with you	814 54%	686 53%	78 60%	34 60%	16 55%
Using with other children, but no adults	118 8%	107 8%	7 5%	2 4%	3 9%
Using on your own	574 38%	498 39%	45 35%	20 36%	11 36%
No answer	2	2	-	-	-

Columns Tested: a,b,c,d

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

**QC13A HOW OFTEN USE INTERNET FOR - Emails**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1503	1290	129	55	29
Most days	167 11%	148 11%	10 8%	6 11%	3 10%
Once or twice a week	202 13%	171 13%	18 14%	9 17%	3 11%
Not much	368 24%	320 25%	31 24%	10 18%	6 22%
Never	766 51%	650 50%	69 54%	30 55%	17 57%
No answer	6	3	1	1	*

Columns Tested: a,b,c,d

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

**QC13B HOW OFTEN USE INTERNET FOR - Instant Messaging (MSN, AOL Messenger etc.)**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1500	1286	129	56	29
Most days	342	294	27	13	8
	23%	23%	21%	22%	26%
Once or twice a week	190	163	17	8	3
	13%	13%	13%	13%	10%
Not much	155	135	10	8	3
	10%	10%	7%	14%	9%
Never	813	694	75	28	16
	54%	54%	58%	50%	56%
No answer	9	7	1	1	-
Columns Tested: a,b,c,d					



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

**QC13C HOW OFTEN USE INTERNET TO - Go to websites like, Bebo, Piczo, Facebook, MySpace, Hi5 or Twitter**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1500	1286	129	56	29
Most days	325 22%	271 21%	31 24%	15 28%	8 27%
				a	
Once or twice a week	206 14%	177 14%	16 13%	9 17%	3 9%
				d	
Not much	141 9%	120 9%	15 11%	4 8%	2 7%
Never	828 55%	718 56%	67 52%	26 47%	17 57%
		c			
No answer	9	7	1	1	-

Columns Tested: a,b,c,d

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

**QC13D HOW OFTEN USE INTERNET TO - Go to websites like Habbo, Gaia online, Second Life or Club Penguin where you create a character (or avatar) for yourself that lives or plays in the online world**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1502	1288	129	56	29
Most days	76 5%	70 5%	4 3%	2 4%	1 3%
Once or twice a week	95 6%	83 6%	5 4%	4 7%	2 8%
Not much	211 14%	193 15%	8 6%	7 12%	3 12%
Never	1120 75%	943 73%	112 87%	43 76%	22 77%
No answer	7	4	1	1	*

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC13E HOW OFTEN USE INTERNET FOR - School work or homework**

Base : Those children who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1504	1290	129	56	29
Most days	431	393	14	17	6
	29%	30%	11%	31%	21%
		bd		bd	b
Once or twice a week	532	457	43	21	11
	35%	35%	33%	38%	36%
Not much	274	217	43	8	6
	18%	17%	33%	15%	21%
			acd		
Never	268	223	29	9	6
	18%	17%	22%	16%	22%
No answer	5	3	1	1	-

Columns Tested: a,b,c,d

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

**QC13F HOW OFTEN USE INTERNET TO - Play games on websites or online**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1501	1287	129	56	29
Most days	310 21%	266 21%	25 20%	14 25%	5 17%
Once or twice a week	401 27%	335 26%	43 33% a	14 25%	10 33%
Not much	326 22%	294 23% b	16 13%	9 17%	6 21% b
Never	464 31%	392 30%	45 35%	18 33%	8 29%
No answer	8	6	1	1	-

Columns Tested: a,b,c,d

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

**QC13G HOW OFTEN USE INTERNET TO - Download or play music**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1502	1288	129	56	29
Most days	171 11%	153 12%	10 8%	4 8%	4 14%
Once or twice a week	241 16%	210 16%	18 14%	9 16%	4 14%
Not much	237 16%	202 16%	24 19%	7 12%	4 13%
Never	854 57%	723 56%	78 60%	36 64%	17 60%
No answer	6	4	1	1	*
Columns Tested: a,b,c,d					

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

**QC13H HOW OFTEN USE INTERNET TO - Listen to radio over the internet**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1500	1286	129	56	29
Most days	30 2%	27 2%	2 2%	1 2%	* *%
Once or twice a week	61 4%	55 4%	2 2%	2 4%	2 6% b
Not much	122 8%	107 8% c	11 8% c	2 4%	2 8%
Never	1287 86%	1097 85%	114 88%	51 91%	25 85%
No answer	9	7	1	1	*

Columns Tested: a,b,c,d

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

**QC13I HOW OFTEN USE INTERNET TO - Go to TV programme websites**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1501	1287	129	56	29
Most days	54 4%	47 4%	2 2%	3 6%	2 6%
Once or twice a week	240 16%	212 16%	18 14%	7 12%	4 14%
Not much	331 22%	285 22% cd	35 28% cd	7 13%	4 15%
Never	875 58%	744 58%	73 57%	39 70% ab	19 65%
No answer	8	6	2	1	-

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**Table 132**

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

**QC13J HOW OFTEN USE INTERNET TO - Look for information on websites about things I'm interested in**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Base for %	1503	1289	129	56	29
Most days	211 14%	189 15% c	13 10%	5 9%	4 15%
Once or twice a week	472 31%	403 31%	45 35%	15 26%	10 34%
Not much	310 21%	260 20%	35 27% acd	9 16%	5 17%
Never	510 34%	437 34%	35 27%	28 49% abd	10 34%
No answer	6	4	1	1	-

Columns Tested: a,b,c,d



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

**QC13K HOW OFTEN USE INTERNET TO - Go to sites about news and what is going on in the world**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1163	992	102	46	23
Most days	33 3%	31 3%	1 1%	1 2%	* 2%
Once or twice a week	158 14%	137 14%	13 13%	6 14%	2 8%
Not much	230 20%	203 20%	18 18%	7 16%	2 7%
Never	742 64%	622 63%	69 68%	32 69%	19 84%
No answer	1	-	1	-	-
Columns Tested: a,b,c,d					abc

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

**QC13L HOW OFTEN USE INTERNET TO - Go to sites where people can add and change information, like blogs or sites like Wikipedia**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1161	990	102	46	23
Most days	43 4%	39 4%	2 2%	2 4%	* 1%
Once or twice a week	153 13%	138 14%	9 9%	4 9%	2 9%
Not much	197 17%	171 17%	19 18%	4 10%	2 10%
Never	768 66%	642 65%	72 71%	35 77%	18 80%
No answer	3	2	1	-	-
Columns Tested: a,b,c,d					

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

**QC13M HOW OFTEN USE INTERNET TO - Watch or download videos made by people/ the general public like on YouTube**

Base : Those children aged 8-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1163	992	102	46	23
Most days	151 13%	132 13%	12 12%	4 9%	3 12%
Once or twice a week	253 22%	220 22%	24 23%	6 12%	4 17%
		c	c		
Not much	225 19%	189 19%	25 25%	6 13%	4 19%
			c		
Never	534 46%	451 45%	41 40%	30 65%	12 52%
				abd	
No answer	1	-	1	-	-

Columns Tested: a,b,c,d

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

**QC13N HOW OFTEN USE INTERNET TO - Watch or download music videos**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1162	992	101	46	23
Most days	70 6%	59 6%	6 6%	2 5%	3 13% abc
Once or twice a week	173 15%	151 15%	12 12%	7 15%	4 16%
Not much	200 17%	172 17% c	20 20% c	5 11%	3 12%
Never	719 62%	610 62%	63 63%	32 70% a	14 59%
No answer	1	-	1	-	-

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC130 HOW OFTEN USE INTERNET TO - Watch or download whole TV programmes or films**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1162	992	101	46	23
Most days	24 2%	19 2%	3 3%	1 2%	1 4%
Once or twice a week	73 6%	60 6%	9 9%	3 6%	1 5%
Not much	150 13%	132 13%	13 13%	4 8%	2 10%
Never	915 79%	782 79%	76 75%	38 84%	19 81%
No answer	2	-	1	*	-

Columns Tested: a,b,c,d

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

**QC13P HOW OFTEN USE INTERNET TO - Watch or download clips from TV programmes or films**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1162	992	101	46	23
Most days	19 2%	16 2%	1 1%	* 1%	1 4% c
Once or twice a week	76 7%	63 6%	9 9%	3 7%	1 4%
Not much	163 14%	141 14% c	15 15%	4 9%	3 12%
Never	905 78%	771 78%	76 75%	39 84%	18 80%
No answer	1	-	1	-	-

Columns Tested: a,b,c,d

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

**QC13Q HOW OFTEN USE INTERNET TO - Go to photo sharing websites like Flickr or Snapfish**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Base for %	1162	992	101	46	23
Most days	8 1%	7 1%	- -%	- -%	* 1%
Once or twice a week	17 1%	16 2%	- -%	1 2%	- -%
Not much	75 6%	67 7%	5 5%	2 5%	* 2%
Never	1062 91%	901 91%	96 95%	43 93%	22 97%
No answer	1	-	1	-	-
Columns Tested: a,b,c,d					a

Any break column with 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 THINGS USE INTERNET FOR AT LEAST ONCE A WEEK**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
<b>USES BY 5-15 YEARS OLDS</b>					
School work or homework	962	850	57	38	17
	64%	66%	44%	68%	57%
		bd		bd	b
Play games on websites or online	711	601	68	28	15
	47%	46%	52%	50%	50%
Look for information on websites about things I'm interested in	683	592	58	19	14
	45%	46%	45%	34%	49%
		c	c		c
Instant Messaging	532	457	44	20	10
	35%	35%	34%	35%	35%
Go to websites like Bebo, Piczo, Facebook, MySpace, Hi5 or Twitter	531	448	47	25	11
	35%	35%	36%	44%	36%
			a		
Download or play music	412	363	27	14	8
	27%	28%	21%	24%	27%
		b			
Emails	370	320	29	15	6
	25%	25%	22%	27%	21%
Go to TV programme websites	294	259	20	10	6
	20%	20%	15%	17%	20%

Columns Tested: a,b,c,d



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

**SUMMARY OF TYPES OF THINGS USE INTERNET FOR AT LEAST ONCE A WEEK**

Base : Those children who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Go to websites like Habbo, Gaia online, Second Life or Club Penguin where you create a character (or avatar)	171 11%	153 12% b	9 7%	6 11%	3 10%
Listen to radio over the internet	91 6%	81 6%	5 4%	3 6%	2 7%
<b>USES BY 8-15 YEARS OLDS</b>					
Watch or download videos made by people/ the general public like on YouTube	404 35%	352 35% c	36 35% c	10 21%	7 29%
Watch or download music videos	243 21%	210 21%	18 17%	9 20%	7 29% b
Go to websites where people can add or change information, like blogs or sites like Wikipedia	196 17%	177 18% bd	11 11%	6 13%	2 10%
Go to websites about news and what is going on in the world	192 16%	168 17% d	14 14%	7 15%	2 9%

Columns Tested: a,b,c,d

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

**SUMMARY OF TYPES OF THINGS USE INTERNET FOR AT LEAST ONCE A WEEK**

Base : Those children who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Watch or download whole TV programmes or films	97 8%	79 8%	12 12%	4 8%	2 9%
Watch or download clips from TV programmes or films	95 8%	79 8%	10 10%	3 8%	2 8%
Go to photo sharing websites like Flickr or Snapfish	25 2%	24 2%	- -%	1 2%	* 1%
NONE OF THESE	180 12%	149 12%	22 17% ac	6 10%	3 11%
COMMUNICATION	631 42%	543 42%	53 41%	23 41%	12 40%
SOCIAL NETWORKING	615 41%	524 41%	51 39%	28 49% ab	13 43%
INFORMATION	723 48%	627 49% c	61 46% c	21 36%	15 50% c

Columns Tested: a,b,c,d

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

**SUMMARY OF TYPES OF THINGS USE INTERNET FOR AT ALL**

Base : Those children who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
<b>USES BY 5-15 YEARS OLDS</b>					
School work or homework	1236	1067	100	47	23
	82%	83%	77%	83%	78%
Play games on websites or online	1038	895	84	38	21
	69%	69%	65%	66%	71%
Look for information on websites about things I'm interested in	993	852	94	28	19
	66%	66%	72%	50%	66%
		c	c		c
Emails	737	640	60	25	13
	49%	50%	46%	44%	43%
Instant Messaging	686	592	54	28	13
	45%	46%	41%	49%	44%
Go to websites like Bebo, Piczo, Facebook, MySpace, Hi5 or Twitter	672	568	62	29	12
	45%	44%	48%	52%	43%
			a		
Download or play music	648	565	51	20	12
	43%	44%	39%	36%	40%
		c			
Go to TV programme websites	626	543	56	17	10
	41%	42%	43%	30%	35%
		c	c		

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**SUMMARY OF TYPES OF THINGS USE INTERNET FOR AT ALL**

Base : Those children who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Go to websites like Habbo, Gaia online, Second Life or Club Penguin where you create a character (or avatar)	382 25%	345 27% b	17 13%	13 23% b	6 22% b
Listen to radio over the internet	213 14%	189 15% c	15 12%	5 9%	4 15%

**USES BY 8-15 YEARS OLDS**

Watch or download videos made by people/ the general public like on YouTube	629 54%	541 55% c	61 59% c	16 35%	11 48% c
Watch or download music videos	443 38%	382 38% c	38 37%	14 30%	9 41%
Go to websites about news and what is going on in the world	421 36%	371 37% d	33 32% d	14 31% d	4 16%
Go to websites where people can add or change information, like blogs or sites like Wikipedia	393 34%	348 35% cd	30 29%	11 23%	5 20%

Columns Tested: a,b,c,d

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

**SUMMARY OF TYPES OF THINGS USE INTERNET FOR AT ALL**

Base : Those children who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1567	1016	199	205	147
Effective Weighted Sample	1245	978	175	183	131
Total	1509	1293	130	57	29
Watch or download clips from TV programmes or films	258 22%	221 22%	25 24%	7 16%	5 20%
Watch or download whole TV programmes or films	247 21%	211 21%	25 24%	7 16%	4 19%
Go to photo sharing websites like Flickr or Snapfish	100 9%	91 9%	5 5%	3 7%	1 3%
NONE OF THESE	28 2%	22 2%	5 4%	1 2%	* 1%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC14A When you use the internet to visit websites like Bebo, Piczo, Facebook, MySpace, Hi5 or Twitter... 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 : Those children aged 8-15 who use the internet to visit sites like Bebo, Piczo, Facebook, MySpace, Hi5 or Twitter

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	c	~d
Unweighted total	692	441	89	106	56
Effective Weighted Sample	551	425	78	96	50
Total	647	547	59	29	12
Base for %	646	547	58	29	12
All is true	38 6%	26 5%	**	4 14% a	**
Most is true	221 34%	195 36%	**	8 27%	**
Some is true	337 52%	288 53%	**	15 50%	**
Don't know	51 8%	39 7%	**	3 9%	**
No answer	1	-	**	-	**

Columns Tested: a,b,c,d

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

**QC14B 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 : Those children aged 8-15 who use the internet to visit sites for school work or homework

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	1094	720	133	147	94
Effective Weighted Sample	879	695	118	131	84
Total	1045	897	87	41	19
Base for %	1045	897	87	41	19
All is true	393 38%	329 37%	40 46% a	16 38%	**
Most is true	497 48%	436 49% b	34 39%	18 44%	**
Some is true	102 10%	88 10%	8 10%	5 12%	**
Don't know	53 5%	45 5%	5 6%	2 6%	**

Columns Tested: a,b,c,d

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

**QC14C 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 : Those children aged 8-15 who use the internet to visit sites about news and what is going on in the world

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	420	298	49	53	20
Effective Weighted Sample	349	287	43	49	18
Total	421	371	33	14	4
Base for %	421	371	33	14	4
All is true	133 32%	116 31%	**	**	**
Most is true	208 49%	182 49%	**	**	**
Some is true	48 11%	44 12%	**	**	**
Don't know	33 8%	29 8%	**	**	**

Columns Tested: a,b,c,d



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

**QC14D When you use the internet to visit sites where people can add and change information, like blogs or sites like 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 : Those children aged 8-15 who use the internet to visit sites where people can add and change information, like blogs or sites like Wikipedia

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	388	281	46	40	21
Effective Weighted Sample	326	270	40	37	19
Total	393	348	30	11	5
Base for %	391	348	28	11	5
All is true	46 12%	42 12%	**	**	**
Most is true	162 41%	143 41%	**	**	**
Some is true	134 34%	122 35%	**	**	**
Don't know	49 12%	42 12%	**	**	**
No answer	2	-	**	**	**

Columns Tested: a,b,c,d

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

**NQC15 Here are some things that other people have said about the internet. Which ones do you agree with?**

Base : Those children aged 8-15 who use the internet for email, instant messaging, social networking or character creation - ASKED AT WAVE 2 ONLY

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	417	270	46	65	36
Effective Weighted Sample	333	261	41	58	31
Total	400	341	34	17	8
Base for %	400	341	34	17	8
Talking or chatting on the internet is less satisfying than in real life	131 33%	115 34%	**	**	**
It's easier to keep things secret or private on the internet than in real life	63 16%	55 16%	**	**	**
It's easier to talk about personal things on the internet	58 14%	53 16%	**	**	**
I feel more confident on the internet than I do in real life	55 14%	51 15%	**	**	**
It's fun being silly or rude on the internet	51 13%	47 14%	**	**	**
When I'm on the internet I forget about the safety rules	20 5%	18 5%	**	**	**
None of these	137 34%	112 33%	**	**	**
Don't know	31 8%	25 7%	**	**	**

Columns Tested: a,b,c,d

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

**QC15 Which of these things, if any, are things that you don't like about the internet?**

Base : Those children aged 8-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Websites that take too long to load	459 39%	413 42% bc	25 24%	10 21%	11 48% bc
Too many adverts	226 19%	202 20% bd	13 13%	8 18%	3 12%
Websites which are blocked so I can't look at them	118 10%	109 11% bc	5 5%	2 4%	2 7%
Seeing things that are too old for me	113 10%	97 10%	12 12% c	3 6%	1 6%
Not enough websites that I like	98 8%	88 9% c	5 5%	2 3%	3 11% c
Seeing things that make me feel sad, frightened or embarrassed	95 8%	84 8%	6 6%	4 8%	2 7%
Things people have written about me or photos of me on their profile page/ web page	87 8%	76 8%	8 7%	2 4%	3 12% c

Columns Tested: a,b,c,d

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

**QC15 Which of these things, if any, are things that you don't like about the internet?**

Base : Those children aged 8-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
These things don't worry me/ None of these	520	425	59	26	9
	45%	43%	57%	58%	40%
			ad	ad	
These things don't worry me/ None of these - EXCLUDING 'TOO MANY ADVERTS'	574	470	63	30	10
	49%	47%	62%	66%	44%
			ad	ad	

Columns Tested: a,b,c,d

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

**NQC16 In most weeks when you use the internet, would you say that you...**

Base : Those children aged 12-15 who use the internet at home - ASKED AT WAVE 2 ONLY

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	326	211	38	44	33
Effective Weighted Sample	259	204	32	40	30
Total	309	263	27	11	7
Only use websites that you've used before	146 47%	122 46%	**	**	**
Visit maybe one or two sites that you haven't visited before	123 40%	108 41%	**	**	**
Visit lots of websites that you haven't visited before	36 12%	30 11%	**	**	**
Don't know	5 1%	3 1%	**	**	**

Columns Tested: a,b,c,d

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

**QC16 Thinking about new websites you visit... Which, if any, of these things would you check?**

Base : Those children aged 12-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	645	422	78	86	59
Effective Weighted Sample	517	406	67	80	53
Total	609	520	53	23	13
Ask someone else if they have been to the website	141 23%	126 24%	**	**	**
The general appearance and look of the site	131 22%	117 23%	**	**	**
How up to date the information is	122 20%	107 21%	**	**	**
Whether it is a company you have heard of	105 17%	93 18%	**	**	**
If there is a padlock or other symbol to indicate the site is secure	94 16%	84 16%	**	**	**
If I have heard of the site on TV/ radio/ in a newspaper/ magazine	77 13%	66 13%	**	**	**
Check some types of information across a number of websites to be sure it's correct	63 10%	56 11%	**	**	**
If there are links to the site from another trusted site	59 10%	51 10%	**	**	**

Columns Tested: a,b,c,d

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

**QC16 Thinking about new websites you visit... Which, if any, of these things would you check?**

Base : Those children aged 12-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	645	422	78	86	59
Effective Weighted Sample	517	406	67	80	53
Total	609	520	53	23	13
If there is a kitemark or other symbol to indicate a quality standard	58 9%	54 10%	**	**	**
Who has created the web page and for what reason	46 8%	41 8%	**	**	**
PERSONAL INSTINCT	304 50%	269 52%	**	**	**
PROFESSIONAL SIGNS	120 20%	108 21%	**	**	**
PEER SIGNS	180 30%	161 31%	**	**	**
ANY 'PROFESSIONAL'	120 20%	108 21%	**	**	**
'PEER' NOT 'PROFESSIONAL'	121 20%	107 21%	**	**	**
'PERSONAL INSTINCT' NOT 'PROFESSIONAL' OR 'PEER'	141 23%	124 24%	**	**	**
None of these	161 26%	132 25%	**	**	**
Not applicable - do not visit new websites	66 11%	48 9%	**	**	**
2007 COMPARISON	313 51%	276 53%	**	**	**

Columns Tested: a,b,c,d

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

**QC16 Thinking about new websites you visit... Which, if any, of these things would you check?**

Base : Those children aged 12-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	645	422	78	86	59
Effective Weighted Sample	517	406	67	80	53
Total	609	520	53	23	13
2005 COMPARISON	183	161	**	**	**
	30%	31%	**	**	**

Columns Tested: a,b,c,d



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

**QC17E How confident are you using a computer mouse?**

Base : Those children aged 12-15 who use the internet at home - ASKED AT WAVE 2 ONLY

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	326	211	38	44	33
Effective Weighted Sample	259	204	32	40	30
Total	309	263	27	11	7
Very confident	292	249	**	**	**
	95%	94%	**	**	**
Fairly confident	15	13	**	**	**
	5%	5%	**	**	**
TOTAL CONFIDENT	307	262	**	**	**
	100%	99%	**	**	**
Not very confident	1	1	**	**	**
	*%	1%	**	**	**
TOTAL NOT CONFIDENT	1	1	**	**	**
	*%	1%	**	**	**

Columns Tested: a,b,c,d

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

**QC17F How confident are you using an internet search engine (such as Google, Yahoo, Bing or Ask)?**

Base : Those children aged 12-15 who use the internet at home - ASKED AT WAVE 2 ONLY

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	326	211	38	44	33
Effective Weighted Sample	259	204	32	40	30
Total	309	263	27	11	7
Very confident	267	226	**	**	**
	86%	86%	**	**	**
Fairly confident	37	33	**	**	**
	12%	13%	**	**	**
TOTAL CONFIDENT	303	259	**	**	**
	98%	98%	**	**	**
Neither/ nor	4	3	**	**	**
	1%	1%	**	**	**
Not at all confident	*	-	**	**	**
	*%	-%	**	**	**
TOTAL NOT CONFIDENT	*	-	**	**	**
	*%	-%	**	**	**
Don't know	1	1	**	**	**
	*%	*%	**	**	**

Columns Tested: a,b,c,d

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

**QC17G How confident are you starting up the internet?**

Base : Those children aged 12-15 who use the internet at home - ASKED AT WAVE 2 ONLY

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	326	211	38	44	33
Effective Weighted Sample	259	204	32	40	30
Total	309	263	27	11	7
Very confident	280 91%	236 90%	**	**	**
Fairly confident	27 9%	24 9%	**	**	**
TOTAL CONFIDENT	306 99%	261 99%	**	**	**
Neither/ nor	1 *%	1 *%	**	**	**
Don't know	1 *%	1 1%	**	**	**

Columns Tested: a,b,c,d

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

**QC17A How confident are you that you can find what you want when you go online?**

Base : Those children aged 12-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	645	422	78	86	59
Effective Weighted Sample	517	406	67	80	53
Total	609	520	53	23	13
Very confident	410 67%	343 66%	**	**	**
Fairly confident	174 29%	154 30%	**	**	**
TOTAL CONFIDENT	584 96%	497 96%	**	**	**
Neither/ nor	18 3%	15 3%	**	**	**
Not very confident	4 1%	4 1%	**	**	**
Not at all confident	3 *%	3 *%	**	**	**
TOTAL NOT CONFIDENT	6 1%	6 1%	**	**	**
Don't know	1 *%	1 *%	**	**	**

Columns Tested: a,b,c,d

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

**QC17B 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 : Those children aged 12-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	645	422	78	86	59
Effective Weighted Sample	517	406	67	80	53
Total	609	520	53	23	13
Very confident	262 43%	222 43%	**	**	**
Fairly confident	177 29%	155 30%	**	**	**
TOTAL CONFIDENT	439 72%	377 73%	**	**	**
Neither/ nor	69 11%	59 11%	**	**	**
Not very confident	52 9%	44 8%	**	**	**
Not at all confident	31 5%	27 5%	**	**	**
TOTAL NOT CONFIDENT	83 14%	70 14%	**	**	**
Don't know	17 3%	13 3%	**	**	**

Columns Tested: a,b,c,d

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

**QC17C How confident are you in judging whether a website you use is truthful?**

Base : Those children aged 12-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	645	422	78	86	59
Effective Weighted Sample	517	406	67	80	53
Total	609	520	53	23	13
Very confident	213 35%	188 36%	**	**	**
Fairly confident	248 41%	212 41%	**	**	**
TOTAL CONFIDENT	461 76%	400 77%	**	**	**
Neither/ nor	82 14%	67 13%	**	**	**
Not very confident	25 4%	22 4%	**	**	**
Not at all confident	13 2%	10 2%	**	**	**
TOTAL NOT CONFIDENT	39 6%	32 6%	**	**	**
Don't know	26 4%	21 4%	**	**	**

Columns Tested: a,b,c,d

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

**QC17D Overall then, how confident are you as an internet user?**

Base : Those children aged 12-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	645	422	78	86	59
Effective Weighted Sample	517	406	67	80	53
Total	609	520	53	23	13
Very confident	399 66%	344 66%	**	**	**
Fairly confident	195 32%	163 31%	**	**	**
TOTAL CONFIDENT	594 98%	508 98%	**	**	**
Neither/ nor	12 2%	10 2%	**	**	**
Not very confident	2 *%	2 *%	**	**	**
TOTAL NOT CONFIDENT	2 *%	2 *%	**	**	**

Columns Tested: a,b,c,d

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

**QC18A EXPERIENCE OR LEVEL OF INTEREST - Set up your own page or profile on a website like Bebo, Piczo, MySpace, Facebook, Hi5, or Twitter**

Base : Those children aged 8-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Done this	544	458	48	26	11
	47%	46%	47%	58%	48%
			a		
Interested in doing this	188	163	15	8	2
	16%	16%	14%	17%	9%
Not interested	388	336	34	10	9
	33%	34%	33%	22%	38%
		c	c		c
Don't know	44	35	6	2	1
	4%	4%	6%	4%	5%

Columns Tested: a,b,c,d



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

**QC18B EXPERIENCE OR LEVEL OF INTEREST - Create a character (or avatar) for yourself that lives or plays in the online world on websites like Habbo, Gaia online, Second Life, Club Penguin or Stardoll**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Done this	319	290	13	12	4
	27%	29%	12%	25%	18%
		bd		b	
Interested in doing this	178	155	12	9	2
	15%	16%	12%	19%	9%
			d		
Not interested	607	503	68	21	15
	52%	51%	66%	45%	66%
			ac		ac
Don't know	61	44	10	5	2
	5%	4%	10%	11%	7%
			a	a	

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**ACTIVITIES UNDERTAKEN**

Base : Those children aged 8-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
SNS PROFILE ONLY	333	266	40	18	9
	29%	27%	39%	40%	38%
			a	a	a
AVATAR ONLY	108	98	5	3	2
	9%	10%	5%	8%	8%
		b			
BOTH SNS PROFILE AND AVATAR	211	192	8	8	2
	18%	19%	8%	18%	10%
		bd		b	
NEITHER	512	436	49	16	10
	44%	44%	48%	35%	45%
		c	c		

Columns Tested: a,b,c,d

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

**QC18C EXPERIENCE OR LEVEL OF INTEREST - Made a short video and uploaded it to a website**

Base : Those children aged 8-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Done this	120	104	9	5	2
	10%	10%	9%	11%	8%
Interested in doing this	245	218	20	6	2
	21%	22%	19%	12%	9%
		cd	d		
Not interested	743	626	69	30	18
	64%	63%	67%	66%	77%
					ac
Don't know	56	45	5	5	1
	5%	5%	5%	11%	6%
				ab	

Columns Tested: a,b,c,d

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

**QC18D EXPERIENCE OR LEVEL OF INTEREST - Uploaded photos to a website**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Done this	385	329	35	13	9
	33%	33%	34%	27%	40%
					c
Interested in doing this	216	192	15	7	2
	19%	19%	14%	15%	7%
		d		d	
Not interested	524	439	50	24	11
	45%	44%	48%	52%	48%
Don't know	39	32	3	3	1
	3%	3%	3%	6%	4%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC18E EXPERIENCE OR LEVEL OF INTEREST - Set up your own website**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Done this	164	147	11	3	3
	14%	15%	11%	6%	13%
		c			
Interested in doing this	305	268	24	9	2
	26%	27%	24%	21%	11%
		d	d	d	
Not interested	625	521	58	30	16
	54%	53%	57%	65%	71%
				a	ab
Don't know	70	55	9	4	1
	6%	6%	9%	9%	6%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC18F EXPERIENCE OR LEVEL OF INTEREST - Set up your own weblog/ blog**

Base : Those children aged 8-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Done this	100	87	9	3	2
	9%	9%	8%	7%	9%
Interested in doing this	251	225	18	7	1
	22%	23%	17%	14%	4%
		cd	d	d	
Not interested	710	598	63	31	18
	61%	60%	62%	67%	80%
					abc
Don't know	103	83	13	5	2
	9%	8%	12%	11%	7%

Columns Tested: a,b,c,d

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

**QC18G EXPERIENCE OR LEVEL OF INTEREST - Signed an online petition**

Base : Those children aged 8-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Done this	54	46	5	1	2
	5%	5%	5%	2%	7%
Interested in doing this	107	100	5	1	-
	9%	10%	5%	3%	-%
		bcd	d		
Not interested	895	756	80	39	19
	77%	76%	78%	84%	85%
		a		a	
Don't know	108	89	12	5	2
	9%	9%	12%	11%	9%

Columns Tested: a,b,c,d

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

**QC18H EXPERIENCE OR LEVEL OF INTEREST - Expressed your views online about political or social issues**

Base : Those children aged 12-15 who use the internet at home

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	645	422	78	86	59
Effective Weighted Sample	517	406	67	80	53
Total	609	520	53	23	13
Done this	38	35	**	**	**
	6%	7%	**	**	**
Interested in doing this	66	62	**	**	**
	11%	12%	**	**	**
Not interested	461	389	**	**	**
	76%	75%	**	**	**
Don't know	44	33	**	**	**
	7%	6%	**	**	**

Columns Tested: a,b,c,d



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

**SOCIAL NETWORKING SITE PROFILES**

Base : Those children aged 8-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
FACEBOOK	411	370	13	24	3
	35%	37%	13%	52%	15%
		bd		abd	
BEBO	239	176	42	11	9
	21%	18%	41%	25%	41%
			ac	a	ac
MYSFACE	117	102	7	5	2
	10%	10%	7%	12%	9%
ANY OF THESE	508	425	47	26	10
	44%	43%	46%	56%	43%
				ad	

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC19 Which different sites do you have a page or profile on, or have your own character that you have created?**

Base : Those children aged 8-15 who have social networking site profile or have created a character that lives or plays in the online world

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	c	~d
Unweighted total	695	451	79	106	59
Effective Weighted Sample	555	435	69	94	52
Total	652	556	53	30	13
Base for %	652	556	53	30	13
Facebook	419 64%	377 68%	**	24 81% a	**
Bebo	247 38%	182 33%	**	11 38%	**
Club Penguin	128 20%	121 22% c	**	3 10%	**
MySpace	118 18%	103 19%	**	5 18%	**
Piczo	50 8%	47 8%	**	1 4%	**
Runescape	40 6%	38 7%	**	1 4%	**
Habbo	32 5%	29 5%	**	* 1%	**
Stardoll	31 5%	29 5%	**	* 2%	**
Twitter	27 4%	22 4%	**	2 5%	**
Neopets	20 3%	20 4%	**	* 1%	**
hi5	13 2%	13 2%	**	* 1%	**

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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.

**QC19 Which different sites do you have a page or profile on, or have your own character that you have created?**

Base : Those children aged 8-15 who have social networking site profile or have created a character that lives or plays in the online world

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	c	~d
Unweighted total	695	451	79	106	59
Effective Weighted Sample	555	435	69	94	52
Total	652	556	53	30	13
MSN	12 2%	9 2%	**	1 4%	**
Gaia online	6 1%	5 1%	**	* 1%	**
Nicktropolis	4 1%	4 1%	**	- -%	**
YouTube	4 1%	4 1%	**	* 2%	**
Tagged	3 *%	2 *%	**	* 1%	**
Other	24 4%	22 4%	**	* 2%	**
HAS AN ACTIVE SOCIAL NETWORKING PROFILE	611 94%	520 94%	**	28 94%	**
Don't currently have a profile on/ use any of these sites	41 6%	36 6%	**	2 6%	**
No answer	1	-	**	1	**

Columns Tested: a,b,c,d

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

**QC20 Do you know if this profile can be seen by other people? IF YES - Who can see it?**

Base : Those children aged 8-15 who have a social networking site profile that is currently active

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	571	359	71	94	47
Effective Weighted Sample	452	346	62	85	42
Total	528	443	48	26	10
Base for %	528	443	48	26	10
Yes - can only be seen by my friends	415 79%	341 77%	**	**	**
Yes - can be seen by anyone	90 17%	82 18%	**	**	**
No - can't be seen	14 3%	12 3%	**	**	**
Don't know	9 2%	8 2%	**	**	**

Columns Tested: a,b,c,d

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

**QC21 Do you regularly use these sites for any of the things shown on this card?**

Base : Those children aged 8-15 who have a social networking site profile that is currently active

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	571	359	71	94	47
Effective Weighted Sample	452	346	62	85	42
Total	528	443	48	26	10
Talk to friends/ family	507 96%	425 96%	**	**	**
Talk to people who are friends of friends	193 37%	170 38%	**	**	**
Look at other people's pages without leaving a message	176 33%	156 35%	**	**	**
Listen to music/ find out about bands	166 31%	149 34%	**	**	**
Look for old friends/ people I've lost touch with	127 24%	117 26%	**	**	**
Talk to people I don't know	42 8%	36 8%	**	**	**
Look at or join in with campaigns and petitions	24 5%	22 5%	**	**	**
Any other uses	4 1%	4 1%	**	**	**

Columns Tested: a,b,c,d

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

**QC22 Which of these things, if any, are things that you don't like about sites like Bebo, Piczo Facebook, MySpace hi5, or Twitter?**

Base : Those children aged 8-15 who have a social networking site profile that is currently active

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	571	359	71	94	47
Effective Weighted Sample	452	346	62	85	42
Total	528	443	48	26	10
Strangers might find out information about me	134 25%	115 26%	**	**	**
People can send hurtful messages to other people	128 24%	112 25%	**	**	**
I sometimes spend too much time on them	126 24%	111 25%	**	**	**
Sometimes people get bullied on them	118 22%	101 23%	**	**	**
Someone might pretend to be my age and get to know me	109 21%	98 22%	**	**	**
People can get a bad name from other people posting comments about them	109 21%	93 21%	**	**	**
Someone posting photos of me on their page	77 15%	67 15%	**	**	**
These things don't worry me/ None of these	201 38%	158 36%	**	**	**

Columns Tested: a,b,c,d

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

**QC23 Do you ever use search engine websites like Google, Yahoo, Bing (MSN AT WAVE 1) or Ask Jeeves to find out about other websites or to search for information?**

Base : Those children aged 8-15 who use the internet at home

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1227	796	154	167	110
Effective Weighted Sample	982	768	137	148	98
Total	1164	992	103	46	23
Yes	1028	889	83	37	20
	88%	90%	81%	80%	85%
		bc			
No	111	84	16	8	3
	10%	8%	16%	16%	14%
			a	a	a
Don't know	25	20	4	2	*
	2%	2%	4%	3%	1%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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.

**QC24 Which, if any, of these explain the way results are shown when you use search engine websites like Google, Yahoo, MSN or Ask Jeeves?**

Base : Those children aged 12-15 who ever use search engines to find out about other websites or to search for information - ASKED AT WAVE 1 ONLY

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	294	201	32	36	25
Effective Weighted Sample	239	193	28	34	22
Total	282	245	21	10	6
The most useful or relevant results are shown at the top of the list	102 36%	87 36%	**	**	**
The most truthful results are shown at the top of the list	92 33%	81 33%	**	**	**
Websites pay money so that they can be shown at the top of the list	40 14%	37 15%	**	**	**
Only websites that are appropriate for my age are included in the list	15 5%	12 5%	**	**	**
None of these	14 5%	13 5%	**	**	**
Don't know	50 18%	42 17%	**	**	**

Columns Tested: a,b,c,d



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

**NQC24** 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 : Those children aged 12-15 who ever use search engines to find out about other websites or to search for information - ASKED AT WAVE 2 ONLY

	NATION				
	Total	ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d
Significance Level: 95%					
Unweighted total	313	203	35	43	32
Effective Weighted Sample	248	196	30	39	29
Total	296	254	25	11	7
I think that if they have been listed by the search engine the information on that website must be truthful	79 27%	67 27%	**	**	**
I think that some of the websites in the list will show truthful information and some will show untruthful information	145 49%	133 52%	**	**	**
I don't really think about whether or not they have truthful information, I just use the sites I like the look of	59 20%	46 18%	**	**	**
Don't know	14 5%	8 3%	**	**	**

Columns Tested: a,b,c,d

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

**QC25 Do you use the internet anywhere apart from home at all? IF YES - Where is that?**

Base : All children aged 5-15

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
School	1570	1365	115	60	30
	79%	80%	64%	75%	75%
		bc		b	b
Friend's house	503	419	61	13	10
	25%	25%	34%	16%	25%
		c	acd		c
Relative's house	298	262	21	8	7
	15%	15%	12%	10%	18%
		c			c
Library	142	128	8	3	4
	7%	8%	4%	3%	9%
		c			bc
Anywhere - using a mobile phone	40	34	2	3	1
	2%	2%	1%	3%	2%
Internet cafe	21	18	1	*	1
	1%	1%	*%	1%	3%
					abc
Anywhere - using another portable device (laptop or portable media player or games player)	18	16	1	1	*
	1%	1%	*%	1%	1%
Other	10	6	4	*	*
	*%	*%	2%	*%	*%
			ac		
No, do not	369	298	46	17	8
	18%	18%	25%	21%	20%
			a		

Columns Tested: a,b,c,d

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

**SUMMARY OF WHERE THE INTERNET IS USED**

Base : All children aged 5-15

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
USE AT HOME	1509	1293	130	57	29
	75%	76%	72%	71%	73%
NOT HOME BUT ELSEWHERE	121	100	16	2	2
	6%	6%	9%	3%	6%
		c	c		
ONLY USE AT SCHOOL	170	147	10	9	4
	9%	9%	5%	12%	11%
				b	b
DO NOT USE AT ALL	200	160	24	11	4
	10%	9%	14%	14%	10%
			a	a	

Columns Tested: a,b,c,d

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

**SUMMARY OF WHERE THE INTERNET IS USED**

Base : Those children aged 5-15 who use the internet at home or elsewhere

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1889	1217	242	247	183
Effective Weighted Sample	1495	1171	213	220	163
Total	1800	1540	156	69	36
USE AT HOME	1509	1293	130	57	29
	84%	84%	84%	83%	82%
NOT HOME BUT ELSEWHERE	121	100	16	2	2
	7%	7%	10%	4%	7%
			ac		
ONLY USE AT SCHOOL	170	147	10	9	4
	9%	10%	6%	14%	12%
				b	b

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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.

**QC26 If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it? IF YES - Who would you tell?**

Base : Those children aged 8-15 who use the internet at home or elsewhere

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1482	953	192	199	138
Effective Weighted Sample	1182	919	172	174	122
Total	1392	1184	125	55	28
Base for %	1391	1183	125	55	28
Would not tell anyone about this	59 4%	53 4%	5 4%	1 2%	1 2%
Parent	1029 74%	889 75% bc	83 67%	38 68%	19 69%
Teacher	333 24%	290 24%	25 20%	12 21%	6 22%
Friend	273 20%	234 20%	21 17%	13 23%	5 17%
Brother/ sister	88 6%	75 6%	7 6%	5 9%	2 7%
Other relative	71 5%	60 5%	8 6%	2 4%	1 5%
The websites themselves	21 1%	20 2%	1 *%	* *%	- -%
The police	9 1%	8 1%	1 *%	* 1%	- -%
The internet service providers (e.g. Virgin / AOL/ BT)	6 *%	6 *%	1 *%	- -%	- -%
Internet Watch Foundation	3 *%	3 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC26 If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it? IF YES - Who would you tell?**

Base : Those children aged 8-15 who use the internet at home or elsewhere

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1482	953	192	199	138
Effective Weighted Sample	1182	919	172	174	122
Total	1392	1184	125	55	28
CEOP/ Child Exploitation and Online Protection Centre	1 *%	1 *%	- -%	- -%	- -%
Other	28 2%	23 2%	2 1%	2 5% a	1 3%
Unsure who I would tell	47 3%	30 3%	15 12% acd	1 2%	1 2%
Don't know if I would tell someone	59 4%	45 4%	8 7%	3 6%	3 10% a
No answer	1	1	-	-	*

Columns Tested: a,b,c,d

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

**QC27 (READ DESCRIPTION ABOUT DOWNLOADING MUSIC AND MOVIES FROM THE INTERNET) Did you know that downloading shared copies of music and movies for free is often illegal?**

Base : All children aged 12-15

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	781	505	101	106	69
Effective Weighted Sample	624	486	86	98	61
Total	727	618	65	29	15
Yes	592	505	50	25	**
	81%	82%	77%	86%	**
No	135	113	15	4	**
	19%	18%	23%	14%	**

Columns Tested: a,b,c,d

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

**QC28 Do you think that downloading music and moves for free in this way should be illegal?**

Base : All children aged 12-15

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	781	505	101	106	69
Effective Weighted Sample	624	486	86	98	61
Total	727	618	65	29	15
Yes	274	239	16	14	**
	38%	39%	25%	47%	**
		b		b	
No	320	275	30	9	**
	44%	44%	46%	30%	**
		c	c		
Don't know	133	105	19	7	**
	18%	17%	29%	23%	**
			a		

Columns Tested: a,b,c,d



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

**QC29 Do you ever play games in any of these ways?**

Base : All children aged 12-15

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	781	505	101	106	69
Effective Weighted Sample	624	486	86	98	61
Total	727	618	65	29	15
On a games console connected to a TV (e.g. Xbox/ PlayStation/ Wii)	539 74%	454 73%	52 79%	23 79%	** **
On a hand held games console (e.g. Sony PSP/ Nintendo DS)	489 67%	411 67%	47 71%	21 71%	** **
On a computer or laptop	356 49%	309 50%	27 41%	13 44%	** **
On a mobile phone or Smartphone (Blackberry or iPhone)	173 24%	156 25% bc	9 14%	4 12%	** **
On an MP3 player	65 9%	58 9%	5 7%	1 5%	** **
On a portable media player (iPod Touch/ Archos)	61 8%	55 9% b	1 2%	2 6%	** **
On a Personal Digital Assistant/ PDA	13 2%	11 2%	- -%	1 5% b	** **
No, never	81 11%	71 12%	5 8%	4 12%	** **

Columns Tested: a,b,c,d

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

**QC30 Do you ever play single or multiplayer games over the internet on any of these devices which is often referred to as online game playing?**

Base : Those children aged 12-15 who ever play games

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	698	445	94	93	66
Effective Weighted Sample	554	428	80	86	58
Total	646	547	60	25	14
Yes	310 48%	266 49%	**	**	**
No	335 52%	281 51%	**	**	**
Don't know	2 *%	- -%	**	**	**

Columns Tested: a,b,c,d

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

**QC31 When you play games on your computer, games console or any other way, do you most often ...**

Base : Those children who ever play games

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1880	1183	259	255	183
Effective Weighted Sample	1476	1139	228	227	163
Total	1769	1499	165	70	35
Base for %	1767	1498	165	69	35
Play on your own	939	780	101	39	19
	53%	52%	62%	57%	52%
			a		
Play with other people in the same room as you	710	609	59	27	15
	40%	41%	36%	39%	42%
Play with other people on the internet	118	109	4	3	2
	7%	7%	3%	5%	6%
		b			
No answer	2	1	-	1	-
Columns Tested: a,b,c,d					

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

**QC33 Which of these things, if any, are things that you don't like about playing games over the internet?**

Base : Those children aged 8-15 who ever play games online

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	~d
Unweighted total	548	348	71	93	36
Effective Weighted Sample	434	336	63	84	31
Total	511	435	43	26	7
Base for %	510	433	43	26	7
I sometimes spend too much time on them	142 28%	122 28%	**	**	**
Someone might pretend to be my age and get to know me	80 16%	75 17%	**	**	**
Strangers might find out information about me	76 15%	69 16%	**	**	**
People can say hurtful things about how other people play games	58 11%	51 12%	**	**	**
These things don't worry me/ None of these	281 55%	232 54%	**	**	**
No answer	2	2	**	**	**

Columns Tested: a,b,c,d

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

**QC36A HOW OFTEN USE MOBILE PHONE TO - Make or receive calls**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	500 50%	422 50%	47 48%	18 45%	13 62% abc
Once or twice a week	232 23%	203 24%	17 17%	7 17%	5 23%
Not much	241 24%	193 23% d	32 32% ad	13 33% ad	3 13%
Never	27 3%	22 3%	3 3%	2 5%	* 2%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC36B HOW OFTEN USE MOBILE PHONE TO - Send or receive texts**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	612 61%	511 61%	58 59%	25 61%	17 83% abc
Once or twice a week	181 18%	157 19% d	15 16%	7 18% d	2 8%
Not much	158 16%	132 16% d	19 19% d	6 16%	2 8%
Never	49 5%	41 5%	6 6%	2 5%	* 2%

Columns Tested: a,b,c,d

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

**QC36C HOW OFTEN USE MOBILE PHONE TO - Send or receive photos**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	77 8%	67 8%	5 5%	3 8%	2 11%
Once or twice a week	159 16%	138 16%	11 12%	7 16%	3 13%
Not much	345 35%	292 35%	37 37%	11 27%	6 30%
Never	419 42%	344 41%	45 46%	20 50%	10 46%

Columns Tested: a,b,c,d

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

**QC36D HOW OFTEN USE MOBILE PHONE TO - Send or receive video clips**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	999	839	98	40	21
Most days	28 3%	25 3%	1 1%	1 3%	* 2%
Once or twice a week	71 7%	63 7%	4 4%	4 9%	1 6%
Not much	262 26%	219 26%	30 30%	9 22%	5 23%
Never	638 64%	533 64%	63 64%	27 66%	15 69%
No answer	1	1	-	-	-

Columns Tested: a,b,c,d



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

**QC36E HOW OFTEN USE MOBILE PHONE TO - Play games that are loaded on the phone**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	87 9%	69 8%	12 12%	3 7%	3 16% ac
Once or twice a week	207 21%	182 22% c	16 16%	5 13%	4 19%
Not much	249 25%	213 25%	22 23%	9 21%	6 28%
Never	457 46%	377 45%	48 49%	24 59% ad	8 37%

Columns Tested: a,b,c,d

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

**QC36F HOW OFTEN USE MOBILE PHONE TO - Play games over the internet using your phone**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	13 1%	8 1%	5 5% acd	* *%	- -%
Once or twice a week	21 2%	18 2%	2 2%	1 3%	* 1%
Not much	67 7%	55 7%	5 5%	5 12% ab	2 8%
Never	900 90%	760 90% c	87 89%	34 84%	19 91%

Columns Tested: a,b,c,d

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

**QC36G HOW OFTEN USE MOBILE PHONE TO - Visit websites using your phone**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	25 3%	20 2%	3 3%	1 4%	* 1%
Once or twice a week	31 3%	27 3%	2 2%	1 3%	1 4%
Not much	68 7%	54 6%	7 7%	5 12% a	3 13% a
Never	875 88%	739 88% c	86 88%	33 81%	17 82%
No answer	1	-	1	-	-

Columns Tested: a,b,c,d

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

**QC36H HOW OFTEN USE MOBILE PHONE TO - Listen to music**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	998	839	98	40	21
Most days	306	261	22	14	10
	31%	31%	23%	34%	46%
		b		b	ab
Once or twice a week	179	146	24	5	3
	18%	17%	25%	13%	15%
			ac		
Not much	165	147	14	2	3
	17%	18%	14%	4%	12%
		c	c		c
Never	347	285	38	20	6
	35%	34%	38%	49%	26%
				ad	
No answer	2	1	1	-	-
Columns Tested: a,b,c,d					

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

**QC36I HOW OFTEN USE MOBILE PHONE TO - Take photos**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	200 20%	171 20%	17 17%	6 15%	6 27% c
Once or twice a week	259 26%	212 25%	28 29%	12 31%	6 31%
Not much	279 28%	241 29% c	25 25%	8 19%	5 23%
Never	263 26%	216 26%	29 30%	14 35% ad	4 20%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC36J HOW OFTEN USE MOBILE PHONE TO - Take videos**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	83 8%	71 8%	7 7%	3 8%	2 8%
Once or twice a week	153 15%	128 15%	13 13%	8 20%	4 19%
Not much	270 27%	236 28%	24 24%	5 12%	6 27%
Never	494 49%	406 48%	54 55%	25 61%	10 46%
				ad	

Columns Tested: a,b,c,d

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

**QC36K HOW OFTEN USE MOBILE PHONE TO - Watch TV programmes or clips**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	14 1%	11 1%	2 2%	1 2%	1 3%
Once or twice a week	11 1%	7 1%	2 2%	1 3% a	1 2%
Not much	39 4%	34 4%	2 2%	2 4%	2 8%
Never	937 94%	789 94% d	93 94% d	37 91%	18 87%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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

**QC36L HOW OFTEN USE MOBILE PHONE TO - Visit sites like Bebo, Piczo, MySpace, Facebook, Hi5, or Twitter**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	32 3%	24 3%	3 3%	3 8% a	1 7% a
Once or twice a week	18 2%	15 2%	1 1%	2 4%	* 2%
Not much	45 5%	38 4%	4 4%	2 5%	2 8%
Never	905 91%	764 91%	90 92%	34 83%	18 83%

Columns Tested: a,b,c,d



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

**QC36M HOW OFTEN USE MOBILE PHONE TO - Visit sites like YouTube or Bebo to look at videos or clips posted by other people**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	19 2%	14 2%	3 3%	1 3%	1 4%
Once or twice a week	13 1%	12 1%	1 1%	* 1%	* 2%
Not much	46 5%	39 5%	3 3%	3 8%	1 6%
Never	922 92%	776 92%	91 93%	36 88%	19 89%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC36N HOW OFTEN USE MOBILE PHONE TO - Put photos or videos on sites like YouTube or Bebo for others to see**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	11 1%	8 1%	2 2%	* 1%	* 1%
Once or twice a week	13 1%	10 1%	2 2%	2 4% ad	- -%
Not much	28 3%	21 3%	4 4%	2 5%	1 6%
Never	948 95%	801 95%	91 92%	36 90%	20 94%
		c			

Columns Tested: a,b,c,d

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

**QC360 HOW OFTEN USE MOBILE PHONE TO - Send or receive Twitter updates using your phone**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Base for %	1000	841	98	40	21
Most days	4	4	-	-	*
	*%	*%	-%	-%	1%
Once or twice a week	5	5	-	*	*
	1%	1%	-%	1%	1%
Not much	27	24	1	2	*
	3%	3%	1%	4%	1%
Never	964	808	97	38	20
	96%	96%	99%	95%	97%
No answer	*	-	-	-	*
Columns Tested: a,b,c,d			c		

Any break column with 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 THINGS USE MOBILE PHONE FOR AT LEAST ONCE A WEEK**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Send or receive texts	793 79%	668 79%	74 75%	32 79%	19 90%
					abc
Make or receive calls	732 73%	625 74%	64 65%	25 62%	18 85%
					abc
Listen to music	485 49%	407 48%	46 47%	19 47%	13 61%
					abc
Takes photos	459 46%	384 46%	45 45%	19 46%	12 58%
					a
Play games that are loaded on the phone	294 29%	251 30%	28 29%	8 19%	7 35%
					c
Take videos	236 24%	199 24%	20 21%	11 28%	6 28%
Send or receive photos	236 24%	205 24%	16 17%	10 24%	5 24%
					b
Send or receive video clips	99 10%	87 10%	5 5%	5 12%	2 8%
					b
Visit websites using your phone	56 6%	48 6%	5 5%	3 7%	1 6%
Columns Tested: a,b,c,d					

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

**SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST ONCE A WEEK**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Visit sites like Bebo, Piczo, MySpace, Facebook, Hi5 or Twitter	50 5%	39 5%	4 4%	5 12% ab	2 9%
Play games over the internet using your phone	34 3%	26 3%	6 6% d	1 4%	* 1%
Visit sites like YouTube or Bebo to look at videos or clips posted by other people	32 3%	26 3%	4 4%	2 4%	1 6%
Watch TV programmes or clips	24 2%	18 2%	3 3%	2 5%	1 5%
To put photos or videos on sites like YouTube or Bebo for others to see	24 2%	18 2%	4 4%	2 5%	* 1%
Send or receive Twitter updates using your phone	10 1%	9 1%	- -	* 1%	* 2%
COMMUNICATION	842 84%	707 84%	82 83%	33 82%	20 94% abc
CONVERGED ACTIVITIES	657 66%	553 66%	62 63%	25 61%	17 79% abc

Columns Tested: a,b,c,d

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

**SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST ONCE A WEEK**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
NONE OF THESE	100	84	9	6	1
	10%	10%	9%	14%	3%
		d		d	
Mean number of uses (out of 15)	3.6	3.6	3.3	3.5	4.2
					ab
Standard deviation	2.49	2.48	2.50	2.76	2.13
Standard error	.08	.10	.21	.23	.21
Columns Tested: a,b,c,d					

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

**SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL**

Base : Those children aged 8-15 with their own mobile phone

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Make or receive calls	973 97%	818 97%	96 97%	39 95%	21 98%
Send or receive texts	951 95%	800 95%	92 94%	38 95%	21 98%
Takes photos	737 74%	625 74%	69 70%	26 65%	17 80%
		c			c
Listen to music	651 65%	554 66%	60 61%	21 51%	15 74%
		c			bc
Send or receive photos	581 58%	497 59%	53 54%	20 50%	11 54%
Play games that are loaded on the phone	544 54%	464 55%	50 51%	16 41%	13 63%
		c			c
Take videos	506 51%	435 52%	44 45%	16 39%	11 54%
		c			c
Send or receive video clips	361 36%	306 36%	35 36%	14 34%	7 31%
Visit websites using your phone	125 12%	102 12%	12 12%	8 19%	4 18%
				a	
Play games over the internet using your phone	101 10%	81 10%	11 11%	6 16%	2 9%
				a	

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL**

Base : Those children aged 8-15 with their own mobile phone

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Visit sites like Bebo, Piczo, MySpace, Facebook, Hi5 or Twitter	95 9%	77 9%	8 8%	7 17% ab	4 17% ab
Visit sites like YouTube or Bebo to look at videos or clips posted by other people	79 8%	64 8%	7 7%	5 12%	2 11%
Watch TV programmes or clips	64 6%	52 6%	6 6%	4 9%	3 13% ab
To put photos or videos on sites like YouTube or Bebo for others to see	53 5%	40 5%	8 8%	4 10% a	1 6%
Send or receive Twitter updates using your phone	36 4%	33 4%	1 1%	2 5% b	1 3%
COMMUNICATION	980 98%	824 98%	97 98%	39 97%	21 99%
CONVERGED ACTIVITIES	839 84%	713 85% c	79 80% c	28 70%	19 89% c
NONE OF THESE	13 1%	11 1%	1 1%	1 2%	- -%

Columns Tested: a,b,c,d



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

**SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Mean number of uses (out of 15)	5.9	5.9	5.6	5.6	6.3
Standard deviation	2.90	2.85	2.97	3.64	2.94
Standard error	.09	.11	.24	.30	.29

Columns Tested: a,b,c,d

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

**QC37 Are you confident getting your mobile phone to do what you want it to do?**

Base : Those children aged 8-15 with their own mobile phone

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
Yes	948	796	93	39	20
	95%	95%	95%	97%	95%
No	40	35	4	*	1
	4%	4%	4%	1%	4%
Don't know	12	10	1	1	*
	1%	1%	1%	1%	*%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC38 Which of these things, if any, are things that you don't like about mobile phones?**

Base : Those children aged 8-15 with their own mobile phone

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1076	682	149	143	102
Effective Weighted Sample	860	658	134	126	92
Total	1000	841	98	40	21
It costs too much money	443 44%	373 44%	43 44%	16 40%	11 51%
People can send hurtful messages to other people	142 14%	124 15%	9 10%	5 11%	4 17%
Sometimes people get bullied on them	138 14%	125 15% bc	9 9%	2 5%	3 14% c
Slow access to the internet over the phone	41 4%	32 4%	5 5%	2 5%	2 8% a
Seeing things on the phone that are too old for me	34 3%	31 4%	2 2%	1 1%	* 1%
Seeing things on my phone that make me feel sad, frightened or embarrassed	30 3%	27 3%	1 1%	1 1%	1 5%
Too difficult to use	20 2%	16 2%	2 2%	1 2%	1 6% a
These things don't worry me/ None of these	464 46%	385 46%	50 51%	20 49%	9 41%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC39A Which of the following do you do almost every day?**

Base : All children aged 5-15

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	2000	1700	180	80	40
Watch TV	1887 94%	1606 94%	166 92%	78 97% bd	37 93%
Use the internet	1161 58%	1012 60% bcd	88 49%	42 53%	19 46%
Play computer or video games	1149 57%	962 57%	113 63%	52 65% ad	22 55%
Watch videos or DVDs	1061 53%	892 52% d	106 59% ad	48 60% ad	15 38%
Read magazines, comics or newspapers	880 44%	747 44%	74 41%	44 55% abd	15 37%
Use a mobile phone	866 43%	736 43%	76 42%	35 44%	18 45%
Listen to radio	677 34%	606 36% bcd	45 25%	19 24%	7 18%
Listen to an MP3 player like an iPod	486 24%	409 24%	43 24%	22 27%	12 30%
None of these	27 1%	26 2% b	- -%	1 1%	* *%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC39B Which one of the things you do almost every day would you miss doing the most if it got taken away?**

Base : All children aged 5-15

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	2000	1700	180	80	40
Watch TV	885 44%	741 44%	84 47%	44 55% ad	16 39%
Play computer or video games	370 19%	315 19%	37 20% c	11 14%	8 19%
Use the internet	236 12%	209 12% c	16 9%	6 7%	4 11%
Use a mobile phone	220 11%	189 11%	16 9%	8 10%	7 18% abc
Watch videos or DVDs	104 5%	87 5%	13 7%	3 4%	1 3%
Read magazines, comics or newspapers	67 3%	56 3%	6 3%	2 2%	2 5% c
Listen to an MP3 player like an iPod	47 2%	42 2%	1 1%	2 3%	1 2%
Listen to radio	15 1%	14 1%	1 1%	* *% d	- -%
None of these	35 2%	29 2%	3 2%	3 3%	* *%

Columns Tested: a,b,c,d

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

**QC39B Which one of the things you do almost every day would you miss doing the most if it got taken away?**

Base : All children aged 5-15

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Don't know	22	17	2	2	1
	1%	1%	1%	2%	2%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC40 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on?**

Base : All children aged 8-15

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1555	1000	202	211	142
Effective Weighted Sample	1241	964	181	184	126
Total	1455	1236	131	58	29
From your parents	637	554	53	19	11
	44%	45%	41%	33%	36%
		c			
From friends	616	524	55	26	11
	42%	42%	42%	45%	39%
From school	589	501	54	21	13
	40%	40%	41%	36%	45%
On your own, through trial & error or self-taught	333	298	23	6	6
	23%	24%	17%	11%	21%
		bc			c
From your brothers or sisters	173	149	14	5	5
	12%	12%	11%	8%	16%
					c
From the manual or instructions	119	112	3	2	1
	8%	9%	3%	4%	5%
		bc			
From suppliers or shops selling the technology	55	50	2	2	2
	4%	4%	1%	3%	6%
		b			b
Other	9	9	-	-	-
	1%	1%	-%	-%	-%
Not interested/ don't want to learn	12	10	1	*	*
	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d

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

**QC40 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on?**

Base : All children aged 8-15

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	1555	1000	202	211	142
Effective Weighted Sample	1241	964	181	184	126
Total	1455	1236	131	58	29
Don't know	35	28	5	2	1
	2%	2%	4%	4%	3%

Columns Tested: a,b,c,d



**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC41 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for. IF YES - Which lessons are those?**

Base : All children aged 12-15

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	781	505	101	106	69
Effective Weighted Sample	624	486	86	98	61
Total	727	618	65	29	15
ICT/ computer studies	156 21%	137 22%	11 17%	8 27%	** **
Media Studies	76 10%	65 11%	7 11%	2 9%	** **
English	38 5%	30 5%	3 5%	5 17% ab	** **
Citizenship	28 4%	26 4%	1 1%	1 4%	** **
Sociology	2 *%	1 *%	1 1%	* 2% a	** **
Other	15 2%	14 2%	1 1%	- -%	** **
No, do not	434 60%	360 58%	45 69% a	16 56%	** **
Don't know	27 4%	23 4%	1 2%	2 7%	** **

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC42 Do any of your lessons at school teach you about the internet? IF YES - Which lessons are those?**

Base : All children aged 12-15

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	781	505	101	106	69
Effective Weighted Sample	624	486	86	98	61
Total	727	618	65	29	15
ICT/ computer studies	581 80%	504 82% b	44 67%	21 74%	**
Media Studies	40 5%	35 6%	1 2%	3 11% ab	**
English	24 3%	17 3%	2 3%	5 19% ab	**
Citizenship	22 3%	20 3%	1 1%	1 4%	**
Sociology	4 1%	2 *%	2 2% a	1 2%	**
Other	20 3%	17 3%	1 2%	* 1%	**
No, do not	106 15%	79 13%	19 29% a	5 18%	**
Don't know	7 1%	5 1%	1 1%	1 3%	**

Columns Tested: a,b,c,d

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

**QC43 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 : All children aged 8-11

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	774	495	101	105	73
Effective Weighted Sample	617	478	96	87	65
Total	727	618	65	29	15
Yes	155 21%	133 21%	13 20%	7 24%	** **
No	550 76%	469 76%	50 76%	20 69%	** **
Don't know	22 3%	17 3%	3 4%	2 7%	** **
				a	

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC44 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 : All children aged 8-11

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	774	495	101	105	73
Effective Weighted Sample	617	478	96	87	65
Total	727	618	65	29	15
Yes	529	467	34	20	**
	73%	76%	52%	68%	**
		b		b	
No	190	145	31	9	**
	26%	23%	47%	29%	**
			ac		
Don't know	8	6	1	1	**
	1%	1%	1%	3%	**

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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.

**QC45 I'd now like you to think about adverts or any advertising that you may have seen or heard. Do you know what I mean by adverts or advertising? IF YES - Have you ever seen or heard any adverts or advertising on any of these**

Base : All children aged 5-15 - ASKED AT WAVE 1 ONLY

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	1043	666	140	138	99
Effective Weighted Sample	826	641	124	121	91
Total	1000	850	90	40	20
Base for %	1000	850	90	40	20
On TV	850	727	73	33	**
	85%	86%	81%	82%	**
On posters	416	361	33	11	**
	42%	43%	36%	28%	**
		c			
In magazines/ comics/ newspapers	368	325	23	12	**
	37%	38%	26%	30%	**
		b			
On the internet	357	317	23	8	**
	36%	37%	25%	21%	**
		bc			
On the radio	256	232	14	6	**
	26%	27%	15%	15%	**
		bc			
On videos/ DVDs	225	206	10	5	**
	23%	24%	11%	13%	**
		bc			
When playing computer or video games	136	124	6	4	**
	14%	15%	7%	10%	**
		b			
On a mobile phone	79	68	8	3	**
	8%	8%	9%	7%	**
None of these	27	23	2	2	**
	3%	3%	2%	4%	**

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QC45 I'd now like you to think about adverts or any advertising that you may have seen or heard. Do you know what I mean by adverts or advertising? IF YES - Have you ever seen or heard any adverts or advertising on any of these**

Base : All children aged 5-15 - ASKED AT WAVE 1 ONLY

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	~d
Unweighted total	1043	666	140	138	99
Effective Weighted Sample	826	641	124	121	91
Total	1000	850	90	40	20
ONLY TV	253	207	27	17	**
	25%	24%	29%	42%	**
			ab		
Does not understand adverts/ advertising	56	44	10	1	**
	6%	5%	11%	4%	**
			ac		
Don't know	60	49	6	4	**
	6%	6%	6%	11%	**
			a		

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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.

**QP48 Which of these groups best describes your child?**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
<b>WHITE</b>					
British	1285 64%	1184 70%	41 23%	34 43%	26 64%
		bc		b	bc
English	256 13%	250 15%	4 2%	2 3%	* *%
		bcd		d	
Scottish	126 6%	2 *%	123 68%	1 1%	- -%
			acd	a	
Welsh	47 2%	4 *%	3 2%	41 51%	- -%
			a	abd	
Irish	22 1%	8 *%	* *%	- -%	13 33%
					abc
Any other white background	51 3%	47 3%	3 2%	* *%	* 1%
		c			
<b>MIXED</b>					
White and Black Caribbean	31 2%	27 2%	3 1%	1 1%	* *%
White and Black African	8 *%	7 *%	1 *%	- -%	* *%
White and Asian	11 1%	11 1%	- -%	- -%	- -%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

Any break column with 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 Which of these groups best describes your child?**

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Any other mixed background	6	6	-	-	*
	*%	*%	-%	-%	1%
<b>ASIAN AND BRITISH ASIAN</b>					
Indian	32	30	1	*	-
	2%	2%	1%	*%	-%
Pakistani	38	38	-	-	-
	2%	2%	-%	-%	-%
		bcd			
Bangladeshi	9	9	-	-	-
	*%	1%	-%	-%	-%
Any other Asian background	7	7	-	-	-
	*%	*%	-%	-%	-%
<b>BLACK AND BLACK BRITISH</b>					
Caribbean	18	17	*	*	-
	1%	1%	*%	*%	-%
African	36	35	1	*	-
	2%	2%	*%	*%	-%
		bcd			
Any other black background	4	4	-	-	-
	*%	*%	-%	-%	-%
<b>MIDDLE EAST AND ARABIC ORIGIN</b>					
Middle Eastern, including Arabic origin	1	1	-	-	-
	*%	*%	-%	-%	-%

Columns Tested: a,b,c,d



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

**QP48 Which of these groups best describes your child?**

Base : All parents

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Iranian	1 *%	1 *%	- -%	- -%	- -%
<b>CHINESE OR OTHER ETHNIC GROUP</b>					
Chinese	4 *%	4 *%	- -%	- -%	- -%
Any other background	5 *%	5 *%	- -%	- -%	- -%
Refused	2 *%	2 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP49A Which of these, if any, limit your child's daily activities?**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Breathlessness or chest pains	31 2%	26 2%	2 1%	1 1%	1 4% ac
Poor vision, partial sight or blindness	25 1%	20 1%	3 2%	1 1%	* 1%
Poor hearing, partial hearing or deafness	18 1%	14 1%	1 1%	2 2%	1 3% a
Mental health problems or difficulties	15 1%	14 1%	- -%	1 1%	- -%
Difficulty in speaking or communicating	12 1%	11 1%	1 1%	* *%	* *%
Cannot walk at all/ use a wheelchair	3 *%	3 *%	- -%	- -%	- -%
Cannot walk very far or manage stairs or can only do so with difficulty	1 *%	- -%	1 *% a	- -%	- -%
Limited ability to reach	* *%	- -%	- -%	- -%	* *% a

Columns Tested: a,b,c,d

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

**QP49A Which of these, if any, limit your child's daily activities?**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Other illnesses/ health problems which limit his/ her daily activities	51 3%	40 2%	7 4%	1 2%	3 6%
					ac
None	1874 94%	1595 94%	168 93%	76 95%	35 88%
		d		d	

Columns Tested: a,b,c,d

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

**QP49B Which of these best describes your child's sight (with glasses or contact lenses if he/ she normally uses them)?**

Base : Those whose child has poor vision, partial sight or blindness

	NATION				
	Total	ENGLAND ~a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d
Significance Level: 95%					
Unweighted total	25	16	4	2	3
Effective Weighted Sample	21	16	4	2	3
Total	25	20	3	1	*
Have difficulty seeing ordinary newspaper print	**	**	**	**	**
	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**
	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**
	**	**	**	**	**
Other description of sight	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

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

**QP49C Which of these best describes your child's hearing (with a hearing aid if he/ she normally uses one)?**

Base : Those whose child has poor hearing, partial hearing or deafness

	NATION				
	Total	ENGLAND ~a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d
Significance Level: 95%					
Unweighted total	24	11	2	6	5
Effective Weighted Sample	16	11	1	5	4
Total	18	14	1	2	1
Difficulty following a conversation against background noise	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**
Other description of hearing	**	**	**	**	**
Don't know	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP50 Is there a landline phone in your home that can be used to make and receive calls? IF YES: Can this phone be used to make and receive calls?**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	1999	1699	180	80	40
Can use to make and receive calls	1664	1424	141	63	36
	83%	84%	78%	78%	89%
		bc			bc
Can receive but not make calls/ incoming only	12	10	2	-	-
	1%	1%	1%	-%	-%
Line not working properly/ needs to be repaired	5	5	*	-	-
	*%	*%	*%	-%	-%
No, do not have landline phone	297	241	36	16	4
	15%	14%	20%	20%	10%
			ad	ad	
Don't know	21	18	1	1	1
	1%	1%	*%	2%	1%
No answer	1	1	-	-	-

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

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.

**NQP51 And which of these options applies to your home?**

Base : All parents - ASKED AT WAVE 2 ONLY

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	1087	681	144	156	106
Effective Weighted Sample	846	656	126	143	93
Total	1000	850	90	40	20
Base for %	1000	850	90	40	20
Being bought on mortgage	447	389	30	17	11
	45%	46%	33%	43%	56%
		b			bc
Owned outright by the household	75	63	6	4	3
	8%	7%	7%	9%	13%
					a
Rented from Local Authority/ Housing Association/ Trust	363	296	46	17	4
	36%	35%	52%	42%	21%
		d	ad	d	
Rented from Private Landlord	111	100	8	2	2
	11%	12%	9%	5%	10%
		c			
Other	2	1	-	*	*
	*%	*%	-%	1%	*%
Don't know	2	2	-	-	-
	*%	*%	-%	-%	-%

Columns Tested: a,b,c,d

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP51 How many people are there in your household in total (including yourself)?**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
2	150 8%	123 7% d	15 9% d	10 13% ad	1 3%
3	445 22%	374 22% d	46 26% d	19 23% d	6 15%
4	765 38%	645 38%	77 43%	30 37%	14 34%
5-6	542 27%	469 28%	40 22%	18 23%	16 40% abc
7-9	93 5%	85 5% b	2 1%	3 4% b	3 7% b
10 or more	5 *%	4 *%	- -%	- -%	* 1%

Columns Tested: a,b,c,d



**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP52 How many of your children aged under 16 live at home with you?**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
1	580 29%	478 28%	64 36% ad	28 35% ad	10 25%
2	864 43%	737 43%	79 44%	33 41%	16 41%
3	391 20%	342 20% b	24 13%	15 18%	10 25% b
4	108 5%	90 5%	13 7% c	3 4%	2 6%
5-6	54 3%	51 3% b	- -%	2 3% b	1 3% b
7-9	2 *%	2 *%	- -%	- -%	- -%
10 or more	* *%	- -%	- -%	- -%	* *% a

Columns Tested: a,b,c,d

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

**QP53 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			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	1955	1658	179	78	40
Your husband/ wife/ partner - CHILD'S PARENT	1355 69%	1158 70%	119 67%	45 58%	33 83%
		c	c		abc
Your Child/ children aged 16 and over	232 12%	197 12%	22 12%	6 7%	7 18%
		c	c		ac
Your Brothers/ Sisters/ Stepbrothers/ Stepsisters	170 9%	149 9%	8 4%	12 15%	2 5%
		b		abd	
Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother	168 9%	140 8%	13 7%	14 18%	1 2%
		d	d	abd	
Your husband/ wife/ partner - NOT CHILD'S PARENT	69 4%	59 4%	8 4%	2 2%	1 3%
Other relative of yours	34 2%	28 2%	2 1%	3 3%	1 2%
Friend/ other person not related to you	11 1%	8 1%	3 2%	- -%	* 1%
			c		

Columns Tested: a,b,c,d

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

**QP53 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			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
None - I am the only adult in the household	272	225	30	13	4
	14%	14%	17%	17%	10%
			d	d	
Refused	45	42	1	2	*
Columns Tested: a,b,c,d					

**OFCOM MEDIA LITERACY TRACKER 2009 - CHILDREN AND PARENTS. WAVE 1 (20th April to 17th May 2009) AND WAVE 2 (22nd September to 18th October 2009).**

**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.

**QP54 Which option applies to your household for the total annual household income from all sources before tax and deductions?**

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	999	863	81	30	24
Under £11,500	203 20%	169 20%	23 28% a	6 20%	6 24%
£11,500 - £17,499	234 23%	202 23%	17 20%	8 25%	8 32% ab
£17,500 - £29,999	243 24%	203 24%	25 30%	10 32%	5 22%
£30,000 - £49,999	192 19%	170 20%	13 16%	6 19%	3 14%
£50,000 or over	127 13%	120 14% bc	4 5%	1 4%	2 8%
Don't know	203	148	36	12	7
Refused	798	689	63	38	9

Columns Tested: a,b,c,d

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

**QP55 Would you be happy for your child to be contacted again - either regarding this study or if we were to conduct any similar research in the future?**

Base : All parents

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Base for %	1999	1699	180	80	40
Yes	531 27%	475 28% bc	14 8%	17 21% b	25 62% abc
No	1468 73%	1224 72% d	166 92% acd	63 79% ad	15 38%
No answer	1	1	-	*	-

Columns Tested: a,b,c,d

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

**QP56 Can I make a note of your phone number in case we need to contact you again?**

Base : Those parents willing to be recontacted

	NATION				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	~b	~c	d
Unweighted total	583	377	19	58	129
Effective Weighted Sample	437	363	16	51	116
Total	531	475	14	17	25
Base for %	528	472	14	17	25
Yes	498	447	**	**	24
	94%	95%	**	**	96%
No	30	25	**	**	1
	6%	5%	**	**	4%
No answer	3	3	**	**	-

Columns Tested: a,b,c,d

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

**QP58 GENDER OF PARENT INTERVIEWED**

Base : All parents

	NATION				
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d
Significance Level: 95%					
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Male	484 24%	414 24%	45 25%	16 20%	10 24%
Female	1516 76%	1286 76%	135 75%	64 80%	30 76%

Columns Tested: a,b,c,d

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

**QP59 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW?**

Base : All parents

	Total	NATION			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND
Significance Level: 95%		a	b	c	d
Unweighted total	2131	1348	284	294	205
Effective Weighted Sample	1672	1297	250	262	184
Total	2000	1700	180	80	40
Yes, they answered for the child/ influenced the response as the interview was taking place	195 10%	169 10% b	11 6%	11 14% b	4 10%
Yes, they commented or helped the child but did not influence the response	742 37%	624 37%	72 40%	30 37%	16 40%
Yes, but they did not interfere with the interview	907 45%	769 45%	87 49% c	31 39%	18 46%
No, they were not present	156 8%	137 8% d	9 5%	8 10% bd	2 4%

Columns Tested: a,b,c,d