

OFCOM MEDIA LITERACY TRACKER 2013 - CHILDREN AGED 5-15 AND PARENTS - 15th April to 9th June 2013.

QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k
Significance Level: 95%												
Unweighted total	1689	533	587	569	834	855	267	266	290	297	277	292
Effective Weighted Sample	1305	398	474	440	649	656	205	194	234	241	215	225
Total	1000	273	364	364	504	496	141	132	184	180	180	184
TV	520 52%	102 37%	193 53%	225 62%	277 55%	243 49%	58 41%	44 34%	104 57%	89 50%	115 64%	110 60%
Any type of mobile phone including smartphone	428 43%	9 3%	120 33%	298 82%	207 41%	221 44%	4 3%	6 4%	56 30%	65 36%	148 82%	150 82%
Handheld/ portable games player	374 37%	70 26%	163 45%	141 39%	192 38%	182 37%	34 24%	37 28%	90 49%	73 41%	69 39%	72 39%
Games console connected to a TV	322 32%	31 11%	128 35%	163 45%	223 44%	100 20%	21 15%	10 7%	91 49%	37 21%	111 62%	53 29%
DVD player/ recorder/ Blu-Ray recorder	293 29%	58 21%	110 30%	125 34%	147 29%	147 30%	31 22%	27 20%	59 32%	51 28%	56 31%	69 37%
Portable media player	223 22%	16 6%	70 19%	138 38%	98 19%	125 25%	6 4%	10 8%	33 18%	37 21%	59 33%	78 43%
PC/ laptop/ netbook with internet access	201 20%	10 4%	55 15%	137 38%	102 20%	99 20%	4 2%	6 5%	31 17%	24 13%	68 38%	69 37%
Tablet computer	168 17%	25 9%	58 16%	84 23%	86 17%	81 16%	11 8%	14 11%	30 16%	28 15%	45 25%	40 22%

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

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Significance Level: 95%												
Unweighted total	1689	533	587	569	834	855	267	266	290	297	277	292
Effective Weighted Sample	1305	398	474	440	649	656	205	194	234	241	215	225
Total	1000	273	364	364	504	496	141	132	184	180	180	184
Radio	147 15%	13 5%	64 18% a	69 19% a	64 13%	83 17% d	6 5%	7 5%	26 14% fg	38 21% fgh	31 17% fg	38 21% fg
Digital Video Recorder/ DVR	85 9%	15 5%	25 7%	45 12% ab	43 9%	42 9%	7 5%	7 6%	14 7%	12 7%	22 12% fji	23 13% fji
Educational games system - such as VTech or Leapster	63 6%	39 14% bc	15 4%	9 2%	28 5%	36 7%	16 11% hijk	24 18% hijk	8 4%	7 4%	4 2%	5 3%
E-book reader	43 4%	4 2%	21 6% a	17 5% a	18 4%	25 5%	1 1%	3 2%	11 6% f	10 6% f	6 3%	11 6% fg
PC/ laptop/ netbook without internet access	24 2%	1 *%	11 3% a	12 3% a	15 3%	9 2%	* *%	1 1%	8 4% fg	3 2%	7 4% fg	5 3% f
ANY GAMES CONSOLE/ PLAYER	473 47%	76 28%	192 53% a	206 57% a	270 54% e	203 41%	37 26%	39 30%	113 62% fgik	78 44% fg	120 67% fgik	86 47% fg
None of these	216 22%	117 43% bc	73 20% c	26 7%	108 21%	109 22%	61 44% hijk	55 42% hijk	31 17% jk	42 23% jk	15 8%	11 6%
Mean number of types of equipment (out of 13)	2.9	1.4	2.8 a	4.0 ab	3.0	2.8	1.4	1.5	3.0 fgi	2.6 fg	4.1 fghi	3.9 fghi
Standard deviation	2.51	1.80	2.40	2.50	2.56	2.45	1.73	1.87	2.47	2.32	2.56	2.44

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

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	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER						
	Total	5 TO 7 a	8 TO 11 b	12 TO 15 c	MALE d	FEMALE e	MALE 5-7 f	FEMALE 5-7 g	MALE 8-11 h	FEMALE 8-11 i	MALE 12-15 j	FEMALE 12-15 k
Significance Level: 95%												
Standard error	.06	.08	.10	.10	.09	.08	.11	.11	.15	.13	.15	.14
Columns Tested: a,b,c - d,e - f,g,h,i,j,k												

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	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1689	343	473	338	535	816	873	1689	1101	232	175	181	1415	274	1689
Effective Weighted Sample	1305	267	372	262	406	639	667	1305	1019	182	160	160	1103	207	1305
Total	1000	202	288	211	299	490	511	1000	850	90	40	20	862	138	1000
TV	520 52%	90 45%	153 53% a	124 59% ae	154 51%	243 50%	277 54% a	520 52% a	427 50%	58 64% hlmn	24 60% hmn	12 58% m	456 53%	64 47%	520 52%
Any type of mobile phone including smartphone	428 43%	81 40%	123 43%	96 45%	128 43%	204 42%	224 44%	428 43%	357 42%	43 47%	19 48%	9 46%	373 43%	55 40%	428 43%
Handheld/ portable games player	374 37%	73 36%	115 40% d	92 44% df	94 31%	188 38% d	186 36%	374 37% d	293 35%	58 64% hijklmn	16 40%	7 35%	311 36%	64 46% hkln	374 37%
Games console connected to a TV	322 32%	50 25%	104 36% ad	87 41% adefg	81 27%	154 31% a	168 33% ad	322 32% ad	254 30%	49 55% hijklmn	13 31%	6 29%	280 32%	42 31%	322 32%
DVD player/ recorder/ Blu-Ray recorder	293 29%	48 24%	88 30%	74 35% ae	84 28%	135 28%	158 31% a	293 29%	236 28%	44 48% hijklmn	9 22%	5 25%	248 29%	45 33% j	293 29%
Portable media player	223 22%	60 30% cdfg	73 25% cdf	39 19%	50 17%	133 27% cdfg	90 18%	223 22% df	182 21%	27 30% hln	9 22%	5 23%	188 22%	35 25%	223 22%
PC/ laptop/ netbook with internet access	201 20%	46 23% d	63 22% d	44 21%	48 16%	109 22% df	92 18%	201 20%	170 20%	20 22%	8 21%	3 17%	171 20%	30 22%	201 20%
Tablet computer	168 17%	31 16%	56 19% d	43 20% d	38 13%	87 18% d	80 16%	168 17% d	135 16%	23 25% hijlmn	6 14%	4 21%	144 17%	23 17%	168 17%

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

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	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1689	343	473	338	535	816	873	1689	1101	232	175	181	1415	274	1689
Effective Weighted Sample	1305	267	372	262	406	639	667	1305	1019	182	160	160	1103	207	1305
Total	1000	202	288	211	299	490	511	1000	850	90	40	20	862	138	1000
Radio	147 15%	32 16%	46 16%	28 13%	41 14%	78 16%	69 13%	147 15%	126 15%	15 17%	3 7%	3 14%	123 14%	24 17%	147 15%
Digital Video Recorder/ DVR	85 9%	15 7%	30 10%	20 9%	21 7%	45 9%	41 8%	85 9%	64 8%	15 17%	4 10%	2 12%	73 8%	13 9%	85 9%
Educational games system - such as VTech or Leapster	63 6%	16 8%	17 6%	15 7%	15 5%	33 7%	30 6%	63 6%	47 6%	12 14%	3 6%	1 5%	55 6%	9 6%	63 6%
E-book reader	43 4%	16 8%	16 5%	7 3%	5 2%	32 6%	11 2%	43 4%	35 4%	6 7%	1 3%	1 3%	35 4%	8 6%	43 4%
PC/ laptop/ netbook without internet access	24 2%	4 2%	9 3%	6 3%	5 2%	13 3%	11 2%	24 2%	19 2%	3 3%	2 4%	* 2%	22 2%	3 2%	24 2%
ANY GAMES CONSOLE/ PLAYER	473 47%	84 41%	144 50%	121 58%	124 41%	228 47%	246 48%	473 47%	379 45%	67 74%	19 48%	8 41%	400 46%	73 53%	473 47%
None of these	216 22%	50 25%	55 19%	39 19%	72 24%	105 21%	112 22%	216 22%	198 23%	7 8%	7 19%	4 19%	187 22%	30 22%	216 22%
Mean number of types of equipment (out of 13)	2.9	2.8	3.1	3.2	2.5	3.0	2.8	2.9	2.8	4.1	2.9	2.9	2.9	3.0	2.9
Standard deviation	2.51	2.59	2.62	2.46	2.33	2.61	2.41	2.51	2.48	2.59	2.29	2.39	2.51	2.48	2.51
Standard error	.06	.14	.12	.13	.10	.09	.08	.06	.07	.17	.17	.18	.07	.15	.06
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															