

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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Base : Parents whose child aged 3-17 goes online using any type of device	

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Base : All parents of 3-17 year olds	
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Base : All parents of 3-17 year olds	

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Base : All parents of 3-17 year olds	
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Base : All parents of 3-17 year olds	
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Table 1

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QD1. NATION

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
England	2095	278	437	554	556	270	278	1547	270	1048	1027	163	988	889
	84%	85%	84%	85%	84%	85%	85%	84%	85%	85%	84%	81%	85%	85%
Wales	118	15	25	30	32	15	15	87	15	58	59	9	55	50
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	5%
Scotland	189	24	41	49	52	23	24	142	23	94	94	23	89	69
	8%	7%	8%	8%	8%	7%	7%	8%	7%	8%	8%	11%	8%	7%
Northern Ireland	78	10	16	20	21	10	10	58	10	38	39	7	37	32
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

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QD1. NATION

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
England	2095	140	139	218	217	279	266	277	272	135	134	2095	-	-	-	2095
	84%	85%	84%	84%	84%	84%	85%	85%	84%	85%	85%	100%	-%	-%	-%	84%
												bcde				bcd
Wales	118	7	8	12	13	16	15	15	16	7	8	-	-	118	-	118
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	-%	-%	100%	-%	5%
														abde		abd
Scotland	189	12	12	20	21	26	23	25	26	11	12	-	189	-	-	189
	8%	7%	7%	8%	8%	8%	7%	8%	8%	7%	7%	-%	100%	-%	-%	8%
													acde			acd
Northern Ireland	78	5	5	8	8	10	10	10	11	5	5	-	-	-	78	78
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	-%	-%	-%	100%	3%
														abce		abc

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

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QD1. NATION

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
England	2095	1878	218	597	574	388	512	1171	900	2095	445	1537	452	665	598
	84%	85%	77%	86%	83%	82%	86%	85%	84%	84%	85%	84%	85%	82%	86%
		b													
Wales	118	99	19	31	35	24	26	66	50	118	26	88	27	45	29
	5%	5%	7%	4%	5%	5%	4%	5%	5%	5%	5%	5%	5%	6%	4%
Scotland	189	164	25	47	56	43	40	103	83	189	39	136	36	70	52
	8%	7%	9%	7%	8%	9%	7%	7%	8%	8%	7%	7%	7%	9%	7%
Northern Ireland	78	57	21	20	24	17	17	44	34	78	15	60	17	30	18
	3%	3%	7%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%
			a												

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

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QD1. NATION

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
England	2095	305	1149	551
	84%	82%	86%	83%
Wales	118	21	51	43
	5%	6%	4%	6%
Scotland	189	35	102	46
	8%	9%	8%	7%
Northern Ireland	78	13	41	22
	3%	3%	3%	3%

Columns Tested: a,b,c

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Table 2

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
North East	96 4%	8 2%	20 4%	27 4%	23 3%	18 6%	8 2%	70 4%	18 6%	59 5%	37 3%	6 3%	47 4%	36 3%
Yorkshire and Humberside	206 8%	27 8%	43 8%	55 8%	55 8%	25 8%	27 8%	154 8%	25 8%	93 8%	113 9%	21 10%	93 8%	89 9%
North West	276 11%	43 13%	51 10%	71 11%	71 11%	40 13%	43 13%	193 11%	40 13%	136 11%	140 11%	24 12%	131 11%	115 11%
West Midlands	228 9%	41 13% c	47 9%	32 5%	71 11%	36 11% c	41 13%	150 8%	36 11%	123 10%	103 8%	22 11%	86 7%	108 10%
East Midlands	178 7%	23 7%	30 6%	55 8%	49 7%	21 7%	23 7%	135 7%	21 7%	66 5%	109 9%	10 5%	91 8%	75 7%
East of England	238 10%	30 9%	49 9%	78 12%	55 8%	25 8%	30 9%	183 10%	25 8%	125 10%	110 9%	14 7%	123 11%	93 9%
South West	198 8%	29 9%	40 8%	52 8%	55 8%	23 7%	29 9%	146 8%	23 7%	90 7%	101 8%	17 8%	91 8%	87 8%
South East	345 14%	40 12%	85 16%	101 15%	76 12%	44 14%	40 12%	262 14%	44 14%	169 14%	176 14%	24 12%	174 15%	140 13%
London	330 13%	37 11%	72 14%	81 12%	101 15%	39 12%	37 11%	254 14%	39 12%	187 15%	139 11%	25 12%	152 13%	147 14%
England	2095 84%	278 85%	437 84%	554 85%	556 84%	270 85%	278 85%	1547 84%	270 85%	1048 85%	1027 84%	163 81%	988 85%	889 85%
Wales	118 5%	15 5%	25 5%	30 5%	32 5%	15 5%	15 5%	87 5%	15 5%	58 5%	59 5%	9 4%	55 5%	50 5%
Scotland	189 8%	24 7%	41 8%	49 8%	52 8%	23 7%	24 7%	142 8%	23 7%	94 8%	94 8%	23 11%	89 8%	69 7%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

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QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Northern Ireland	78	10	16	20	21	10	10	58	10	38	39	7	37	32
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 2

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				ALL UK
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
North East	96	6	2	15	5	11	16	14	8	13	5	96	-	-	-	96
	4%	4%	1%	6%	2%	3%	5%	4%	3%	8%	3%	5%	-%	-%	-%	4%
										b		bcd				bcd
Yorkshire and Humberside	206	14	13	14	29	31	25	23	32	11	13	206	-	-	-	206
	8%	9%	8%	5%	11%	9%	8%	7%	10%	7%	8%	10%	-%	-%	-%	8%
												bcd				bcd
North West	276	19	24	23	27	46	25	30	41	17	23	276	-	-	-	276
	11%	11%	15%	9%	11%	14%	8%	9%	13%	11%	14%	13%	-%	-%	-%	11%
												bcd				bcd
West Midlands	228	15	26	31	17	18	15	43	25	16	20	228	-	-	-	228
	9%	9%	16%	12%	6%	5%	5%	13%	8%	10%	13%	11%	-%	-%	-%	9%
			ef								f	bcd				bcd
East Midlands	178	14	8	9	21	21	30	8	41	13	8	178	-	-	-	178
	7%	9%	5%	3%	8%	6%	10%	2%	13%	8%	5%	9%	-%	-%	-%	7%
									cg			bcd				bcd
East of England	238	13	17	27	22	35	41	39	16	12	13	238	-	-	-	238
	10%	8%	11%	10%	9%	11%	13%	12%	5%	7%	8%	11%	-%	-%	-%	10%
												bcd				bcd
South West	198	11	18	18	19	26	26	22	27	13	10	198	-	-	-	198
	8%	6%	11%	7%	7%	8%	8%	7%	8%	8%	7%	9%	-%	-%	-%	8%
												bcd				bcd
South East	345	23	16	42	43	44	57	37	39	22	22	345	-	-	-	345
	14%	14%	10%	16%	16%	13%	18%	11%	12%	14%	14%	16%	-%	-%	-%	14%
												bcd				bcd
London	330	25	12	39	33	46	33	59	41	19	20	330	-	-	-	330
	13%	15%	8%	15%	13%	14%	10%	18%	13%	12%	12%	16%	-%	-%	-%	13%
								b				bcd				bcd

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 2

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
England	2095	140	139	218	217	279	266	277	272	135	134	2095	-	-	-	2095
	84%	85%	84%	84%	84%	84%	85%	85%	84%	85%	85%	100%	-%	-%	-%	84%
												bcde				bcd
Wales	118	7	8	12	13	16	15	15	16	7	8	-	-	118	-	118
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	-%	-%	100%	-%	5%
														abde		abd
Scotland	189	12	12	20	21	26	23	25	26	11	12	-	189	-	-	189
	8%	7%	7%	8%	8%	8%	7%	8%	8%	7%	7%	-%	100%	-%	-%	8%
													acde			acd
Northern Ireland	78	5	5	8	8	10	10	10	11	5	5	-	-	-	78	78
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	-%	-%	-%	100%	3%
														abce		abc

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 2

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	a	b	c	d	e	f	g	a	b	a	b	c
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
North East	96	95	1	24	29	8	35	54	42	96	28	62	28	45	12
	4%	4%	*%	3%	4%	2%	6%	4%	4%	4%	5%	3%	5%	6%	2%
														c	
Yorkshire and Humberside	206	187	19	54	46	45	58	100	103	206	25	162	37	77	47
	8%	8%	7%	8%	7%	10%	10%	7%	10%	8%	5%	9%	7%	9%	7%
North West	276	245	30	49	75	55	88	124	143	276	62	198	83	86	56
	11%	11%	11%	7%	11%	12%	15%	9%	13%	11%	12%	11%	16%	11%	8%
							ae		a				c		
West Midlands	228	209	18	57	49	49	73	106	121	228	59	158	51	87	52
	9%	10%	7%	8%	7%	10%	12%	8%	11%	9%	11%	9%	10%	11%	7%
East Midlands	178	145	34	48	39	37	50	87	87	178	33	138	29	80	37
	7%	7%	12%	7%	6%	8%	8%	6%	8%	7%	6%	8%	5%	10%	5%
East of England	238	205	33	78	68	57	32	146	89	238	65	162	57	55	87
	10%	9%	12%	11%	10%	12%	5%	11%	8%	10%	12%	9%	11%	7%	13%
				d		d								b	
South West	198	162	37	58	70	30	41	127	71	198	41	151	63	53	61
	8%	7%	13%	8%	10%	6%	7%	9%	7%	8%	8%	8%	12%	7%	9%
South East	345	306	40	107	98	61	75	205	136	345	64	267	46	94	138
	14%	14%	14%	15%	14%	13%	13%	15%	13%	14%	12%	15%	9%	12%	20%
														ab	
London	330	324	6	120	101	46	61	221	106	330	69	239	58	89	108
	13%	15%	2%	17%	15%	10%	10%	16%	10%	13%	13%	13%	11%	11%	15%
		b		cdf				f							
England	2095	1878	218	597	574	388	512	1171	900	2095	445	1537	452	665	598
	84%	85%	77%	86%	83%	82%	86%	85%	84%	84%	85%	84%	85%	82%	86%
		b													

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 2

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Wales	118	99	19	31	35	24	26	66	50	118	26	88	27	45	29
	5%	5%	7%	4%	5%	5%	4%	5%	5%	5%	5%	5%	5%	6%	4%
Scotland	189	164	25	47	56	43	40	103	83	189	39	136	36	70	52
	8%	7%	9%	7%	8%	9%	7%	7%	8%	8%	7%	7%	7%	9%	7%
Northern Ireland	78	57	21	20	24	17	17	44	34	78	15	60	17	30	18
	3%	3%	7%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 2

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
North East	96 4%	9 2%	53 4%	28 4%
Yorkshire and Humberside	206 8%	20 5%	119 9%	57 9%
North West	276 11%	36 10%	151 11%	76 11%
West Midlands	228 9%	34 9%	117 9%	69 10%
East Midlands	178 7%	23 6%	103 8%	46 7%
East of England	238 10%	40 11%	137 10%	50 7%
South West	198 8%	20 5%	101 8%	73 11%
South East	345 14%	56 15%	187 14%	90 14%
London	330 13%	67 18%	181 13%	62 9%
		c		
England	2095 84%	305 82%	1149 86%	551 83%
Wales	118 5%	21 6%	51 4%	43 6%
Scotland	189 8%	35 9%	102 8%	46 7%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.**Table 2**

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Northern Ireland	78	13	41	22
	3%	3%	3%	3%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 4

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Large city	517 21%	72 22%	118 23%	123 19%	133 20%	71 22%	72 22%	374 20%	71 22%	289 23%	224 18%	47 23%	247 21%	208 20%
Smaller city or large town	522 21%	72 22%	105 20%	128 20%	148 22%	69 22%	72 22%	381 21%	69 22%	265 21%	247 20%	46 23%	229 20%	231 22%
Medium town	674 27%	79 24%	136 26%	189 29%	183 28%	87 27%	79 24%	508 28%	87 27%	325 26%	347 28%	46 23%	318 27%	294 28%
Small town	484 20%	65 20%	101 19%	139 21%	128 19%	50 16%	65 20%	369 20%	50 16%	227 18%	251 21%	38 19%	241 21%	194 19%
Rural area	283 11%	40 12%	60 12%	74 11%	68 10%	41 13%	40 12%	203 11%	41 13%	133 11%	149 12%	26 13%	134 11%	112 11%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 4

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Large city	517	44	29	69	49	71	49	70	63	36	34	469	28	12	8	517
	21%	27%	17%	27%	19%	21%	16%	21%	19%	23%	22%	22%	15%	10%	11%	21%
												bcd				bcd
Smaller city or large town	522	38	34	44	58	65	60	82	62	36	33	448	31	30	13	522
	21%	23%	20%	17%	22%	20%	19%	25%	19%	23%	21%	21%	16%	25%	16%	21%
														bd		
Medium town	674	38	41	71	65	99	90	75	105	42	45	579	52	23	19	674
	27%	23%	25%	27%	25%	30%	29%	23%	32%	26%	28%	28%	28%	20%	25%	27%
												c				c
Small town	484	30	36	48	53	61	75	62	64	26	24	381	53	33	16	484
	20%	18%	22%	19%	20%	19%	24%	19%	20%	17%	15%	18%	28%	28%	21%	20%
												ae	ae			
Rural area	283	14	25	26	34	35	39	38	30	19	22	218	25	19	21	283
	11%	9%	15%	10%	13%	11%	12%	12%	9%	12%	14%	10%	13%	16%	27%	11%
														a	abce	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 4

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	a	b	c	d	e	f	g	a	b	a	b	c
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Large city	517	517	-	185	122	85	123	307	208	517	111	373	115	163	151
	21%	24%	-%	27%	18%	18%	21%	22%	19%	21%	21%	20%	22%	20%	22%
		b		bfg											
Smaller city or large town	522	522	-	129	162	97	123	291	220	522	95	390	113	193	126
	21%	24%	-%	19%	23%	21%	21%	21%	21%	21%	18%	21%	21%	24%	18%
		b													
Medium town	674	674	-	166	210	138	151	376	289	674	147	491	131	223	197
	27%	31%	-%	24%	31%	29%	25%	27%	27%	27%	28%	27%	25%	28%	28%
		b													
Small town	484	484	-	126	125	101	125	252	226	484	103	360	125	138	139
	20%	22%	-%	18%	18%	21%	21%	18%	21%	20%	20%	20%	23%	17%	20%
		b													
Rural area	283	-	283	88	70	50	74	158	124	283	69	207	48	93	84
	11%	-%	100%	13%	10%	11%	12%	11%	12%	11%	13%	11%	9%	11%	12%
			a												

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 4

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Large city	517 21%	98 26%	270 20%	124 19%
Smaller city or large town	522 21%	65 17%	285 21%	143 22%
Medium town	674 27%	103 28%	368 27%	175 26%
Small town	484 20%	73 20%	252 19%	149 22%
Rural area	283 11%	35 9%	169 13%	70 11%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 5

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
A	125 5%	17 5%	28 5%	21 3%	42 6%	17 5%	17 5%	91 5%	17 5%	69 6%	54 4%	9 5%	50 4%	62 6%
B	569 23%	70 21%	117 22%	147 22%	168 25%	68 21%	70 21%	431 24%	68 21%	290 23%	275 23%	42 21%	260 22%	261 25%
C1	689 28%	99 30%	139 27%	182 28%	181 27%	88 28%	99 30%	502 27%	88 28%	358 29%	323 27%	71 35%	316 27%	288 28%
C2	471 19%	64 20%	82 16%	140 21%	117 18%	68 21%	64 20%	339 18%	68 21%	214 17%	253 21%	36 18%	231 20%	192 18%
D	331 13%	33 10%	88 17%	96 15%	81 12%	33 10%	33 10%	265 14%	33 10%	160 13%	168 14%	20 10%	179 15%	123 12%
E	264 11%	41 12%	59 11%	64 10%	58 9%	43 13%	41 12%	181 10%	43 13%	136 11%	127 10%	23 12%	122 10%	99 10%
Don't know	30 1%	4 1%	6 1%	4 1%	14 2%	2 1%	4 1%	24 1%	2 1%	12 1%	18 1%	* *%	10 1%	16 2%
SUMMARY														
AB	694 28%	87 26%	145 28%	167 26%	210 32%	85 27%	87 26%	522 28%	85 27%	359 29%	329 27%	51 25%	310 27%	322 31%
DE	595 24%	74 23%	147 28%	160 25%	138 21%	75 24%	74 23%	446 24%	75 24%	297 24%	295 24%	44 22%	300 26%	222 21%
ABC1	1384 56%	186 57%	284 55%	349 53%	391 59%	173 55%	186 57%	1024 56%	173 55%	717 58%	653 54%	123 61%	627 54%	610 59%
C2DE	1066 43%	138 42%	229 44%	301 46%	255 39%	143 45%	138 42%	785 43%	143 45%	510 41%	549 45%	80 39%	532 45%	413 40%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 5

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION					
		FEMALE		FEMALE		FEMALE		MALE	FEMALE	MALE	FEMALE	ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK
		MALE 3-4	3-4	MALE 5-7	5-7	MALE 8-11	8-11	12-15	12-15	16-17	16-17						
a	b	c	d	e	f	g	h	i	j	a	b	c	d	e			
Significance Level: 99%																	
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480	
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259	
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480	
A	125 5%	9 5%	8 5%	16 6%	12 5%	14 4%	7 2%	22 7%	18 6%	9 5%	8 5%	111 5%	4 2%	6 5%	4 6%	125 5%	
B	569 23%	39 24%	31 19%	61 24%	56 22%	69 21%	77 25%	86 26%	78 24%	35 22%	33 21%	486 23%	43 23%	26 22%	15 20%	569 23%	
C1	689 28%	52 32%	48 29%	77 30%	60 23%	90 27%	86 28%	101 31%	80 24%	38 24%	50 32%	574 27%	56 30%	35 30%	24 31%	689 28%	
C2	471 19%	26 16%	38 23%	29 11%	53 21%	74 22%	63 20%	49 15%	67 21%	35 22%	32 20%	388 19%	43 23%	24 21%	17 21%	471 19%	
D	331 13%	13 8%	20 12%	41 16%	47 18%	52 16%	45 14%	37 11%	41 13%	17 11%	15 10%	287 14%	24 13%	12 10%	8 10%	331 13%	
E	264 11%	24 15%	17 10%	35 14%	24 9%	29 9%	35 11%	24 7%	33 10%	24 15%	18 11%	225 11%	16 9%	14 12%	9 12%	264 11%	
Don't know	30 1%	2 1%	2 1%	- -%	6 2%	3 1%	1 *%	6 2%	8 2%	* *%	1 1%	25 1%	3 2%	1 1%	1 1%	30 1%	
SUMMARY																	
AB	694 28%	47 29%	39 24%	77 30%	68 26%	83 25%	84 27%	108 33%	96 30%	44 27%	41 26%	597 28%	47 25%	31 26%	20 25%	694 28%	
DE	595 24%	37 23%	37 22%	76 29%	71 28%	80 24%	80 25%	62 19%	74 23%	41 26%	33 21%	512 24%	40 21%	26 22%	17 22%	595 24%	
ABC1	1384 56%	99 61%	87 53%	154 59%	128 50%	173 52%	171 54%	210 64%	176 54%	82 51%	92 58%	1171 56%	103 54%	66 56%	44 56%	1384 56%	
C2DE	1066 43%	63 38%	75 46%	105 41%	124 48%	154 47%	143 45%	111 34%	142 44%	77 48%	65 41%	900 43%	83 44%	50 42%	34 43%	1066 43%	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 5

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
A	125 5%	113 5%	12 4%	125 18% bcdefg	- -%	- -%	- -%	125 9% bcdfg	- -%	125 5% bcdf	22 4%	97 5%	7 1%	32 4%	72 10% ab
B	569 23%	493 22%	77 27%	569 82% bcdefg	- -%	- -%	- -%	569 41% bcdfg	- -%	569 23% bcdf	86 16%	456 25% a	46 9%	150 19% a	309 44% ab
C1	689 28%	619 28%	70 25%	- -%	689 100% acdefg	- -%	- -%	689 50% acdfg	- -%	689 28% acdf	153 29%	519 29%	119 22%	281 35% a	209 30%
C2	471 19%	421 19%	50 18%	- -%	- -%	471 100% abdefg	- -%	- -%	471 44% abdeg	471 19% abde	107 20%	338 19%	104 20% c	182 22% c	83 12%
D	331 13%	286 13%	44 16%	- -%	- -%	- -%	331 56% abcefg	- -%	331 31% abceg	331 13% abce	65 12%	236 13%	129 24% bc	115 14% c	17 2%
E	264 11%	235 11%	29 10%	- -%	- -%	- -%	264 44% abcefg	- -%	264 25% abceg	264 11% abce	84 16% b	158 9%	124 23% bc	50 6% c	8 1%
Don't know	30 1%	29 1%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	30 1% e	7 1%	17 1%	3 1%	1 *%	- -%
SUMMARY															
AB	694 28%	606 28%	88 31%	694 100% bcdefg	- -%	- -%	- -%	694 50% bcdfg	- -%	694 28% bcdf	108 21%	553 30% a	54 10%	182 22% a	381 55% ab
DE	595 24%	521 24%	74 26%	- -%	- -%	- -%	595 100% abcefg	- -%	595 56% abceg	595 24% abce	149 28%	394 22%	253 47% bc	165 20% c	24 4%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 5

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
ABC1	1384	1225	158	694	689	-	-	1384	-	1384	261	1072	173	462	590
	56%	56%	56%	100%	100%	-%	-%	100%	-%	56%	50%	59%	32%	57%	85%
				cdfg	cdfg			cdfg		cdf		a		a	ab
C2DE	1066	943	124	-	-	471	595	-	1066	1066	256	732	357	347	107
	43%	43%	44%	-%	-%	100%	100%	-%	100%	43%	49%	40%	67%	43%	15%
						abeg	abeg		abeg	abe			bc	c	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 5

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
A	125 5%	66 18% bc	47 3%	9 1%
B	569 23%	152 41% bc	321 24% c	78 12%
C1	689 28%	68 18%	446 33% ac	154 23%
C2	471 19%	48 13%	274 20%	126 19%
D	331 13%	20 5%	168 13% a	137 21% ab
E	264 11%	15 4%	78 6%	152 23% ab
Don't know	30 1%	4 1%	10 1%	6 1%
SUMMARY				
AB	694 28%	219 59% bc	368 27% c	87 13%
DE	595 24%	35 9%	246 18% a	289 44% ab
ABC1	1384 56%	287 77% bc	814 61% c	241 36%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 5

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
C2DE	1066	83	520	415
	43%	22%	39%	63%
			a	ab

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 8

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
3	159 6%	159 48%	- -%	- -%	- -%	- -%	159 48%	- -%	- -%	80 6%	80 7%	159 79%	- -%	- -%
		bcde					bc					bc		
4	169 7%	169 52%	- -%	- -%	- -%	- -%	169 52%	- -%	- -%	84 7%	84 7%	43 21%	117 10%	- -%
		bcde					bc					bc	c	
5	171 7%	- -%	171 33%	- -%	- -%	- -%	- -%	171 9%	- -%	84 7%	87 7%	- -%	171 15%	- -%
			acde					ac					ac	
6	174 7%	- -%	174 33%	- -%	- -%	- -%	- -%	174 9%	- -%	87 7%	87 7%	- -%	174 15%	- -%
			acde					ac					ac	
7	174 7%	- -%	174 33%	- -%	- -%	- -%	- -%	174 9%	- -%	87 7%	84 7%	- -%	174 15%	- -%
			acde					ac					ac	
8	174 7%	- -%	- -%	174 27%	- -%	- -%	- -%	174 9%	- -%	87 7%	87 7%	- -%	174 15%	- -%
				abde				ac					ac	
9	169 7%	- -%	- -%	169 26%	- -%	- -%	- -%	169 9%	- -%	87 7%	82 7%	- -%	169 14%	- -%
				abde				ac					ac	
10	157 6%	- -%	- -%	157 24%	- -%	- -%	- -%	157 9%	- -%	82 7%	71 6%	- -%	157 13%	- -%
				abde				ac					ac	
11	154 6%	- -%	- -%	154 24%	- -%	- -%	- -%	154 8%	- -%	75 6%	73 6%	- -%	32 3%	113 11%
				abde				ac						ab
12	159 6%	- -%	- -%	- -%	159 24%	- -%	- -%	159 9%	- -%	77 6%	74 6%	- -%	- -%	159 15%
					abce			ac						ab

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 8

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
13	169	-	-	-	169	-	-	169	-	84	84	-	-	169
	7%	-%	-%	-%	26%	-%	-%	9%	-%	7%	7%	-%	-%	16%
					abce			ac						ab
14	169	-	-	-	169	-	-	169	-	84	84	-	-	169
	7%	-%	-%	-%	26%	-%	-%	9%	-%	7%	7%	-%	-%	16%
					abce			ac						ab
15	164	-	-	-	164	-	-	164	-	81	82	-	-	164
	7%	-%	-%	-%	25%	-%	-%	9%	-%	7%	7%	-%	-%	16%
					abce			ac						ab
16	164	-	-	-	-	164	-	-	164	82	82	-	-	145
	7%	-%	-%	-%	-%	52%	-%	-%	52%	7%	7%	-%	-%	14%
					abcd				ab					ab
17	154	-	-	-	-	154	-	-	154	77	76	-	-	120
	6%	-%	-%	-%	-%	48%	-%	-%	48%	6%	6%	-%	-%	12%
					abcd				ab					ab

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 8

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
3	159	80	80	-	-	-	-	-	-	-	-	135	10	8	6	159
	6%	49%	48%	-%	-%	-%	-%	-%	-%	-%	-%	6%	5%	7%	8%	6%
		cdefghij	cdefghij													
4	169	84	84	-	-	-	-	-	-	-	-	143	14	7	4	169
	7%	51%	52%	-%	-%	-%	-%	-%	-%	-%	-%	7%	8%	6%	6%	7%
		cdefghij	cdefghij													
5	171	-	-	84	87	-	-	-	-	-	-	139	19	8	6	171
	7%	-%	-%	33%	34%	-%	-%	-%	-%	-%	-%	7%	10%	7%	7%	7%
				abefghij	abefghij											
6	174	-	-	87	87	-	-	-	-	-	-	153	8	6	6	174
	7%	-%	-%	34%	34%	-%	-%	-%	-%	-%	-%	7%	4%	5%	8%	7%
				abefghij	abefghij											
7	174	-	-	87	84	-	-	-	-	-	-	145	14	11	4	174
	7%	-%	-%	34%	33%	-%	-%	-%	-%	-%	-%	7%	7%	9%	5%	7%
				abefghij	abefghij											
8	174	-	-	-	-	87	87	-	-	-	-	147	13	8	6	174
	7%	-%	-%	-%	-%	26%	28%	-%	-%	-%	-%	7%	7%	6%	8%	7%
						abcdghij	abcdghij									
9	169	-	-	-	-	87	82	-	-	-	-	148	9	6	6	169
	7%	-%	-%	-%	-%	26%	26%	-%	-%	-%	-%	7%	5%	5%	7%	7%
						abcdghij	abcdghij									
10	157	-	-	-	-	82	71	-	-	-	-	129	15	8	5	157
	6%	-%	-%	-%	-%	25%	23%	-%	-%	-%	-%	6%	8%	7%	6%	6%
						abcdghij	abcdghij									
11	154	-	-	-	-	75	73	-	-	-	-	130	12	8	4	154
	6%	-%	-%	-%	-%	23%	23%	-%	-%	-%	-%	6%	6%	7%	5%	6%
						abcdghij	abcdghij									
12	159	-	-	-	-	-	-	77	74	-	-	136	10	7	6	159
	6%	-%	-%	-%	-%	-%	-%	24%	23%	-%	-%	6%	6%	6%	7%	6%
								abcdefij	abcdefij							

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 8

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
13	169	-	-	-	-	-	-	84	84	-	-	137	17	9	6	169
	7%	-%	-%	-%	-%	-%	-%	26%	26%	-%	-%	7%	9%	8%	7%	7%
								abcdefij	abcdefij							
14	169	-	-	-	-	-	-	84	84	-	-	143	12	10	5	169
	7%	-%	-%	-%	-%	-%	-%	26%	26%	-%	-%	7%	6%	8%	6%	7%
								abcdefij	abcdefij							
15	164	-	-	-	-	-	-	81	82	-	-	140	12	7	5	164
	7%	-%	-%	-%	-%	-%	-%	25%	25%	-%	-%	7%	6%	6%	7%	7%
								abcdefij	abcdefij							
16	164	-	-	-	-	-	-	-	-	82	82	139	13	7	4	164
	7%	-%	-%	-%	-%	-%	-%	-%	-%	52%	52%	7%	7%	6%	6%	7%
										abcdefgh	abcdefgh					
17	154	-	-	-	-	-	-	-	-	77	76	131	10	8	6	154
	6%	-%	-%	-%	-%	-%	-%	-%	-%	48%	48%	6%	5%	7%	7%	6%
										abcdefgh	abcdefgh					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 8

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
3	159 6%	138 6%	21 7%	38 5%	58 8%	29 6%	35 6%	96 7%	63 6%	159 6%	15 3%	133 7%	40 8%	45 6%	51 7%
4	169 7%	150 7%	19 7%	49 7%	41 6%	36 8%	39 7%	90 7%	75 7%	169 7%	30 6%	126 7%	45 8%	49 6%	45 7%
5	171 7%	164 7%	8 3%	50 7%	44 6%	25 5%	48 8%	95 7%	74 7%	171 7%	28 5%	128 7%	33 6%	54 7%	62 9%
6	174 7%	145 7%	29 10%	46 7%	52 8%	28 6%	45 8%	98 7%	74 7%	174 7%	32 6%	130 7%	47 9%	50 6%	49 7%
7	174 7%	150 7%	24 8%	49 7%	42 6%	28 6%	54 9%	92 7%	82 8%	174 7%	25 5%	143 8%	31 6%	57 7%	46 7%
8	174 7%	148 7%	26 9%	38 5%	36 5%	42 9%	58 10%	74 5%	100 9%	174 7%	50 9%	116 6%	48 9%	61 8%	28 4%
9	169 7%	141 6%	28 10%	38 6%	52 7%	35 7%	43 7%	90 6%	79 7%	169 7%	34 7%	128 7%	26 5%	70 9%	50 7%
10	157 6%	150 7%	7 2%	45 6%	49 7%	40 8%	23 4%	93 7%	63 6%	157 6%	32 6%	118 6%	35 7%	48 6%	44 6%
11	154 6%	141 6%	13 5%	47 7%	46 7%	23 5%	36 6%	92 7%	59 5%	154 6%	26 5%	120 7%	29 5%	47 6%	58 8%
12	159 6%	137 6%	22 8%	65 9%	30 4%	22 5%	42 7%	95 7%	64 6%	159 6%	42 8%	108 6%	29 5%	51 6%	43 6%
13	169 7%	155 7%	14 5%	51 7%	40 6%	35 7%	42 7%	91 7%	77 7%	169 7%	28 5%	136 7%	42 8%	53 7%	37 5%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 8

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
14	169 7%	149 7%	20 7%	43 6%	54 8%	33 7%	30 5%	98 7%	62 6%	169 7%	42 8%	112 6%	31 6%	53 7%	47 7%
15	164 7%	151 7%	13 5%	51 7%	56 8%	27 6%	25 4%	107 8%	52 5%	164 7%	47 9%	110 6%	27 5%	49 6%	59 8%
16	164 7%	141 6%	23 8%	46 7%	53 8%	32 7%	32 5%	100 7%	64 6%	164 7%	46 9%	113 6%	27 5%	69 9%	42 6%
17	154 6%	136 6%	18 6%	39 6%	35 5%	35 8%	43 7%	74 5%	79 7%	154 6%	46 9%	100 5%	41 8%	53 7%	36 5%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 8

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
3	159 6%	23 6%	88 7%	46 7%
4	169 7%	24 6%	88 7%	49 7%
5	171 7%	28 8%	95 7%	45 7%
6	174 7%	30 8%	97 7%	42 6%
7	174 7%	33 9%	87 6%	49 7%
8	174 7%	16 4%	88 7%	60 9%
9	169 7%	18 5%	103 8%	42 6%
10	157 6%	23 6%	81 6%	41 6%
11	154 6%	26 7%	78 6%	46 7%
12	159 6%	25 7%	85 6%	32 5%
13	169 7%	26 7%	108 8%	29 4%
14	169 7%	22 6%	112 8%	27 4%
15	164 7%	29 8%	78 6%	51 8%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 8

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
16	164 7%	24 7%	84 6%	51 8%
17	154 6%	27 7%	72 5%	51 8%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 9

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

GENDER OF CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Boy	1239	164	258	331	327	159	164	916	159	1239	-	100	594	509
	50%	50%	50%	51%	49%	50%	50%	50%	50%	100%	-%	50%	51%	49%
										b				
Girl	1219	164	258	314	325	158	164	897	158	-	1219	102	566	521
	49%	50%	50%	48%	49%	50%	50%	49%	50%	-%	100%	50%	48%	50%
										a				
Prefer not to say	22	*	3	9	9	1	*	21	1	-	-	-	9	9
	1%	*%	*%	1%	1%	*%	*%	1%	*%	-%	-%	-%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 9

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

GENDER OF CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Boy	1239	164	-	258	-	331	-	327	-	159	-	1048	94	58	38	1239
	50%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	50%	50%	49%	49%	50%
		bdfhj		bdfhj		bdfhj		bdfhj		bdfhj						
Girl	1219	-	164	-	258	-	314	-	325	-	158	1027	94	59	39	1219
	49%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	49%	50%	50%	50%	49%
			acegi		acegi		acegi		acegi		acegi					
Prefer not to say	22	-	-	-	-	-	-	-	-	-	-	20	1	1	1	22
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	1%	1%	1%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 9

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

GENDER OF CHILD

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Boy	1239	1106	133	359	358	214	297	717	510	1239	294	880	273	391	351
	50%	50%	47%	52%	52%	45%	50%	52%	48%	50%	56%	48%	51%	48%	50%
Girl	1219	1069	149	329	323	253	295	653	549	1219	230	919	257	414	340
	49%	49%	53%	47%	47%	54%	50%	47%	51%	49%	44%	50%	48%	51%	49%
Prefer not to say	22	22	1	6	8	4	3	14	8	22	*	21	3	5	7
	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 9

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

GENDER OF CHILD

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Boy	1239 50%	203 54%	652 49%	324 49%
Girl	1219 49%	166 44%	681 51%	334 50%
Prefer not to say	22 1%	4 1%	10 1%	5 1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 10

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
3 TO 4	328	328	-	-	-	-	328	-	-	164	164	202	117	-
	13%	100%	-%	-%	-%	-%	100%	-%	-%	13%	13%	100%	10%	-%
		bcde					bc					bc	c	
5 TO 7	519	-	519	-	-	-	-	519	-	258	258	-	519	-
	21%	-%	100%	-%	-%	-%	-%	28%	-%	21%	21%	-%	44%	-%
			acde				ac						ac	
8 TO 11	654	-	-	654	-	-	-	654	-	331	314	-	532	113
	26%	-%	-%	100%	-%	-%	-%	36%	-%	27%	26%	-%	46%	11%
				abde			ac						ac	a
12 TO 15	661	-	-	-	661	-	-	661	-	327	325	-	-	661
	27%	-%	-%	-%	100%	-%	-%	36%	-%	26%	27%	-%	-%	64%
					abce		ac							ab
16 TO 17	318	-	-	-	-	318	-	-	318	159	158	-	-	266
	13%	-%	-%	-%	-%	100%	-%	-%	100%	13%	13%	-%	-%	26%
						abcd			ab					ab

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 10

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
3 TO 4	328	164	164	-	-	-	-	-	-	-	-	278	24	15	10	328
	13%	100%	100%	-%	-%	-%	-%	-%	-%	-%	-%	13%	13%	13%	13%	13%
		cdefghij	cdefghij													
5 TO 7	519	-	-	258	258	-	-	-	-	-	-	437	41	25	16	519
	21%	-%	-%	100%	100%	-%	-%	-%	-%	-%	-%	21%	22%	21%	21%	21%
				abefghij	abefghij											
8 TO 11	654	-	-	-	-	331	314	-	-	-	-	554	49	30	20	654
	26%	-%	-%	-%	-%	100%	100%	-%	-%	-%	-%	26%	26%	26%	26%	26%
						abcdghij	abcdghij									
12 TO 15	661	-	-	-	-	-	-	327	325	-	-	556	52	32	21	661
	27%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	27%	27%	27%	27%	27%
								abcdefij	abcdefij							
16 TO 17	318	-	-	-	-	-	-	-	-	159	158	270	23	15	10	318
	13%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	13%	12%	13%	13%	13%
										abcdefgh	abcdefgh					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 10

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
3 TO 4	328 13%	288 13%	40 14%	87 13%	99 14%	64 14%	74 12%	186 13%	138 13%	328 13%	46 9%	259 14%	85 16%	94 12%	96 14%
5 TO 7	519 21%	459 21%	60 21%	145 21%	139 20%	82 17%	147 25%	284 21%	229 21%	519 21%	85 16%	401 22%	112 21%	162 20%	157 23%
8 TO 11	654 26%	579 26%	74 26%	167 24%	182 26%	140 30%	160 27%	349 25%	301 28%	654 26%	141 27%	482 26%	139 26%	226 28%	180 26%
12 TO 15	661 27%	593 27%	68 24%	210 30%	181 26%	117 25%	138 23%	391 28%	255 24%	661 27%	159 30%	466 26%	128 24%	207 26%	186 27%
16 TO 17	318 13%	277 13%	41 14%	85 12%	88 13%	68 14%	75 13%	173 13%	143 13%	318 13%	93 18%	213 12%	68 13%	122 15%	78 11%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 10

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
3 TO 4	328 13%	47 13%	176 13%	95 14%
5 TO 7	519 21%	91 24%	279 21%	137 21%
8 TO 11	654 26%	82 22%	350 26%	189 29%
12 TO 15	661 27%	102 27%	383 28%	139 21%
16 TO 17	318 13%	51 14%	156 12%	103 16%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 11

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1754 71%	142 43%	223 43%	450 69% ab	631 95% abc	308 97% abc	142 43%	1304 71% a	308 97% ab	878 71%	863 71%	90 44%	611 52%	999 96% ab
Tablet (like an iPad or Amazon Fire)	1521 61%	221 67% de	396 76% de	454 69% de	313 47%	137 43%	221 67% c	1163 63% c	137 43%	711 57%	794 65% a	134 66% c	851 73% c	511 49%
Games console or handheld games player	1137 46%	43 13%	184 35% a	380 58% ab	354 54% ab	177 56% ab	43 13%	918 50% a	177 56% a	730 59% b	402 33%	22 11%	529 45% a	553 53% ab
Laptop or netbook	932 38%	30 9%	112 22% a	234 36% ab	358 54% abc	198 62% abc	30 9%	704 38% a	198 62% ab	436 35%	484 40%	18 9%	287 25% a	599 58% ab
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	432 17%	33 10%	47 9%	91 14%	167 25% abc	94 30% abc	33 10%	306 17% a	94 30% ab	245 20%	182 15%	17 8%	141 12%	261 25% ab
Other type of device	84 3%	18 6% e	41 8% cde	12 2%	13 2%	1 *%	18 6% c	66 4% c	1 *%	45 4%	36 3%	12 6% c	57 5% c	16 2%
None of these/ Child does not go online	88 4%	52 16% bcde	23 4% de	12 2%	* *%	1 *%	52 16% bc	35 2%	1 *%	45 4%	43 4%	36 18% bc	47 4% c	* *%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 11

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
SUMMARY														
GOES ONLINE USING ANY TYPE OF DEVICE	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
	96%	84%	96%	98%	100%	100%	84%	98%	100%	96%	96%	82%	96%	100%
			a	a	ab	ab		a	a				a	ab
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1168	51	142	280	462	233	51	885	233	567	586	27	368	738
	47%	15%	27%	43%	70%	73%	15%	48%	73%	46%	48%	13%	32%	71%
			a	ab	abc	abc		a	ab				a	ab
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2360	266	491	633	654	315	266	1779	315	1184	1156	164	1103	1031
	95%	81%	95%	97%	99%	99%	81%	97%	99%	96%	95%	81%	94%	99%
			a	a	ab	ab		a	a				a	ab
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1224	226	354	361	199	85	226	914	85	627	590	139	753	302
	49%	69%	68%	55%	30%	27%	69%	50%	27%	51%	48%	69%	64%	29%
		cde	cde	de			bc	c				c	c	
ONLY GOES ONLINE USING A MOBILE PHONE	148	21	16	39	47	25	21	101	25	70	78	15	50	74
	6%	6%	3%	6%	7%	8%	6%	6%	8%	6%	6%	8%	4%	7%
						b								
ONLY GOES ONLINE USING A TABLET	297	95	128	64	9	2	95	201	2	115	179	59	220	13
	12%	29%	25%	10%	1%	*%	29%	11%	*%	9%	15%	29%	19%	1%
		cde	cde	de			bc	c			a	bc	c	

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 11

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1754	77	65	112	110	224	223	311	312	154	153	1474	139	87	54	1754
	71%	47%	40%	44%	43%	68%	71%	95%	96%	97%	97%	70%	74%	74%	69%	71%
						abcd	abcd	abcdef	abcdef	abcdef	abcdef					
Tablet (like an iPad or Amazon Fire)	1521	106	114	186	207	216	231	150	157	53	85	1266	134	72	48	1521
	61%	65%	70%	72%	80%	65%	74%	46%	48%	33%	54%	60%	71%	62%	62%	61%
		ghi	ghij	ghij	aeghij	ghi	ghij		i		i		acde			
Games console or handheld games player	1137	22	20	114	70	241	136	234	117	119	58	943	97	61	37	1137
	46%	14%	12%	44%	27%	73%	43%	72%	36%	75%	37%	45%	51%	52%	47%	46%
				abd	ab	abcdfhj	abd	abcdfhj	ab	abcdfhj	ab					
Laptop or netbook	932	12	18	71	41	100	131	156	195	97	100	776	72	56	27	932
	38%	7%	11%	28%	16%	30%	42%	48%	60%	61%	63%	37%	38%	48%	34%	38%
				ab		abd	abd	abcde	abcdef	abcdef	abcdefg			ade		
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	432	21	12	18	29	43	45	103	63	60	33	372	29	19	12	432
	17%	13%	7%	7%	11%	13%	14%	31%	19%	38%	21%	18%	15%	16%	15%	17%
								abcdef	bc	abcdefhj	bc					
Other type of device	84	12	7	19	19	5	7	9	3	-	1	75	3	4	2	84
	3%	7%	4%	7%	7%	2%	2%	3%	1%	-	*	4%	2%	3%	2%	3%
		ij		hij	ij					-	*					
None of these/ Child does not go online	88	28	24	14	9	4	9	*	-	-	1	76	5	3	3	88
	4%	17%	15%	5%	4%	1%	3%	*%	-	-	1%	4%	3%	3%	4%	4%
		cdefghij	cdefghij	ghi												

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
SUMMARY																
GOES ONLINE USING ANY TYPE OF DEVICE	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
	96%	83%	85%	95%	96%	99%	97%	100%	100%	100%	99%	96%	97%	97%	96%	96%
				ab	ab	ab	ab	abc	abc	abc	ab					
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1168	25	26	81	61	118	156	220	233	123	109	979	88	67	34	1168
	47%	15%	16%	31%	24%	36%	50%	67%	72%	77%	69%	47%	47%	57%	44%	47%
				ab		ab	abcd	abcdef	abcdef	abcdef	abcdef			abde		
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2360	131	135	243	245	326	301	327	318	157	157	1988	184	113	75	2360
	95%	80%	82%	94%	95%	99%	96%	100%	98%	99%	99%	95%	97%	96%	96%	95%
				ab	ab	ab	ab	abcd	ab	ab	abc					
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1224	111	114	164	188	209	149	107	91	36	49	1040	95	48	41	1224
	49%	68%	69%	63%	73%	63%	47%	33%	28%	23%	31%	50%	50%	41%	52%	49%
		efghij	efghij	efghij	efghij	ghij	hij					c	c		c	c
ONLY GOES ONLINE USING A MOBILE PHONE	148	10	12	8	7	24	15	20	27	7	18	130	8	5	5	148
	6%	6%	7%	3%	3%	7%	5%	6%	8%	5%	11%	6%	4%	4%	7%	6%
											cd					
ONLY GOES ONLINE USING A TABLET	297	38	57	40	88	32	28	4	5	-	2	251	23	13	10	297
	12%	23%	35%	16%	34%	10%	9%	1%	2%	-%	1%	12%	12%	11%	13%	12%
		efghij	cefg hij	ghij	cefg hij	ghij	ghij									

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	a	b	c	d	e	f	g	a	b	a	b	c
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1754	1572	182	511	498	319	407	1010	726	1754	408	1278	362	619	495
	71%	72%	64%	74%	72%	68%	68%	73%	68%	71%	78%	70%	68%	76%	71%
Tablet (like an iPad or Amazon Fire)	1521	1343	178	439	404	320	340	843	661	1521	319	1133	297	497	483
	61%	61%	63%	63%	59%	68%	57%	61%	62%	61%	61%	62%	56%	61%	69%
															a
Games console or handheld games player	1137	1010	127	304	317	214	293	622	507	1137	286	790	251	382	305
	46%	46%	45%	44%	46%	45%	49%	45%	48%	46%	55%	43%	47%	47%	44%
											b				
Laptop or netbook	932	829	103	329	265	164	161	594	325	932	218	687	176	302	310
	38%	38%	36%	47%	38%	35%	27%	43%	30%	38%	42%	38%	33%	37%	44%
				cdfg	d			df		df					a
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	432	390	42	160	132	70	68	292	138	432	116	289	83	141	146
	17%	18%	15%	23%	19%	15%	11%	21%	13%	17%	22%	16%	16%	17%	21%
				dfg				df							
Other type of device	84	74	10	36	26	11	11	61	21	84	19	63	11	23	36
	3%	3%	4%	5%	4%	2%	2%	4%	2%	3%	4%	3%	2%	3%	5%
				f											

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 11

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QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	a	b	c	d	e	f	g	a	b	a	b	c
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
None of these/ Child does not go online	88	78	10	24	24	11	26	48	37	88	9	61	20	21	21
	4%	4%	4%	3%	3%	2%	4%	3%	3%	4%	2%	3%	4%	3%	3%
SUMMARY															
GOES ONLINE USING ANY TYPE OF DEVICE	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
	96%	96%	96%	97%	97%	98%	96%	97%	97%	96%	98%	97%	96%	97%	97%
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1168	1034	134	405	350	197	204	755	401	1168	262	864	226	382	378
	47%	47%	47%	58%	51%	42%	34%	55%	38%	47%	50%	47%	43%	47%	54%
				cd	df			cd	fg	df					a
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2360	2089	270	664	656	453	560	1320	1013	2360	510	1735	499	781	671
	95%	95%	96%	96%	95%	96%	94%	95%	95%	95%	97%	95%	94%	96%	96%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1224	1085	139	265	316	263	366	581	628	1224	254	895	286	406	298
	49%	49%	49%	38%	46%	56%	61%	42%	59%	49%	48%	49%	54%	50%	43%
				ae	abeg			abeg	abeg	ae			c		
ONLY GOES ONLINE USING A MOBILE PHONE	148	136	12	34	38	21	54	72	75	148	31	108	40	58	27
	6%	6%	4%	5%	6%	4%	9%	5%	7%	6%	6%	6%	7%	7%	4%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
ONLY GOES ONLINE USING A TABLET	297 12%	248 11%	49 17%	68 10%	77 11%	84 18%	61 10%	145 10%	145 14%	297 12%	45 9%	230 13%	58 11%	88 11%	83 12%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 11

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1754	282	940	469
	71%	76%	70%	71%
Tablet (like an iPad or Amazon Fire)	1521	212	872	390
	61%	57%	65%	59%
Games console or handheld games player	1137	156	598	342
	46%	42%	45%	52%
Laptop or netbook	932	186	507	205
	38%	50%	38%	31%
		bc		
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	432	92	238	91
	17%	25%	18%	14%
		c		
Other type of device	84	13	61	8
	3%	3%	5%	1%
			c	
None of these/ Child does not go online	88	12	46	16
	4%	3%	3%	2%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 11

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
SUMMARY				
GOES ONLINE USING ANY TYPE OF DEVICE	2392	361	1297	646
	96%	97%	97%	98%
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1168	227	640	263
	47%	61%	48%	40%
		bc		
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2360	354	1285	636
	95%	95%	96%	96%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1224	134	656	383
	49%	36%	49%	58%
			a	ab
ONLY GOES ONLINE USING A MOBILE PHONE	148	29	71	41
	6%	8%	5%	6%
ONLY GOES ONLINE USING A TABLET	297	24	190	72
	12%	6%	14%	11%
			a	

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 12

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	259	249	170	166	172	123	126	130	127	129	128	127	135	219	220
Effective Weighted Sample	1259	129	131	88	91	91	64	67	66	68	70	64	67	74	196	197
Total	2480	159	169	171	174	174	174	169	157	154	159	169	169	164	164	154
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1754 71%	68 43%	73 43%	65 38%	73 42%	85 49%	96 55%	98 58%	117 75%	139 90%	146 92%	166 98%	156 93%	163 99%	161 98%	147 95%
								abcde	abcdefg	abcdefgh	abcdefgh	abcdefgh	abcdefgh	abcdefgh	abcdefgh	abcdefgh
Tablet (like an iPad or Amazon Fire)	1521 61%	103 65%	117 70%	139 81%	118 68%	140 80%	112 65%	136 80%	105 67%	100 65%	99 63%	70 41%	72 42%	72 44%	77 47%	60 39%
		klmno	klmno	jklmno	klmno	klmno	ko	klmno	klmno	klo	o					
Games console or handheld games player	1137 46%	14 9%	29 17%	43 25%	69 40%	72 42%	92 53%	101 60%	109 70%	78 50%	69 44%	78 46%	103 61%	102 62%	98 60%	79 51%
				a	ab	ab	abc	abc	abcdejko	abc	ab	abc	abcd	abcde	abcde	abc
Laptop or netbook	932 38%	11 7%	19 11%	25 15%	39 23%	48 28%	45 26%	44 26%	60 38%	85 55%	82 52%	90 53%	92 55%	94 57%	97 59%	101 65%
				a	ab	ab	ab	abc	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg	abcdefgh	abcdefgh
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	432 17%	14 9%	19 11%	8 5%	25 14%	14 8%	12 7%	16 10%	41 26%	22 14%	25 16%	43 25%	49 29%	51 31%	46 28%	48 31%
									abcef			acef	abcefg	abcdefg	abcdefg	abcdefgi
Other type of device	84 3%	7 4%	12 7%	16 9%	17 10%	7 4%	5 3%	* 3%	3 2%	4 3%	4 3%	6 3%	1 1%	2 1%	1 1%	- -%
			no	no	no											
None of these/ Child does not go online	88 4%	30 19%	22 13%	11 6%	6 3%	6 3%	8 5%	* 5%	- -%	3 2%	* 1%	- -%	- -%	- -%	- -%	1 1%
		cdefghijklmno	ghijklmno	no												

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 12

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP1. Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube or TikTok, to play games online, for social media, or to do school or homework. Does your child use any of these to go online at home or somewhere else? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	259	249	170	166	172	123	126	130	127	129	128	127	135	219	220
Effective Weighted Sample	1259	129	131	88	91	91	64	67	66	68	70	64	67	74	196	197
Total	2480	159	169	171	174	174	174	169	157	154	159	169	169	164	164	154
SUMMARY																
GOES ONLINE USING ANY TYPE OF DEVICE	2392	129	147	161	168	168	166	169	157	151	159	169	169	164	164	153
	96%	81%	87%	94%	97%	97%	95%	100%	100%	98%	100%	100%	100%	100%	100%	99%
			a	a	a	a	ab	ab	a	ab	ab	ab	ab	ab	abc	abc
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1168	18	33	28	55	59	55	54	77	94	94	122	126	119	117	115
	47%	11%	19%	17%	31%	34%	31%	32%	49%	61%	59%	72%	75%	73%	72%	75%
				a	ac	a	a	abc	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2360	127	138	159	168	164	161	169	153	151	159	169	163	164	164	151
	95%	80%	82%	93%	97%	94%	93%	100%	98%	98%	100%	100%	96%	100%	100%	98%
				ab	ab	ab	ab	ab	ab	ab	ab	ab	ab	ab	abce	ab
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1224	112	114	132	113	109	111	114	79	57	65	47	43	45	47	38
	49%	70%	67%	77%	65%	63%	64%	68%	51%	37%	41%	28%	25%	27%	28%	25%
		hijklmno	ijklmno	hijklmno	ijklmno	ijklmno	ijklmno	ijklmno	klmno							
ONLY GOES ONLINE USING A MOBILE PHONE	148	13	9	4	5	6	14	6	9	10	11	14	12	10	9	16
	6%	8%	5%	2%	3%	4%	8%	4%	5%	6%	7%	8%	7%	6%	5%	11%
ONLY GOES ONLINE USING A TABLET	297	50	45	58	41	30	22	30	6	7	8	*	*	*	-	2
	12%	32%	26%	34%	23%	17%	13%	18%	4%	4%	5%	*%	*%	*%	-%	1%
		fhijklmno	hijklmno	fhijklmno	hijklmno	hklmno	klmno	hklmno			n					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 13

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3F. Does your child have their own mobile phone of any type? If so - is it a smartphone (SMARTPHONE DEFINITION PROVIDED)? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Yes – it's a smartphone	1530	83	123	384	629	312	83	1136	312	744	776	51	425	1001
	62%	25%	24%	59%	95%	98%	25%	62%	98%	60%	64%	25%	36%	96%
				ab	abc	abc		a	ab				a	ab
Yes – but it's not a smartphone	35	5	9	12	4	4	5	26	4	20	15	3	23	6
	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%
No – my child does not have a mobile phone	908	240	383	254	28	2	240	666	2	472	424	148	717	32
	37%	73%	74%	39%	4%	1%	73%	36%	1%	38%	35%	73%	61%	3%
		cde	cde	de	e		bc	c				bc	c	
Don't know	7	-	3	3	-	1	-	6	1	3	4	-	3	-
	*%	-%	1%	1%	-%	*%	-%	*%	*%	*%	*%	-%	*%	-%
SUMMARY														
CHILD HAS THEIR OWN MOBILE PHONE	1565	88	133	396	633	315	88	1162	315	764	790	55	448	1007
	63%	27%	26%	61%	96%	99%	27%	63%	99%	62%	65%	27%	38%	97%
				ab	abc	abcd		a	ab				a	ab

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 13

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3F. Does your child have their own mobile phone of any type? If so - is it a smartphone (SMARTPHONE DEFINITION PROVIDED)? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Yes – it's a smartphone	1530	37	46	64	59	180	203	305	315	157	153	1286	121	77	46	1530
	62%	23%	28%	25%	23%	55%	65%	93%	97%	99%	97%	61%	64%	66%	59%	62%
						abcd	abcd	abcdef	abcdef	abcdef	abcdef					
Yes – but it's not a smartphone	35	1	3	3	6	12	1	3	1	1	3	27	3	3	2	35
	1%	1%	2%	1%	2%	4%	*%	1%	*%	1%	2%	1%	2%	2%	2%	1%
No – my child does not have a mobile phone	908	125	115	191	190	136	110	19	9	1	1	776	64	38	30	908
	37%	76%	70%	74%	74%	41%	35%	6%	3%	1%	1%	37%	34%	32%	39%	37%
		efghij	efghij	efghij	efghij	ghij	ghij	i								
Don't know	7	-	-	-	3	3	*	-	-	-	1	7	*	-	*	7
	*%	-%	-%	-%	1%	1%	*%	-%	-%	-%	1%	*%	*%	-%	*%	*%
SUMMARY																
CHILD HAS THEIR OWN MOBILE PHONE	1565	39	49	67	65	192	204	308	316	158	156	1313	124	80	48	1565
	63%	24%	30%	26%	25%	58%	65%	94%	97%	99%	99%	63%	66%	68%	61%	63%
						abcd	abcd	abcdef	abcdef	abcdefg	abcdef					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 13

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3F. Does your child have their own mobile phone of any type? If so - is it a smartphone (SMARTPHONE DEFINITION PROVIDED)? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Yes – it's a smartphone	1530	1374	156	442	428	298	346	870	644	1530	360	1103	328	552	421
	62%	63%	55%	64%	62%	63%	58%	63%	60%	62%	69%	61%	62%	68%	60%
Yes – but it's not a smartphone	35	34	*	12	10	8	5	21	13	35	11	22	11	15	5
	1%	2%	*%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%
No – my child does not have a mobile phone	908	781	126	241	252	164	244	493	408	908	153	695	193	243	271
	37%	36%	45%	35%	37%	35%	41%	36%	38%	37%	29%	38%	36%	30%	39%
												a			b
Don't know	7	7	-	-	-	2	-	-	2	7	-	*	*	-	-
	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	*%	*%	-%	-%
SUMMARY															
CHILD HAS THEIR OWN MOBILE PHONE	1565	1409	156	454	437	306	351	891	657	1565	371	1125	339	567	426
	63%	64%	55%	65%	63%	65%	59%	64%	62%	63%	71%	62%	64%	70%	61%
											b			c	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 13

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3F. Does your child have their own mobile phone of any type? If so - is it a smartphone (SMARTPHONE DEFINITION PROVIDED)? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Yes – it's a smartphone	1530 62%	249 67%	821 61%	401 61%
Yes – but it's not a smartphone	35 1%	3 1%	26 2%	6 1%
No – my child does not have a mobile phone	908 37%	122 33%	492 37%	255 39%
Don't know	7 *%	- -%	3 *%	* *%
SUMMARY				
CHILD HAS THEIR OWN MOBILE PHONE	1565 63%	252 67%	847 63%	406 61%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 15

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3F. Does your child have their own mobile phone of any type? If so - is it a smartphone (SMARTPHONE DEFINITION PROVIDED)? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	259	249	170	166	172	123	126	130	127	129	128	127	135	219	220
Effective Weighted Sample	1259	129	131	88	91	91	64	67	66	68	70	64	67	74	196	197
Total	2480	159	169	171	174	174	174	169	157	154	159	169	169	164	164	154
Yes – it's a smartphone	1530	40	43	33	42	49	60	78	111	134	141	162	165	161	162	150
	62%	25%	26%	19%	24%	28%	34%	46%	71%	87%	89%	96%	98%	98%	99%	97%
							abcd	abcdefg	abcdefg	abcdefg	abcdefgh	abcdefgh	abcdefgh	abcdefgh	abcdefghij	abcdefghi
Yes – but it's not a smartphone	35	3	2	3	6	1	8	1	3	*	3	1	-	*	1	3
	1%	2%	1%	2%	3%	1%	5%	1%	2%	*%	2%	*%	-%	*%	1%	2%
No – my child does not have a mobile phone	908	116	124	133	127	124	105	90	43	16	15	6	4	3	1	1
	37%	73%	74%	78%	73%	71%	61%	53%	27%	10%	9%	4%	2%	2%	*%	1%
		ghijklmno	ghijklmno	ghijklmno	hijklmno	hijklmno	hijklmno	hijklmno	jklmno	no	no					
Don't know	7	-	-	3	-	-	*	-	-	3	-	-	-	-	-	1
	*%	-%	-%	2%	-%	-%	*%	-%	-%	2%	-%	-%	-%	-%	-%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 16

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP2. Does your child use a smart speaker which can respond to voice commands like ‘Alexa’ or ‘Hey Google’? Popular brands include Amazon Echo, Google Nest and Apple HomePod mini. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Yes	1470	149	308	428	395	189	149	1132	189	720	740	82	725	628
	59%	45%	59%	66%	60%	60%	45%	62%	60%	58%	61%	41%	62%	60%
			a	a	a	a		a	a				a	a
No	979	177	211	218	257	117	177	686	117	505	461	120	438	395
	39%	54%	41%	33%	39%	37%	54%	37%	37%	41%	38%	59%	37%	38%
		bcd					bc					bc		
Don't know	31	3	1	7	9	12	3	16	12	13	18	*	5	16
	1%	1%	*%	1%	1%	4%	1%	1%	4%	1%	1%	*%	*%	2%
						ab			ab					

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 16

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP2. Does your child use a smart speaker which can respond to voice commands like ‘Alexa’ or ‘Hey Google’? Popular brands include Amazon Echo, Google Nest and Apple HomePod mini. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Yes	1470	77	71	157	151	213	213	184	205	89	100	1231	116	77	46	1470
	59%	47%	43%	61%	58%	64%	68%	56%	63%	56%	63%	59%	61%	65%	59%	59%
				b		ab	ab		ab		ab					
No	979	86	91	101	107	115	97	141	114	63	52	838	71	39	31	979
	39%	52%	56%	39%	41%	35%	31%	43%	35%	40%	33%	40%	37%	33%	40%	39%
		efhj	cefnij													
Don't know	31	1	2	*	*	3	4	3	6	7	6	26	3	2	1	31
	1%	1%	1%	*%	*%	1%	1%	1%	2%	4%	4%	1%	1%	1%	2%	1%
										c						

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 16

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP2. Does your child use a smart speaker which can respond to voice commands like ‘Alexa’ or ‘Hey Google’? Popular brands include Amazon Echo, Google Nest and Apple HomePod mini. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Yes	1470 59%	1312 60%	158 56%	429 62%	436 63%	275 58%	316 53%	864 62% d	591 55%	1470 59%	356 68% b	1046 57%	295 55%	529 65%	443 63%
No	979 39%	856 39%	124 44%	257 37%	251 36%	190 40%	269 45%	508 37%	459 43%	979 39%	165 31%	763 42% a	227 43%	276 34%	254 36%
Don't know	31 1%	30 1%	1 *%	9 1%	3 *%	6 1%	10 2%	12 1%	16 1%	31 1%	3 1%	11 1%	10 2%	5 1%	1 *%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 16

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP2. Does your child use a smart speaker which can respond to voice commands like ‘Alexa’ or ‘Hey Google’? Popular brands include Amazon Echo, Google Nest and Apple HomePod mini. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Yes	1470	232	798	396
	59%	62%	59%	60%
No	979	139	535	258
	39%	37%	40%	39%
Don't know	31	2	11	8
	1%	1%	1%	1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 17

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Yes	2420	318	494	641	655	311	318	1791	311	1209	1191	196	1130	1032
	98%	97%	95%	98%	99%	98%	97%	98%	98%	98%	98%	97%	97%	99%
					b									b
No	53	10	23	9	6	4	10	39	4	27	23	7	36	7
	2%	3%	5%	1%	1%	1%	3%	2%	1%	2%	2%	3%	3%	1%
			d										c	
Don't know	7	-	2	3	-	3	-	5	3	3	4	-	2	-
	*%	-%	*%	*%	-%	1%	-%	*%	1%	*%	*%	-%	*%	-%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 17

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Yes	2420	160	157	244	247	322	313	324	322	158	152	2042	185	116	77	2420
	98%	98%	96%	95%	96%	98%	100%	99%	99%	99%	96%	97%	98%	99%	98%	98%
No	53	3	7	14	10	5	1	3	3	1	3	48	3	2	1	53
	2%	2%	4%	5%	4%	2%	*%	1%	1%	1%	2%	2%	2%	1%	1%	2%
Don't know	7	-	-	*	2	3	-	-	-	-	3	6	1	-	*	7
	*%	-%	-%	*%	1%	1%	-%	-%	-%	-%	2%	*%	*%	-%	*%	*%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 17

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Yes	2420	2140	280	689	666	458	580	1355	1038	2420	511	1786	520	796	685
	98%	97%	99%	99%	97%	97%	97%	98%	97%	98%	98%	98%	98%	98%	98%
No	53	51	2	4	23	11	15	27	26	53	13	32	12	13	10
	2%	2%	1%	1%	3% a	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Don't know	7	6	1	2	-	2	1	2	3	7	*	3	*	1	2
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 17

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Yes	2420	373	1318	637
	98%	100%	98%	96%
		c		
No	53	*	24	22
	2%	*%	2%	3%
				a
Don't know	7	-	1	3
	*%	-%	*%	*%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 18

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A/B. Does your child go online at home using a mobile network connection – so 3G, 4G or 5G? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
HAVE BROADBAND AT HOME	2420	318	494	641	655	311	318	1791	311	1209	1191	196	1130	1032
	98%	97%	95%	98%	99%	98%	97%	98%	98%	98%	98%	97%	97%	99%
				b										b
Yes	27	4	12	6	3	3	4	20	3	12	12	3	18	4
	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	*%
No	25	6	12	4	3	-	6	19	-	14	10	4	18	3
	1%	2%	2%	1%	*%	-%	2%	1%	-%	1%	1%	2%	2%	*%
			e											
Don't know	8	*	2	3	-	4	*	5	4	3	5	*	2	-
	*%	*%	*%	*%	-%	1%	*%	*%	1%	*%	*%	*%	*%	-%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 18

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A/B. Does your child go online at home using a mobile network connection – so 3G, 4G or 5G? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
HAVE BROADBAND AT HOME	2420	160	157	244	247	322	313	324	322	158	152	2042	185	116	77	2420
	98%	98%	96%	95%	96%	98%	100%	99%	99%	99%	96%	97%	98%	99%	98%	98%
Yes	27	*	4	9	3	2	*	*	3	1	2	23	2	1	*	27
	1%	*%	2%	3%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%
No	25	3	3	5	7	3	1	3	*	-	-	23	1	-	1	25
	1%	2%	2%	2%	3%	1%	*%	1%	*%	-%	-%	1%	*%	-%	1%	1%
Don't know	8	-	*	*	2	3	-	-	-	-	4	7	1	*	*	8
	*%	-%	*%	*%	1%	1%	-%	-%	-%	-%	2%	*%	*%	*%	*%	*%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 18

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A/B. Does your child go online at home using a mobile network connection – so 3G, 4G or 5G? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
HAVE BROADBAND AT HOME	2420	2140	280	689	666	458	580	1355	1038	2420	511	1786	520	796	685
	98%	97%	99%	99%	97%	97%	97%	98%	97%	98%	98%	98%	98%	98%	98%
Yes	27	26	1	3	9	4	12	11	16	27	11	15	10	9	2
	1%	1%	*%	*%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	*%
No	25	24	*	1	14	7	3	15	10	25	1	16	2	5	8
	1%	1%	*%	*%	2%	2%	*%	1%	1%	1%	*%	1%	*%	1%	1%
Don't know	8	7	1	2	1	2	1	3	3	8	1	3	*	1	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 18

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A/B. Does your child go online at home using a mobile network connection – so 3G, 4G or 5G? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
HAVE BROADBAND AT HOME	2420	373	1318	637
	98%	100%	98%	96%
		c		
Yes	27	-	10	14
	1%	-%	1%	2%
No	25	*	14	7
	1%	*%	1%	1%
Don't know	8	-	1	4
	*%	-%	*%	1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 19

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast , anything recorded from the TV to view later, or any use of catch-up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
A television set	2105	267	432	579	562	266	267	1572	266	1025	1066	166	998	893
	85%	81%	83%	89%	85%	83%	81%	86%	83%	83%	87%	82%	85%	86%
A tablet (like an iPad or Amazon Fire)	1241	203	341	355	242	100	203	938	100	583	648	122	706	392
	50%	62%	66%	54%	37%	31%	62%	51%	31%	47%	53%	60%	60%	38%
		de	cde	de			bc	c				c	c	
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1101	120	147	269	370	195	120	785	195	544	552	80	396	588
	44%	37%	28%	41%	56%	61%	37%	43%	61%	44%	45%	40%	34%	57%
			b	abc	abc				ab					ab
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	669	32	97	197	232	111	32	526	111	448	220	19	279	351
	27%	10%	19%	30%	35%	35%	10%	29%	35%	36%	18%	9%	24%	34%
			a	ab	ab	ab		a	a	b			a	ab
A desktop computer/ laptop/ netbook	450	34	35	91	184	105	34	311	105	220	225	21	123	291
	18%	10%	7%	14%	28%	33%	10%	17%	33%	18%	18%	11%	10%	28%
				b	abc	abc			ab					ab
Other type of device	49	7	8	10	18	6	7	36	6	27	22	5	17	24
	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%
None of these/ Child does not watch TV programmes or films	83	17	19	12	22	13	17	53	13	43	34	11	34	32
	3%	5%	4%	2%	3%	4%	5%	3%	4%	3%	3%	5%	3%	3%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 19

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast , anything recorded from the TV to view later, or any use of catch-up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Don't know	11	-	2	3	2	4	-	7	4	7	4	-	2	4
	%	-%	%	%	%	1%	-%	%	1%	1%	%	-%	%	%
SUMMARY														
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2386	311	498	639	638	301	311	1774	301	1189	1182	192	1132	1003
	96%	95%	96%	98%	96%	95%	95%	97%	95%	96%	97%	95%	97%	96%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1941	254	411	500	526	251	254	1436	251	952	977	154	912	826
	78%	77%	79%	76%	80%	79%	77%	78%	79%	77%	80%	76%	78%	79%
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	281	44	66	60	76	35	44	202	35	164	116	25	134	110
	11%	13%	13%	9%	11%	11%	13%	11%	11%	13%	10%	13%	11%	11%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 19

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast , anything recorded from the TV to view later, or any use of catch-up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
A television set	2105	128	139	205	225	281	294	280	273	131	134	1786	155	99	65	2105
	85%	78%	85%	79%	87%	85%	94% aci	86%	84%	82%	85%	85%	82%	84%	84%	85%
A tablet (like an iPad or Amazon Fire)	1241	98	105	162	177	171	181	112	126	40	60	1033	108	59	40	1241
	50%	60%	64%	63%	68%	52%	58%	34%	39%	25%	38%	49%	57%	51%	51%	50%
		ghij	ghij	ghij	eghij	gi	ghij				i		a			
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1101	63	57	82	64	127	139	175	194	97	98	919	90	59	33	1101
	44%	39%	35%	32%	25%	38%	44%	54%	60%	61%	62%	44%	47%	51%	42%	44%
							d	bcd	abcde	abcdef	abcdef					
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	669	14	18	60	37	152	44	151	80	71	40	549	63	37	20	669
	27%	8%	11%	23%	14%	46%	14%	46%	25%	45%	25%	26%	33%	31%	26%	27%
				ab		abcdfhj		abcdfhj	ab	abcdfhj	ab		a			
A desktop computer/ laptop/ netbook	450	19	15	18	17	47	44	85	96	51	53	381	30	25	14	450
	18%	12%	9%	7%	7%	14%	14%	26%	29%	32%	33%	18%	16%	22%	18%	18%
								abcd	abcdef	abcdef	abcdef					
Other type of device	49	3	4	2	7	5	4	11	7	5	1	43	2	2	1	49
	2%	2%	2%	1%	3%	2%	1%	3%	2%	3%	1%	2%	1%	2%	1%	2%
None of these/ Child does not watch TV programmes or films	83	9	8	14	5	5	-	5	16	9	4	65	10	4	3	83
	3%	6%	5%	5%	2%	2%	-%	2%	5%	6%	3%	3%	5%	3%	4%	3%
		f		f					f	f						

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 19

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast , anything recorded from the TV to view later, or any use of catch-up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Don't know	11	-	-	2	-	3	-	*	1	2	2	8	1	1	*	11
	0.4%	-	-	0.8%	-	1.2%	-	0.4%	0.3%	0.8%	0.8%	0.4%	0.5%	0.4%	0.4%	0.4%
SUMMARY																
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2386	155	156	243	253	322	314	321	307	149	151	2021	178	113	75	2386
	96%	94%	95%	94%	98%	98%	100%	98%	95%	93%	96%	96%	94%	96%	96%	96%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1941	129	124	196	212	250	247	252	269	125	126	1634	152	95	60	1941
	78%	79%	76%	76%	82%	76%	79%	77%	83%	78%	79%	78%	80%	81%	78%	78%
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	281	27	17	38	28	41	19	41	35	17	17	236	23	13	9	281
	11%	16%	10%	15%	11%	12%	6%	13%	11%	11%	11%	11%	12%	11%	12%	11%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 19

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QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast , anything recorded from the TV to view later, or any use of catch-up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	a	b	c	d	e	f	g	a	b	a	b	c
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
A television set	2105 85%	1849 84%	256 91%	617 89% df	604 88% d	394 84%	471 79%	1221 88% df	865 81%	2105 85%	427 81%	1579 87%	416 78%	711 88% a	635 91% a
A tablet (like an iPad or Amazon Fire)	1241 50%	1092 50%	148 52%	360 52%	349 51%	241 51%	277 47%	709 51%	518 49%	1241 50%	267 51%	919 50%	232 44%	430 53%	403 58% a
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1101 44%	990 45%	110 39%	335 48%	327 47%	189 40%	238 40%	662 48% f	427 40%	1101 44%	280 53% b	775 43%	231 43%	375 46%	335 48%
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	669 27%	610 28%	60 21%	159 23%	180 26%	137 29%	183 31%	339 24%	320 30%	669 27%	198 38% b	438 24%	163 31% c	238 29% c	141 20%
A desktop computer/ laptop/ netbook	450 18%	411 19%	39 14%	172 25% cdfg	121 18%	72 15%	76 13%	293 21% df	147 14%	450 18%	95 18%	327 18%	86 16%	148 18%	129 19%
Other type of device	49 2%	45 2%	3 1%	15 2%	18 3%	11 2%	5 1%	33 2%	16 1%	49 2%	17 3%	29 2%	8 1%	19 2%	13 2%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 19

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast , anything recorded from the TV to view later, or any use of catch-up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	a	b	c	d	e	f	g	a	b	a	b	c
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
None of these/ Child does not watch TV programmes or films	83 3%	72 3%	11 4%	9 1%	21 3%	17 4%	34 6%	30 2%	51 5%	83 3%	23 4%	55 3%	33 6%	22 3%	6 1%
Don't know	11 *%	9 *%	1 *%	* *%	4 1%	1 *%	2 *%	4 *%	3 *%	11 *%	1 *%	3 *%	2 *%	1 *%	- -%
SUMMARY															
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2386 96%	2116 96%	270 95%	685 99% dfg	664 96%	453 96%	559 94%	1349 98% d	1012 95%	2386 96%	500 95%	1763 97%	497 93%	787 97%	691 99% a
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1941 78%	1722 78%	219 78%	558 80%	558 81%	372 79%	431 72%	1116 81% d	804 75%	1941 78%	433 83%	1418 78%	417 78%	640 79%	576 83%
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	281 11%	268 12% b	14 5%	68 10%	60 9%	59 13%	88 15%	128 9%	147 14%	281 11%	74 14%	183 10%	81 15% c	77 9%	56 8%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast , anything recorded from the TV to view later, or any use of catch-up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
A television set	2105	305	1192	548
	85%	82%	89%	83%
			ac	
A tablet (like an iPad or Amazon Fire)	1241	177	707	324
	50%	47%	53%	49%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1101	180	596	285
	44%	48%	44%	43%
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	669	85	344	219
	27%	23%	26%	33%
				a
A desktop computer/ laptop/ netbook	450	100	213	104
	18%	27%	16%	16%
		bc		
Other type of device	49	4	28	12
	2%	1%	2%	2%
None of these/ Child does not watch TV programmes or films	83	12	26	32
	3%	3%	2%	5%
Don't know	11	*	2	2
	0.4%	0.4%	0.4%	0.4%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 19

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast , anything recorded from the TV to view later, or any use of catch-up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
SUMMARY				
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2386	361	1315	628
	96%	97%	98%	95%
			c	
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1941	302	1052	518
	78%	81%	78%	78%
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	281	56	122	79
	11%	15%	9%	12%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 20

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP6. Which, if any, of these ways does your child ever watch TV programmes and films? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1911	225	417	493	531	244	225	1442	244	917	982	136	904	831
	77%	69%	80%	75%	80%	77%	69%	79%	77%	74%	81%	67%	77%	80%
			a		a			a			a		a	a
On other websites or apps like YouTube or Vimeo	1229	172	244	321	328	163	172	894	163	622	601	95	578	530
	50%	52%	47%	49%	50%	51%	52%	49%	51%	50%	49%	47%	49%	51%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1195	149	235	300	339	171	149	874	171	562	625	99	525	548
	48%	45%	45%	46%	51%	54%	45%	48%	54%	45%	51%	49%	45%	53%
As they are broadcast on scheduled TV	987	130	209	259	264	125	130	732	125	494	486	94	450	428
	40%	40%	40%	40%	40%	39%	40%	40%	39%	40%	40%	47%	39%	41%
TV that has been recorded by someone in the household	626	73	134	167	177	75	73	477	75	335	288	44	314	259
	25%	22%	26%	25%	27%	24%	22%	26%	24%	27%	24%	22%	27%	25%
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	322	28	54	97	103	40	28	254	40	159	162	18	147	154
	13%	9%	10%	15%	16%	13%	9%	14%	13%	13%	13%	9%	13%	15%
Blu rays/ DVDs/ videos	291	27	73	79	85	27	27	237	27	153	135	19	147	121
	12%	8%	14%	12%	13%	8%	8%	13%	8%	12%	11%	9%	13%	12%
None of these	60	15	12	14	4	14	15	30	14	30	22	9	29	13
	2%	5%	2%	2%	1%	5%	5%	2%	5%	2%	2%	4%	2%	1%
			d			d	b		b					

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 20

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QP6. Which, if any, of these ways does your child ever watch TV programmes and films? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Don't know	16	-	2	3	4	6	-	10	6	8	8	-	2	4
	1%	-%	*%	*%	1%	2%	-%	1%	2%	1%	1%	-%	*%	*%
SUMMARY														
WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2404	313	504	637	652	298	313	1794	298	1201	1188	194	1137	1023
	97%	95%	97%	97%	99%	94%	95%	98%	94%	97%	97%	96%	97%	98%
					e			c						

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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QP6. Which, if any, of these ways does your child ever watch TV programmes and films? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1911	103	122	199	215	245	248	251	271	118	126	1606	156	90	59	1911
	77%	63%	74%	77%	83%	74%	79%	77%	83%	74%	80%	77%	82%	76%	76%	77%
					a		a		a		a					
On other websites or apps like YouTube or Vimeo	1229	89	83	109	132	159	159	179	149	86	77	1029	100	62	38	1229
	50%	54%	50%	42%	51%	48%	51%	55%	46%	54%	49%	49%	53%	53%	49%	50%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1195	74	74	115	117	142	158	154	181	77	94	1019	81	59	36	1195
	48%	45%	45%	45%	45%	43%	51%	47%	56%	49%	60%	49%	43%	50%	46%	48%
											ce					
As they are broadcast on scheduled TV	987	68	62	103	104	114	145	144	116	65	60	838	71	48	31	987
	40%	42%	38%	40%	40%	35%	46%	44%	36%	41%	38%	40%	37%	41%	39%	40%
TV that has been recorded by someone in the household	626	39	33	72	62	89	78	103	72	32	43	530	51	29	15	626
	25%	24%	20%	28%	24%	27%	25%	32%	22%	20%	27%	25%	27%	25%	19%	25%
													d			
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	322	13	16	28	25	37	60	60	42	21	19	264	31	18	10	322
	13%	8%	10%	11%	10%	11%	19%	18%	13%	13%	12%	13%	16%	15%	13%	13%
							a									
Blu rays/ DVDs/ videos	291	18	9	26	48	47	29	51	34	12	15	240	26	18	8	291
	12%	11%	6%	10%	18%	14%	9%	16%	10%	7%	9%	11%	14%	15%	10%	12%
					bi			b								

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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QP6. Which, if any, of these ways does your child ever watch TV programmes and films? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
None of these	60	9	7	4	8	7	-	1	3	9	4	46	8	3	3	60
	2%	5%	4%	2%	3%	2%	-%	*%	1%	6%	3%	2%	4%	3%	4%	2%
		f								fg						
Don't know	16	-	-	2	-	3	*	*	4	2	4	13	1	1	*	16
	1%	-%	-%	1%	-%	1%	*%	*%	1%	1%	2%	1%	1%	1%	*%	1%
SUMMARY																
WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2404	155	157	252	250	321	313	325	318	148	150	2036	180	113	75	2404
	97%	95%	96%	97%	97%	97%	100%	100%	98%	93%	95%	97%	95%	96%	96%	97%
							ij	ij								

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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QP6. Which, if any, of these ways does your child ever watch TV programmes and films? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1911	1704	207	566	550	347	426	1116	773	1911	411	1419	365	634	604
	77%	78%	73%	82% df	80%	74%	72%	81% df	72%	77%	78%	78%	68%	78% a	87% ab
On other websites or apps like YouTube or Vimeo	1229	1101	128	353	358	244	265	711	510	1229	283	910	263	385	385
	50%	50%	45%	51%	52%	52%	45%	51%	48%	50%	54%	50%	49%	48%	55%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1195	1046	149	425	368	183	208	793	391	1195	256	901	209	396	438
	48%	48%	53%	61% cdfg	53% cdf	39%	35%	57% cdfg	37%	48% df	49%	49%	39%	49%	63% ab
As they are broadcast on scheduled TV	987	874	113	308	289	193	189	597	382	987	200	750	183	360	302
	40%	40%	40%	44% df	42%	41%	32%	43% df	36%	40%	38%	41%	34%	44% a	43%
TV that has been recorded by someone in the household	626	571	55	214	202	105	95	416	200	626	146	456	123	208	223
	25%	26%	19%	31% df	29% df	22%	16%	30% df	19%	25% df	28%	25%	23%	26%	32%
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	322	288	34	98	99	51	70	198	120	322	103	204	63	123	109
	13%	13%	12%	14%	14%	11%	12%	14%	11%	13%	20% b	11%	12%	15%	16%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 20

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP6. Which, if any, of these ways does your child ever watch TV programmes and films? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Blu rays/ DVDs/ videos	291 12%	260 12%	31 11%	88 13%	99 14%	48 10%	54 9%	187 14%	102 10%	291 12%	74 14%	206 11%	37 7%	120 15% a	83 12%
None of these	60 2%	54 2%	6 2%	9 1%	12 2%	13 3%	24 4%	21 2%	37 3%	60 2%	13 3%	42 2%	23 4% c	14 2%	5 1%
Don't know	16 1%	13 1%	3 1%	- -%	3 *%	1 *%	8 1% a	3 *%	10 1%	16 1%	3 1%	4 *%	4 1%	1 *%	- -%
SUMMARY															
WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2404 97%	2130 97%	274 97%	685 99% df	674 98%	456 97%	563 95%	1359 98% df	1019 96%	2404 97%	508 97%	1775 98%	505 95%	794 98%	693 99% a

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 20

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP6. Which, if any, of these ways does your child ever watch TV programmes and films? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1911	287	1068	503
	77%	77%	80%	76%
On other websites or apps like YouTube or Vimeo	1229	186	677	328
	50%	50%	50%	50%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1195	224	681	267
	48%	60%	51%	40%
		c	c	
As they are broadcast on scheduled TV	987	167	560	235
	40%	45%	42%	35%
TV that has been recorded by someone in the household	626	110	346	150
	25%	30%	26%	23%
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	322	69	158	89
	13%	19%	12%	13%
		b		
Blu rays/ DVDs/ videos	291	38	172	72
	12%	10%	13%	11%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 20

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP6. Which, if any, of these ways does your child ever watch TV programmes and films? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
None of these	60 2%	5 1%	14 1%	29 4% b
Don't know	16 1%	* *%	2 *%	4 1%
SUMMARY				
WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2404 97%	368 98%	1328 99% c	629 95%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 21

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP25. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... How much do you feel you know about what your child is doing online? (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
A lot	1304	197	361	382	273	92	197	1015	92	646	646	116	755	404
	55%	71%	73%	60%	41%	29%	71%	56%	29%	54%	55%	70%	67%	39%
		cde	cde	de	e		bc	c				c	c	
Some	849	45	103	216	322	163	45	641	163	439	408	28	287	512
	36%	16%	21%	34%	49%	51%	16%	36%	51%	37%	35%	17%	26%	49%
				ab	abc	abc		a	ab					ab
Not very much	214	25	29	41	63	55	25	133	55	99	110	17	68	116
	9%	9%	6%	6%	10%	17%	9%	7%	17%	8%	9%	10%	6%	11%
						abcd			ab					b
Nothing	20	8	3	3	2	3	8	9	3	8	9	3	10	5
	1%	3%	1%	*%	*%	1%	3%	*%	1%	1%	1%	2%	1%	*%
							b							
Don't know	5	1	*	-	*	3	1	*	3	2	3	1	*	3
	*%	1%	*%	-%	*%	1%	1%	*%	1%	*%	*%	1%	*%	*%
									b					

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 21

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP25. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... How much do you feel you know about what your child is doing online? (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				N	ALL UK
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND		
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e	
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374	
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206	
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392	
A lot	1304	95	102	171	188	197	181	139	129	44	47	1090	109	65	41	1304	
	55%	69%	73%	70%	75%	60%	59%	43%	40%	28%	30%	54%	59%	56%	55%	55%	
		ghij	ghij	ghij	fghij	ghij	ghij	i									
Some	849	25	19	54	50	104	111	168	152	88	76	723	61	40	26	849	
	36%	19%	14%	22%	20%	32%	36%	51%	47%	55%	48%	36%	33%	35%	34%	36%	
						b	abd	abcde	abcd	abcdef	abcde						
Not very much	214	12	14	17	11	25	13	19	42	25	30	184	14	9	7	214	
	9%	8%	10%	7%	5%	8%	4%	6%	13%	16%	19%	9%	7%	8%	10%	9%	
										dfg	cdefg						
Nothing	20	5	3	3	*	-	-	*	2	-	3	19	-	1	*	20	
	1%	3%	2%	1%	*%	-%	-%	*%	1%	-%	2%	1%	-%	1%	1%	1%	
Don't know	5	-	1	*	-	-	-	*	-	2	1	4	-	1	1	5	
	*%	-%	1%	*%	-%	-%	-%	*%	-%	1%	1%	*%	-%	1%	1%	*%	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 21

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP25. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... How much do you feel you know about what your child is doing online? (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
A lot	1304	1168	136	377	348	267	294	725	561	1304	247	1006	260	450	393
	55%	55%	50%	56%	52%	58%	52%	54%	55%	55%	48%	57%	51%	57%	58%
Some	849	742	108	228	248	151	215	476	366	849	213	593	192	274	227
	36%	35%	40%	34%	37%	33%	38%	36%	36%	36%	41%	34%	37%	35%	34%
Not very much	214	187	26	62	57	37	56	119	94	214	52	142	53	60	55
	9%	9%	10%	9%	9%	8%	10%	9%	9%	9%	10%	8%	10%	8%	8%
Nothing	20	18	2	4	11	2	3	15	5	20	3	17	8	3	1
	1%	1%	1%	1%	2%	1%	*%	1%	*%	1%	1%	1%	1%	*%	*%
Don't know	5	4	1	-	1	2	2	1	3	5	1	1	*	1	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 21

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP25. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... How much do you feel you know about what your child is doing online? (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
A lot	1304	219	701	345
	55%	61%	54%	53%
Some	849	104	469	240
	36%	29%	36%	37%
Not very much	214	36	113	56
	9%	10%	9%	9%
Nothing	20	3	11	3
	1%	1%	1%	1%
Don't know	5	*	2	2
	*%	*%	*%	*%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 22

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Rules about the video content they watch online	1638	178	374	527	446	113	178	1347	113	811	811	99	867	644
	68%	64%	75%	82%	67%	36%	64%	75%	36%	68%	69%	59%	77%	62%
		e	ae	ade	e		c	ac					ac	
Rules about the types of websites or apps they can use	1611	166	357	522	436	130	166	1316	130	793	802	88	847	646
	67%	60%	72%	81%	66%	41%	60%	73%	41%	66%	68%	53%	76%	62%
		e	ae	ade	e		c	ac					ac	
Rules about spending money online	1547	112	293	488	488	165	112	1269	165	775	757	57	730	731
	65%	41%	59%	76%	74%	52%	41%	71%	52%	65%	64%	34%	65%	70%
			a	abe	abe	a		ac	a				a	a
Rules about who they can contact online	1518	131	291	516	449	132	131	1255	132	752	749	68	760	664
	63%	47%	59%	80%	68%	42%	47%	70%	42%	63%	64%	41%	68%	64%
			e	abde	ae			ac					a	a
Rules about the information they can share online	1449	117	261	459	457	155	117	1177	155	674	761	66	672	684
	61%	42%	53%	72%	69%	49%	42%	65%	49%	56%	65%	39%	60%	66%
				abe	abe			ac			a		a	a
Rules about how much time they spend online	1381	158	348	420	357	97	158	1126	97	686	679	95	757	505
	58%	57%	70%	66%	54%	31%	57%	63%	31%	57%	58%	57%	68%	49%
		e	ade	de	e		c	c					c	
Rules about when they can go online	1220	150	309	406	291	63	150	1007	63	628	575	90	694	423
	51%	54%	62%	63%	44%	20%	54%	56%	20%	53%	49%	54%	62%	41%
		e	de	de	e		c	c				c	c	

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 22

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Other rules	68	15	13	19	18	3	15	50	3	30	38	12	33	24
	3%	5%	3%	3%	3%	1%	5%	3%	1%	2%	3%	7%	3%	2%
		e					c					c		
No, do not have any rules	136	26	13	1	29	67	26	43	67	62	73	19	20	83
	6%	10%	3%	*%	4%	21%	10%	2%	21%	5%	6%	11%	2%	8%
		bc			c	abcd	b		ab			b		b
SUMMARY														
ANY RULES	2256	250	483	640	632	251	250	1755	251	1132	1103	147	1101	957
	94%	90%	97%	100%	96%	79%	90%	98%	79%	95%	94%	89%	98%	92%
		e	ae	ade	e		c	ac					ac	

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 22

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		FEMALE		FEMALE		FEMALE		MALE	FEMALE	MALE	FEMALE	ENGLAND	SCOTLAND	WALES	IRELAND	N
		MALE 3-4	3-4	MALE 5-7	5-7	MALE 8-11	8-11	12-15	12-15	16-17	16-17	a	b	c	d	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j					e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Rules about the video content they watch online	1638	88	90	187	185	254	268	223	216	59	54	1377	127	82	52	1638
	68%	64%	64%	76%	74%	78%	88%	68%	66%	37%	34%	68%	69%	71%	69%	68%
		ij	ij	ij	ij	ij	abdg hij	ij	ij							
Rules about the types of websites or apps they can use	1611	79	86	174	181	265	251	209	219	66	65	1360	123	79	50	1611
	67%	58%	62%	71%	72%	81%	82%	64%	67%	41%	41%	67%	67%	69%	67%	67%
		ij	ij	ij	ij	abgij	abghij	ij	ij							
Rules about spending money online	1547	57	55	141	150	248	235	241	240	88	77	1309	115	75	48	1547
	65%	42%	40%	58%	60%	76%	77%	74%	74%	55%	49%	65%	63%	65%	64%	65%
				b	ab	abcdij	abcdij	abcij	abcij	b						
Rules about who they can contact online	1518	64	66	142	146	259	250	217	223	69	63	1274	118	75	51	1518
	63%	47%	48%	58%	59%	79%	82%	66%	69%	44%	40%	63%	64%	66%	68%	63%
				j	ij	abcdij	abcdgij	abij	abij							
Rules about the information they can share online	1449	57	60	118	141	208	247	213	235	78	78	1217	113	74	45	1449
	61%	42%	43%	48%	57%	64%	81%	65%	72%	49%	49%	60%	61%	65%	60%	61%
						abi	abcdegij	abcij	abcdij							
Rules about how much time they spend online	1381	76	81	175	171	210	201	174	178	51	47	1169	101	64	46	1381
	58%	56%	58%	71%	69%	64%	66%	53%	55%	32%	30%	58%	55%	56%	62%	58%
		ij	ij	ghij	ij	ij	ij	ij	ij							
Rules about when they can go online	1220	78	72	157	150	209	192	153	131	32	31	1038	83	56	43	1220
	51%	57%	51%	64%	60%	64%	63%	47%	40%	20%	20%	51%	45%	49%	57%	51%
		hij	ij	ghij	hij	ghij	ghij	ij	ij						b	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 22

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Other rules	68	6	9	5	8	9	10	8	10	2	1	61	3	2	2	68
	3%	4%	7%	2%	3%	3%	3%	2%	3%	1%	*%	3%	1%	2%	3%	3%
			j													
No, do not have any rules	136	13	13	3	10	*	1	15	13	31	35	115	12	6	3	136
	6%	9%	10%	1%	4%	*%	*%	5%	4%	20%	22%	6%	6%	5%	5%	6%
		cef	cef						cdefgh	abcde	efgh					
SUMMARY																
ANY RULES	2256	123	126	242	239	326	304	312	311	128	123	1904	172	108	71	2256
	94%	91%	90%	99%	96%	100%	100%	95%	96%	80%	78%	94%	94%	95%	95%	94%
		j	j	abij	ij	abij	abij	ij	ij							

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Rules about the video content they watch online	1638 68%	1460 69%	178 65%	474 71%	451 68%	342 74%	352 62%	925 69%	693 67%	1638 68%	346 67%	1229 70%	340 66%	511 65%	506 75%
						d									b
Rules about the types of websites or apps they can use	1611 67%	1441 68%	170 62%	460 69%	454 68%	319 69%	363 64%	914 68%	682 66%	1611 67%	346 67%	1202 68%	339 66%	519 66%	487 72%
Rules about spending money online	1547 65%	1373 65%	174 64%	432 64%	437 66%	316 69%	346 61%	869 65%	662 64%	1547 65%	346 67%	1139 65%	318 62%	496 63%	456 67%
Rules about who they can contact online	1518 63%	1355 64%	163 60%	432 64%	427 64%	303 66%	340 60%	858 64%	643 62%	1518 63%	340 66%	1119 64%	327 64%	496 63%	446 66%
Rules about the information they can share online	1449 61%	1295 61%	154 57%	407 61%	407 61%	290 63%	328 58%	814 61%	619 60%	1449 61%	316 61%	1077 61%	293 57%	479 61%	433 64%
Rules about how much time they spend online	1381 58%	1242 59%	139 51%	414 62%	398 60%	266 58%	284 50%	812 61%	550 53%	1381 58%	262 51%	1064 60%	291 57%	432 55%	416 61%
				d				d				a			
Rules about when they can go online	1220 51%	1080 51%	140 51%	404 60%	341 51%	226 49%	241 42%	745 56%	467 45%	1220 51%	242 47%	927 53%	232 45%	387 49%	403 60%
				cd	fg			df							ab

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 22

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QP26. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Other rules	68 3%	55 3%	13 5%	22 3%	35 5% cdf	3 1%	7 1%	58 4% f	10 1%	68 3%	8 2%	57 3%	4 1%	28 4%	25 4%
No, do not have any rules	136 6%	114 5%	23 8%	33 5%	38 6%	25 5%	40 7%	71 5%	65 6%	136 6%	24 5%	96 5%	28 6%	44 6%	33 5%
SUMMARY															
ANY RULES	2256 94%	2006 95%	250 92%	637 95%	628 94%	435 95%	529 93%	1265 95%	964 94%	2256 94%	491 95%	1663 95%	484 94%	745 94%	644 95%

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

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QP26. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Rules about the video content they watch online	1638	236	910	434
	68%	65%	70%	67%
Rules about the types of websites or apps they can use	1611	236	882	440
	67%	65%	68%	68%
Rules about spending money online	1547	217	865	404
	65%	60%	67%	63%
Rules about who they can contact online	1518	214	834	414
	63%	59%	64%	64%
Rules about the information they can share online	1449	204	812	367
	61%	57%	63%	57%
Rules about how much time they spend online	1381	222	782	320
	58%	61%	60%	50%
		c	c	
Rules about when they can go online	1220	204	662	308
	51%	57%	51%	48%
Other rules	68	12	43	13
	3%	3%	3%	2%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 22

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QP26. Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on... Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
No, do not have any rules	136	23	50	54
	6%	6%	4%	8%
				b
SUMMARY				
ANY RULES	2256	338	1246	593
	94%	94%	96%	92%
			c	

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 23

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Asking about what they are doing or have been doing online	1400	103	238	436	475	148	103	1149	148	693	688	50	625	694
	59%	37%	48%	68%	72%	47%	37%	64%	47%	58%	59%	30%	56%	67%
			abe	abe				ac					a	ab
Being nearby and regularly checking what they do	1322	184	389	456	244	49	184	1089	49	691	620	106	854	348
	55%	67%	78%	71%	37%	16%	67%	61%	16%	58%	53%	64%	76%	34%
		de	ade	de	e		c	c				c	ac	
Check the browser/ device history after they have been online	840	69	131	322	261	57	69	714	57	424	402	37	408	376
	35%	25%	26%	50%	40%	18%	25%	40%	18%	36%	34%	22%	36%	36%
				abe	abe			ac					a	a
Sitting beside them and watching or helping them while they are online	655	159	234	171	64	27	159	469	27	340	309	109	417	119
	27%	58%	47%	27%	10%	9%	58%	26%	9%	28%	26%	65%	37%	11%
		cde	cde	de			bc	c				bc	c	
Other types of supervision	209	13	35	76	63	21	13	174	21	86	120	6	92	107
	9%	5%	7%	12%	10%	7%	5%	10%	7%	7%	10%	3%	8%	10%
				a										a
No, don't supervise their online access and use	230	9	8	11	87	115	9	106	115	108	120	7	15	187
	10%	3%	2%	2%	13%	36%	3%	6%	36%	9%	10%	4%	1%	18%
					abc	abcd			ab					ab

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
SUMMARY														
ANY TYPES OF SUPERVISION	2162	267	488	631	574	202	267	1692	202	1086	1056	159	1106	853
	90%	97%	98%	98%	87%	64%	97%	94%	64%	91%	90%	96%	99%	82%
		de	de	de	e		c	c				c	c	

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Asking about what they are doing or have been doing online	1400	49	54	111	124	218	208	239	230	76	72	1181	106	69	44	1400
	59%	36%	39%	45%	50%	67%	68%	73%	71%	48%	46%	59%	58%	61%	59%	59%
						abcdij	abcdij	abcdij	abcdij							
Being nearby and regularly checking what they do	1322	90	94	191	198	244	206	143	97	24	25	1124	101	55	42	1322
	55%	66%	68%	78%	79%	75%	68%	44%	30%	15%	16%	56%	55%	48%	57%	55%
		ghij	ghij	ghij	ghij	ghij	ghij	ij	ij							
Check the browser/ device history after they have been online	840	32	37	62	67	166	151	137	119	29	28	706	63	43	27	840
	35%	23%	27%	25%	27%	51%	49%	42%	37%	18%	18%	35%	35%	38%	37%	35%
						abcdij	abcdij	acdij	ij							
Sitting beside them and watching or helping them while they are online	655	81	78	115	118	96	69	35	30	12	15	541	58	37	19	655
	27%	59%	56%	47%	47%	29%	22%	11%	9%	8%	9%	27%	32%	32%	25%	27%
		efghij	efghij	efghij	efghij	ghij	ghij									
Other types of supervision	209	5	8	9	25	34	43	25	36	13	8	179	14	11	5	209
	9%	4%	6%	4%	10%	10%	14%	8%	11%	8%	5%	9%	8%	10%	7%	9%
							acj									
No, don't supervise their online access and use	230	7	2	7	2	1	10	38	47	56	59	195	16	11	9	230
	10%	5%	1%	3%	1%	*	3%	12%	14%	35%	37%	10%	9%	9%	12%	10%
								bcde	bcdef	abcdefgh	abcdefgh					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				ALL UK
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
SUMMARY																
ANY TYPES OF SUPERVISION	2162	129	138	238	247	326	295	289	278	103	99	1824	167	104	66	2162
	90%	95%	99%	97%	99%	100%	97%	88%	86%	65%	63%	90%	91%	91%	88%	90%
		ij	ghij	ghij	ghij	ghij	hij	ij	ij							

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

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Asking about what they are doing or have been doing online	1400	1246	154	401	393	273	318	794	592	1400	303	1047	275	467	415
	59%	59%	57%	60%	59%	59%	56%	59%	57%	59%	59%	60%	54%	59%	61%
Being nearby and regularly checking what they do	1322	1161	162	382	373	256	302	755	558	1322	291	967	278	430	393
	55%	55%	59%	57%	56%	56%	53%	56%	54%	55%	57%	55%	54%	55%	58%
Check the browser/ device history after they have been online	840	747	93	259	234	154	186	493	340	840	198	608	168	294	248
	35%	35%	34%	39%	35%	33%	33%	37%	33%	35%	38%	35%	33%	37%	37%
Sitting beside them and watching or helping them while they are online	655	571	84	178	196	123	148	374	271	655	142	490	128	219	201
	27%	27%	31%	27%	29%	27%	26%	28%	26%	27%	28%	28%	25%	28%	30%
Other types of supervision	209	181	28	71	63	34	37	134	71	209	54	141	29	72	65
	9%	9%	10%	11%	9%	7%	7%	10%	7%	9%	11%	8%	6%	9%	10%
No, don't supervise their online access and use	230	200	30	69	65	48	45	134	92	230	47	172	48	67	82
	10%	9%	11%	10%	10%	10%	8%	10%	9%	10%	9%	10%	9%	8%	12%
SUMMARY															
ANY TYPES OF SUPERVISION	2162	1920	242	601	601	412	525	1202	937	2162	468	1587	464	722	595
	90%	91%	89%	90%	90%	90%	92%	90%	91%	90%	91%	90%	91%	92%	88%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 23

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Asking about what they are doing or have been doing online	1400 59%	202 56%	770 59%	359 56%
Being nearby and regularly checking what they do	1322 55%	185 51%	731 56%	364 56%
Check the browser/ device history after they have been online	840 35%	128 35%	449 35%	230 36%
Sitting beside them and watching or helping them while they are online	655 27%	127 35%	351 27%	154 24%
		c		
Other types of supervision	209 9%	39 11%	106 8%	60 9%
No, don't supervise their online access and use	230 10%	46 13%	112 9%	69 11%
SUMMARY				
ANY TYPES OF SUPERVISION	2162 90%	315 87%	1185 91%	577 89%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 24

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Yes	2056	138	378	616	630	294	138	1624	294	1040	994	74	934	989
	86%	50%	76%	96%	95%	93%	50%	90%	93%	87%	84%	44%	83%	95%
			a	ab	ab	ab		a	a				a	ab
No	305	133	111	22	22	18	133	155	18	143	163	91	173	37
	13%	48%	22%	3%	3%	6%	48%	9%	6%	12%	14%	55%	15%	4%
		bcd	cde				bc					bc	c	
Don't know	31	6	8	3	9	5	6	20	5	11	20	1	14	13
	1%	2%	2%	*%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 24

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Yes	2056	75	63	195	180	312	295	311	310	147	146	1735	157	100	64	2056
	86%	55%	45%	80%	72%	96%	97%	95%	95%	92%	93%	86%	85%	88%	85%	86%
				ab	ab	abcd	abcd	abcd	abcd	abcd	abcd					
No	305	58	75	48	62	12	10	16	6	8	9	259	23	13	10	305
	13%	42%	54%	20%	25%	4%	3%	5%	2%	5%	6%	13%	12%	12%	13%	13%
		cdefghij	cdefghij	efghij	efghij											
Don't know	31	3	2	1	7	2	*	*	9	4	2	25	4	1	1	31
	1%	3%	2%	*%	3%	1%	*%	*%	3%	2%	1%	1%	2%	1%	1%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 24

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Yes	2056 86%	1837 87%	219 81%	587 88%	559 84%	405 88%	483 85%	1146 86%	888 86%	2056 86%	480 93%	1482 84%	443 87%	695 88%	571 84%
No	305 13%	258 12%	47 17%	80 12%	101 15%	48 10%	71 13%	181 14%	119 12%	305 13%	29 6%	254 14%	62 12%	85 11%	104 15%
Don't know	31 1%	25 1%	6 2%	3 *%	6 1%	7 2%	15 3%	9 1%	22 2%	31 1%	6 1%	23 1%	7 1%	9 1%	2 *%

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

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Yes	2056	309	1103	562
	86%	86%	85%	87%
No	305	48	177	77
	13%	13%	14%	12%
Don't know	31	4	16	7
	1%	1%	1%	1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 25

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents who have ever talked to their child aged 3-17 about how to stay safe online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	1973	221	375	473	497	407	221	1345	407	981	976	142	839	914
Effective Weighted Sample	1012	107	200	248	261	365	107	701	365	508	494	62	426	493
Total	2056	138	378	616	630	294	138	1624	294	1040	994	74	934	989
At least every few weeks	1029	88	210	325	315	91	88	850	91	518	496	41	503	458
	50%	64%	56%	53%	50%	31%	64%	52%	31%	50%	50%	56%	54%	46%
		e	e	e	e		c	c						
At least every few months	584	17	101	195	181	89	17	478	89	300	278	9	271	290
	28%	12%	27%	32%	29%	30%	12%	29%	30%	29%	28%	12%	29%	29%
			a	a	a	a		a	a				a	a
Less often than every few months, but more than once	348	27	53	82	100	86	27	235	86	181	165	21	131	183
	17%	20%	14%	13%	16%	29%	20%	14%	29%	17%	17%	29%	14%	18%
						bcd			b			b		
Have talked to them once, and not since then	76	3	6	14	31	22	3	51	22	31	44	1	20	52
	4%	2%	2%	2%	5%	8%	2%	3%	8%	3%	4%	1%	2%	5%
						bc			b					
Don't know	20	3	8	-	3	6	3	11	6	9	10	2	10	7
	1%	2%	2%	-%	*%	2%	2%	1%	2%	1%	1%	2%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 25

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents who have ever talked to their child aged 3-17 about how to stay safe online

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	1973	115	105	189	185	234	235	242	246	201	205	939	347	343	344	1973
Effective Weighted Sample	1012	56	51	104	95	124	121	128	128	181	183	743	312	294	307	1012
Total	2056	75	63	195	180	312	295	311	310	147	146	1735	157	100	64	2056
At least every few weeks	1029	43	44	106	102	156	163	168	142	45	45	866	78	55	30	1029
	50%	58%	70%	54%	56%	50%	55%	54%	46%	31%	31%	50%	49%	55%	47%	50%
		ij	hij	ij	ij	ij	ij	ij	ij							
At least every few months	584	10	6	52	49	110	82	86	93	43	46	494	44	26	20	584
	28%	14%	10%	26%	27%	35%	28%	28%	30%	29%	32%	28%	28%	26%	31%	28%
						ab			b	b	ab					
Less often than every few months, but more than once	348	19	8	28	25	40	42	50	48	44	42	293	30	14	11	348
	17%	25%	13%	14%	14%	13%	14%	16%	15%	30%	29%	17%	19%	14%	18%	17%
									cdefgh	cdefgh						
Have talked to them once, and not since then	76	2	1	4	1	6	8	7	24	12	10	65	5	4	2	76
	4%	3%	1%	2%	1%	2%	3%	2%	8%	8%	7%	4%	3%	4%	3%	4%
									d							
Don't know	20	*	3	6	2	-	-	-	3	4	2	17	1	2	*	20
	1%	*%	5%	3%	1%	-%	-%	-%	1%	2%	1%	1%	1%	2%	*%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 25

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents who have ever talked to their child aged 3-17 about how to stay safe online

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	1973	1715	258	702	498	355	400	1200	755	1973	436	1447	399	699	574
Effective Weighted Sample	1012	898	114	385	242	182	224	601	406	1012	232	733	210	344	307
Total	2056	1837	219	587	559	405	483	1146	888	2056	480	1482	443	695	571
At least every few weeks	1029	918	110	274	273	214	254	547	468	1029	234	738	246	330	267
	50%	50%	50%	47%	49%	53%	53%	48%	53%	50%	49%	50%	55%	47%	47%
At least every few months	584	528	55	179	152	121	125	331	246	584	157	412	127	223	162
	28%	29%	25%	30%	27%	30%	26%	29%	28%	28%	33%	28%	29%	32%	28%
Less often than every few months, but more than once	348	306	42	113	108	46	81	221	128	348	63	270	54	111	126
	17%	17%	19%	19%	19%	11%	17%	19%	14%	17%	13%	18%	12%	16%	22% a
Have talked to them once, and not since then	76	70	6	16	21	17	21	37	38	76	23	48	14	25	13
	4%	4%	3%	3%	4%	4%	4%	3%	4%	4%	5%	3%	3%	4%	2%
Don't know	20	14	6	6	5	7	2	11	9	20	3	13	2	6	3
	1%	1%	3%	1%	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 25

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents who have ever talked to their child aged 3-17 about how to stay safe online

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	1973	372	1003	540
Effective Weighted Sample	1012	191	521	276
Total	2056	309	1103	562
At least every few weeks	1029 50%	155 50%	539 49%	287 51%
At least every few months	584 28%	88 29%	326 30%	150 27%
Less often than every few months, but more than once	348 17%	47 15%	197 18%	94 17%
Have talked to them once, and not since then	76 4%	15 5%	30 3%	27 5%
Don't know	20 1%	4 1%	12 1%	4 1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 26

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
At least every few weeks	1029	88	210	325	315	91	88	850	91	518	496	41	503	458
	43%	32%	42%	51%	48%	29%	32%	47%	29%	43%	42%	25%	45%	44%
			e	ae	ae			ac					a	a
At least every few months	584	17	101	195	181	89	17	478	89	300	278	9	271	290
	24%	6%	20%	30%	27%	28%	6%	27%	28%	25%	24%	5%	24%	28%
			a	ab	a	a		a	a				a	a
Less often than every few months, but more than once	348	27	53	82	100	86	27	235	86	181	165	21	131	183
	15%	10%	11%	13%	15%	27%	10%	13%	27%	15%	14%	13%	12%	18%
						abcd			ab					b
Have talked to them once, and not since then	76	3	6	14	31	22	3	51	22	31	44	1	20	52
	3%	1%	1%	2%	5%	7%	1%	3%	7%	3%	4%	1%	2%	5%
						abc			ab					b
Don't know	20	3	8	-	3	6	3	11	6	9	10	2	10	7
	1%	1%	2%	-%	*%	2%	1%	1%	2%	1%	1%	1%	1%	1%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	336	138	118	25	31	23	138	175	23	153	182	92	187	50
	14%	50%	24%	4%	5%	7%	50%	10%	7%	13%	16%	56%	17%	5%
		bcde	cde				bc					bc	c	

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 26

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
At least every few weeks	1029	43	44	106	102	156	163	168	142	45	45	866	78	55	30	1029
	43%	32%	32%	43%	41%	48%	53%	51%	44%	28%	29%	43%	42%	48%	40%	43%
				ij		ij	abij	abij	ij							
At least every few months	584	10	6	52	49	110	82	86	93	43	46	494	44	26	20	584
	24%	8%	5%	21%	20%	34%	27%	26%	29%	27%	30%	24%	24%	23%	27%	24%
				ab	ab	ab	ab	ab	ab	ab	ab					
Less often than every few months, but more than once	348	19	8	28	25	40	42	50	48	44	42	293	30	14	11	348
	15%	14%	6%	11%	10%	12%	14%	15%	15%	27%	27%	15%	16%	12%	15%	15%
									abcdefgh		abcdefh					
Have talked to them once, and not since then	76	2	1	4	1	6	8	7	24	12	10	65	5	4	2	76
	3%	2%	1%	2%	1%	2%	3%	2%	7%	7%	7%	3%	3%	3%	3%	3%
									bd	bd	bd					
Don't know	20	*	3	6	2	-	-	-	3	4	2	17	1	2	*	20
	1%	*%	2%	2%	1%	-%	-%	-%	1%	2%	1%	1%	*%	1%	*%	1%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	336	61	77	49	69	15	11	16	15	12	11	284	27	14	11	336
	14%	45%	55%	20%	28%	4%	3%	5%	5%	8%	7%	14%	15%	12%	15%	14%
		cdefghij	cdefghij	efghij	efghij											

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 26

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
At least every few weeks	1029	918	110	274	273	214	254	547	468	1029	234	738	246	330	267
	43%	43%	41%	41%	41%	47%	45%	41%	45%	43%	45%	42%	48%	42%	39%
At least every few months	584	528	55	179	152	121	125	331	246	584	157	412	127	223	162
	24%	25%	20%	27%	23%	26%	22%	25%	24%	24%	30%	23%	25%	28%	24%
Less often than every few months, but more than once	348	306	42	113	108	46	81	221	128	348	63	270	54	111	126
	15%	14%	15%	17%	16%	10%	14%	17%	12%	15%	12%	15%	11%	14%	19% a
Have talked to them once, and not since then	76	70	6	16	21	17	21	37	38	76	23	48	14	25	13
	3%	3%	2%	2%	3%	4%	4%	3%	4%	3%	4%	3%	3%	3%	2%
Don't know	20	14	6	6	5	7	2	11	9	20	3	13	2	6	3
	1%	1%	2%	1%	1%	2%	0%	1%	1%	1%	1%	1%	0%	1%	1%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	336	283	53	84	107	55	86	190	141	336	35	277	69	94	106
	14%	13%	19%	12%	16%	12%	15%	14%	14%	14%	7%	16%	13%	12%	16%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 26

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
At least every few weeks	1029 43%	155 43%	539 42%	287 44%
At least every few months	584 24%	88 24%	326 25%	150 23%
Less often than every few months, but more than once	348 15%	47 13%	197 15%	94 15%
Have talked to them once, and not since then	76 3%	15 4%	30 2%	27 4%
Don't know	20 1%	4 1%	12 1%	4 1%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	336 14%	52 14%	193 15%	84 13%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1558	192	324	428	433	179	192	1186	179	769	780	123	743	661
	63%	59%	62%	66%	66%	56%	59%	65%	56%	62%	64%	61%	64%	64%
								c						
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1437	184	291	410	400	153	184	1100	153	707	717	113	695	606
	58%	56%	56%	63%	60%	48%	56%	60%	48%	57%	59%	56%	60%	58%
				e	e			c						
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	1378	168	276	357	409	169	168	1041	169	685	686	95	638	611
	56%	51%	53%	55%	62%	53%	51%	57%	53%	55%	56%	47%	55%	59%
														a

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1256 51%	174 53% e	259 50%	348 53% e	347 53% e	128 40%	174 53% c	954 52% c	128 40%	596 48%	652 54%	103 51%	609 52%	520 50%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1157 47%	143 44% e	255 49% e	322 49% e	339 51% e	99 31%	143 44% c	915 50% c	99 31%	549 44%	593 49%	90 45%	555 47%	495 48%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1124 45%	134 41%	241 46% e	307 47% e	342 52% e	100 31%	134 41%	890 49% c	100 31%	540 44%	579 47%	89 44%	529 45%	487 47%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	842 34%	104 32%	168 32%	224 34%	264 40% e	82 26%	104 32%	655 36% c	82 26%	412 33%	422 35%	63 31%	369 32%	397 38%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
None of these	161	21	35	34	33	38	21	103	38	80	81	15	64	74
	7%	6%	7%	5%	5%	12%	6%	6%	12%	6%	7%	7%	5%	7%
						cd			b					
Don't know	52	12	11	5	15	11	12	30	11	30	23	8	14	20
	2%	4%	2%	1%	2%	3%	4%	2%	3%	2%	2%	4%	1%	2%
SUMMARY														
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2266	296	474	614	613	270	296	1701	270	1129	1115	179	1091	946
	91%	90%	91%	94%	93%	85%	90%	93%	85%	91%	91%	89%	93%	91%
				e	e			c						

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1558	98	94	145	177	219	209	216	211	91	89	1312	118	78	49	1558
	63%	60%	57%	56%	68%	66%	67%	66%	65%	57%	56%	63%	63%	66%	63%	63%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1437	92	92	139	149	210	196	190	203	76	77	1216	108	68	45	1437
	58%	56%	56%	54%	58%	63%	63%	58%	63%	48%	49%	58%	57%	58%	57%	58%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	1378	82	86	123	152	187	167	207	198	86	82	1148	114	72	44	1378
	56%	50%	53%	48%	59%	56%	53%	63%	61%	54%	52%	55%	60%	62%	56%	56%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1256	83	91	120	139	169	175	159	184	65	63	1044	104	63	45	1256
	51%	51%	55%	46%	54%	51%	56%	49%	57%	41%	40%	50%	55%	54%	58%	51%
			ij				ij		ij						a	
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1157	76	66	118	134	154	162	158	174	43	56	971	95	55	37	1157
	47%	47%	40%	46%	52%	47%	52%	48%	54%	27%	36%	46%	50%	47%	47%	47%
		i		i	ij	i	ij	i	ij							
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1124	70	64	121	120	149	158	152	185	48	51	944	90	55	35	1124
	45%	43%	39%	47%	46%	45%	50%	46%	57%	30%	32%	45%	48%	46%	44%	45%
				ij	i	i	ij	i	bij							
Apps that can be installed on a child's phone to monitor which apps they use and for how long	842	51	53	82	85	113	110	124	132	41	41	705	65	44	27	842
	34%	31%	32%	32%	33%	34%	35%	38%	41%	26%	26%	34%	35%	37%	35%	34%
									ij							

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
None of these	161	8	13	20	15	19	15	14	19	20	18	136	15	6	5	161
	7%	5%	8%	8%	6%	6%	5%	4%	6%	12%	12%	6%	8%	5%	6%	7%
Don't know	52	6	6	8	3	4	1	7	8	6	5	46	3	2	2	52
	2%	3%	4%	3%	1%	1%	*%	2%	2%	4%	3%	2%	1%	2%	3%	2%
SUMMARY																
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2266	150	145	231	240	308	297	307	298	134	135	1914	172	109	71	2266
	91%	92%	88%	89%	93%	93%	95%	94%	92%	84%	85%	91%	91%	93%	91%	91%
							ij	i								

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1558 63%	1362 62%	196 69%	472 68% df	443 64%	301 64%	326 55%	914 66% df	627 59%	1558 63%	356 68%	1147 63%	314 59%	540 67%	454 65%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1437 58%	1262 57%	175 62%	431 62% d	395 57%	294 62% d	303 51%	826 60%	597 56%	1437 58%	316 60%	1080 59%	265 50%	448 55%	465 67% ab
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	1378 56%	1222 56%	156 55%	425 61% df	381 55%	260 55%	299 50%	806 58%	560 52%	1378 56%	311 59%	1004 55%	264 50%	460 57%	430 62% a

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

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QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1256 51%	1104 50%	151 54%	387 56% df	378 55% df	228 48%	256 43%	765 55% df	484 45%	1256 51%	276 53%	938 52%	232 44%	403 50%	415 60% ab
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1157 47%	1009 46%	148 52%	357 51% df	366 53% df	200 43%	229 38%	723 52% df	429 40%	1157 47%	241 46%	875 48%	197 37%	378 47%	399 57% ab
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1124 45%	992 45%	131 46%	343 49%	325 47%	190 40%	259 43%	668 48%	448 42%	1124 45%	247 47%	849 47%	221 42%	357 44%	363 52% a
Apps that can be installed on a child's phone to monitor which apps they use and for how long	842 34%	741 34%	100 36%	269 39% df	256 37%	145 31%	167 28%	525 38% df	313 29%	842 34%	175 33%	638 35%	165 31%	256 32%	291 42% ab

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
None of these	161	148	13	32	50	23	50	82	73	161	23	126	41	53	36
	7%	7%	5%	5%	7%	5%	8%	6%	7%	7%	4%	7%	8%	7%	5%
Don't know	52	46	6	5	7	10	24	13	34	52	12	30	14	13	9
	2%	2%	2%	1%	1%	2%	4%	1%	3%	2%	2%	2%	3%	2%	1%
							ae		ae						
SUMMARY															
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2266	2003	264	657	632	439	521	1289	960	2266	489	1665	478	744	652
	91%	91%	93%	95%	92%	93%	88%	93%	90%	91%	93%	91%	90%	92%	94%
				df				d							

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

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Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1558 63%	244 65%	867 65%	401 61%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1437 58%	228 61%	816 61%	355 54%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	1378 56%	229 61%	764 57%	341 52%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1256 51%	194 52%	724 54%	304 46%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1157 47%	166 44%	693 52%	268 41%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1124 45%	172 46%	659 49%	265 40%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	842 34%	129 35%	493 37%	196 30%
None of these	161 7%	21 6%	66 5%	63 9%
Don't know	52 2%	3 1%	20 1%	20 3%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 27

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls – whether or not you use them? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
SUMMARY				
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2266	349	1257	580
	91%	94%	94%	88%
			c	

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 28

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	734 30%	85 26%	151 29%	186 29%	223 34%	88 28%	85 26%	561 31%	88 28%	367 30%	366 30%	52 26%	326 28%	336 32%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	711 29%	101 31%	167 32%	192 29%	188 28%	63 20%	101 31%	547 30%	63 20%	374 30%	335 27%	63 31%	365 31%	273 26%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	804 32%	106 32%	173 33%	249 38%	215 33%	60 19%	106 32%	637 35%	60 19%	409 33%	384 31%	61 30%	422 36%	312 30%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 28

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	746 30%	101 31% e	170 33% e	240 37% e	193 29% e	41 13% e	101 31% c	604 33% c	41 13% c	362 29%	378 31%	56 28%	408 35% c	272 26%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	336 14%	41 12%	70 13% e	101 15% e	103 16% e	22 7%	41 12%	274 15% c	22 7%	161 13%	171 14%	22 11%	152 13%	159 15%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	692 28%	88 27% e	179 34% e	233 36% de	162 24% e	31 10%	88 27% c	573 31% c	31 10%	336 27%	344 28%	50 25%	403 34% c	233 22%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	640 26%	79 24% e	159 31% e	206 32% e	163 25% e	33 10%	79 24% c	528 29% c	33 10%	314 25%	321 26%	46 23%	353 30% c	232 22%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 28

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
None of these	570	78	96	96	167	133	78	359	133	272	297	55	196	294
	23%	24%	19%	15%	25%	42%	24%	20%	42%	22%	24%	27%	17%	28%
		c			c	abcd			ab			b		b
Don't know	98	21	21	11	33	13	21	65	13	57	41	11	33	42
	4%	6%	4%	2%	5%	4%	6%	4%	4%	5%	3%	6%	3%	4%
		c												

SUMMARY

USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1812	230	402	547	461	173	230	1410	173	910	881	136	939	704
	73%	70%	77%	84%	70%	54%	70%	77%	54%	73%	72%	67%	80%	68%
		e	e	ade	e		c	c					ac	

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 28

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	734 30%	40 24%	45 27%	77 30%	75 29%	93 28%	94 30%	114 35%	109 34%	45 28%	44 28%	610 29%	61 32%	41 35%	22 28%	734 30%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	711 29%	52 32% i	49 30%	83 32% i	84 33% i	101 30% i	91 29%	111 34% i	75 23%	28 18%	35 22%	603 29%	54 29%	33 28%	21 27%	711 29%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	804 32%	55 34% ij	51 31% i	83 32% i	88 34% ij	130 39% ij	115 37% ij	113 34% ij	98 30% i	28 18%	32 20%	669 32%	67 35%	41 35%	26 34%	804 32%

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	746	50	51	83	87	115	122	95	96	19	21	625	60	37	24	746
	30%	31%	31%	32%	34%	35%	39%	29%	29%	12%	14%	30%	32%	31%	31%	30%
		ij	ij	ij	ij	ij	ij	ij	ij							
Apps that can be installed on a child's phone to monitor which apps they use and for how long	336	19	21	36	33	49	51	46	53	10	12	288	23	15	10	336
	14%	12%	13%	14%	13%	15%	16%	14%	16%	6%	7%	14%	12%	13%	12%	14%
							i		i							
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	692	46	41	83	93	108	121	86	70	13	18	586	54	32	21	692
	28%	28%	25%	32%	36%	33%	39%	26%	22%	8%	12%	28%	28%	28%	27%	28%
		ij	ij	ij	hij	ij	hij	ij	i							
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	640	42	36	79	80	96	110	83	75	15	18	543	47	31	19	640
	26%	26%	22%	31%	31%	29%	35%	25%	23%	9%	12%	26%	25%	26%	24%	26%
		ij	i	ij	ij	ij	ij	ij	ij							

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 28

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
None of these	570	32	45	48	49	49	47	76	91	67	65	486	42	23	18	570
		23%	20%	28%	18%	19%	15%	15%	23%	28%	42%	23%	22%	19%	23%	23%
									e	abcdefgh	acdefg					
Don't know	98	12	9	14	8	7	4	17	15	7	5	87	5	3	3	98
		4%	7%	6%	5%	3%	2%	5%	5%	4%	3%	4%	3%	3%	4%	4%
SUMMARY																
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1812	120	110	197	202	274	263	234	219	85	88	1522	142	91	57	1812
		73%	73%	67%	76%	78%	83%	84%	72%	67%	53%	73%	75%	78%	73%	73%
			ij		ij		bhij	ij	i							

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

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

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	734 30%	646 29%	88 31%	251 36% bdfg	188 27%	145 31%	144 24%	439 32%	289 27%	734 30%	196 37% b	494 27%	138 26%	259 32%	227 32%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	711 29%	628 29%	83 29%	223 32%	197 29%	140 30%	149 25%	420 30%	288 27%	711 29%	157 30%	523 29%	150 28%	269 33%	188 27%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	804 32%	695 32%	108 38%	255 37% d	203 29%	174 37%	160 27%	458 33%	334 31%	804 32%	167 32%	618 34%	152 29%	240 30%	263 38%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIAL- LY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	746 30%	653 30%	93 33%	233 34%	209 30%	135 29%	167 28%	442 32%	302 28%	746 30%	159 30%	558 31%	134 25%	250 31%	236 34%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	336 14%	300 14%	36 13%	107 15%	84 12%	64 14%	81 14%	192 14%	144 14%	336 14%	73 14%	249 14%	73 14%	94 12%	101 14%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	692 28%	614 28%	79 28%	207 30%	219 32%	128 27%	138 23%	426 31%	266 25%	692 28%	139 27%	535 29%	122 23%	229 28%	228 33% a
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	640 26%	571 26%	69 24%	199 29%	169 24%	114 24%	157 26%	367 27%	271 25%	640 26%	125 24%	494 27%	124 23%	213 26%	181 26%
None of these	570 23%	513 23%	56 20%	138 20%	162 23%	96 20%	164 28%	300 22%	260 24%	570 23%	89 17%	449 25% a	116 22%	187 23%	152 22%

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

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Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Don't know	98	87	12	15	29	18	31	43	48	98	20	63	29	18	14
	4%	4%	4%	2%	4%	4%	5%	3%	5%	4%	4%	3%	5%	2%	2%
SUMMARY															
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1812	1597	214	542	499	357	401	1041	758	1812	415	1308	387	605	531
	73%	73%	76%	78%	72%	76%	67%	75%	71%	73%	79%	72%	73%	75%	76%
				d											

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	734 30%	150 40% bc	383 29%	174 26%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	711 29%	122 33%	378 28%	188 28%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	804 32%	138 37%	447 33%	198 30%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 28

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	746 30%	122 33%	426 32%	172 26%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	336 14%	45 12%	195 15%	88 13%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	692 28%	95 25%	415 31%	165 25%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	640 26%	107 29%	350 26%	167 25%
None of these	570 23%	67 18%	292 22%	181 27%

a

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 28

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Don't know	98	10	45	25
	4%	3%	3%	4%
SUMMARY				
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1812	296	1006	456
	73%	79%	75%	69%
		c		

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 29

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)' Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	1416	274	282	290	323	247	274	895	247	706	702	185	614	569
Effective Weighted Sample	702	135	149	150	166	219	135	458	219	345	353	84	312	296
Total	1378	168	276	357	409	169	168	1041	169	685	686	95	638	611
I can trust my child to be sensible/responsible	591	28	69	162	223	110	28	454	110	298	291	13	217	345
	43%	17%	25%	45%	55%	65%	17%	44%	65%	44%	42%	14%	34%	56%
				ab	ab	abc		a	ab				a	ab
I prefer to supervise my child's online use by talking to them and setting rules	537	49	115	177	155	41	49	447	41	278	258	23	289	216
	39%	29%	42%	49%	38%	24%	29%	43%	24%	41%	38%	24%	45%	35%
			e	ae	e			ac					a	
My child is too young/ don't need to worry about this yet	244	89	101	29	20	6	89	150	6	111	133	65	152	24
	18%	53%	37%	8%	5%	3%	53%	14%	3%	16%	19%	68%	24%	4%
		bcd	cde				bc	c				bc	c	
Content filters block too much/ get in the way	201	20	36	55	65	23	20	157	23	108	90	12	86	98
	15%	12%	13%	15%	16%	14%	12%	15%	14%	16%	13%	13%	13%	16%
Content filters don't block enough	185	14	38	54	63	17	14	155	17	90	95	7	93	82
	13%	8%	14%	15%	15%	10%	8%	15%	10%	13%	14%	7%	15%	13%
My child can find a way around content filters	168	18	26	39	51	33	18	116	33	93	72	10	66	83
	12%	11%	9%	11%	13%	19%	11%	11%	19%	14%	10%	10%	10%	14%
						b			b					

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 29

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	1416	274	282	290	323	247	274	895	247	706	702	185	614	569
Effective Weighted Sample	702	135	149	150	166	219	135	458	219	345	353	84	312	296
Total	1378	168	276	357	409	169	168	1041	169	685	686	95	638	611
Content filters are complicated to use	128	12	31	32	37	16	12	100	16	62	66	5	65	58
	9%	7%	11%	9%	9%	9%	7%	10%	9%	9%	10%	5%	10%	9%
None of these apply	135	16	27	42	38	12	16	107	12	55	80	4	64	65
	10%	10%	10%	12%	9%	7%	10%	10%	7%	8%	12%	4%	10%	11%
Don't know	53	3	10	14	21	4	3	46	4	31	21	*	24	26
	4%	2%	4%	4%	5%	2%	2%	4%	2%	4%	3%	*%	4%	4%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 29

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	1416	137	136	134	148	150	139	161	157	124	122	634	267	261	254	1416
Effective Weighted Sample	702	64	70	67	81	77	71	84	81	111	108	503	235	221	223	702
Total	1378	82	86	123	152	187	167	207	198	86	82	1148	114	72	44	1378
I can trust my child to be sensible/responsible	591 43%	14 17%	14 16%	31 26%	38 25%	93 50%	69 41%	107 52%	114 58%	53 61%	57 69%	488 42%	50 44%	35 48%	19 44%	591 43%
						abcd	ab	abcd	abcd	abcd	abcdef					
I prefer to supervise my child's online use by talking to them and setting rules	537 39%	16 19%	33 38%	51 41%	64 42%	105 56%	71 43%	86 41%	69 35%	20 23%	21 26%	445 39%	46 41%	30 42%	15 35%	537 39%
				a	ai	ahij	ai	ai								
My child is too young/ don't need to worry about this yet	244 18%	51 62%	38 44%	35 28%	66 43%	13 7%	16 9%	11 5%	9 5%	1 1%	4 5%	198 17%	24 21%	15 20%	7 17%	244 18%
		ceghij	efghij	efghij	efghij											
Content filters block too much/ get in the way	201 15%	9 11%	12 13%	14 11%	23 15%	28 15%	25 15%	46 22%	19 10%	11 13%	12 15%	170 15%	15 13%	12 16%	5 11%	201 15%
Content filters don't block enough	185 13%	7 9%	7 8%	19 16%	19 12%	22 12%	32 19%	33 16%	30 15%	9 10%	8 9%	158 14%	12 10%	10 14%	5 12%	185 13%
My child can find a way around content filters	168 12%	8 10%	10 12%	12 9%	14 9%	20 10%	17 10%	31 15%	20 10%	22 26%	10 13%	143 12%	13 11%	8 12%	3 7%	168 12%
										acdefh						

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 29

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	1416	137	136	134	148	150	139	161	157	124	122	634	267	261	254	1416
Effective Weighted Sample	702	64	70	67	81	77	71	84	81	111	108	503	235	221	223	702
Total	1378	82	86	123	152	187	167	207	198	86	82	1148	114	72	44	1378
Content filters are complicated to use	128	4	9	15	16	15	16	20	17	8	8	106	11	6	4	128
	9%	4%	10%	12%	10%	8%	10%	10%	9%	9%	10%	9%	10%	9%	9%	9%
None of these apply	135	9	7	10	17	13	29	17	21	5	7	114	12	5	5	135
	10%	12%	8%	8%	11%	7%	17%	8%	10%	6%	8%	10%	10%	7%	11%	10%
Don't know	53	*	3	10	-	11	4	8	13	2	1	48	2	1	1	53
	4%	*%	4%	8%	-%	6%	2%	4%	7%	2%	1%	4%	2%	2%	3%	4%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 29

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	1416	1209	207	552	344	256	254	896	510	1416	289	1066	262	475	472
Effective Weighted Sample	702	617	85	293	166	125	138	436	263	702	149	522	133	222	251
Total	1378	1222	156	425	381	260	299	806	560	1378	311	1004	264	460	430
I can trust my child to be sensible/ responsible	591 43%	519 42%	73 47%	179 42%	168 44%	119 46%	119 40%	347 43%	238 43%	591 43%	132 43%	437 44%	108 41%	201 44%	201 47%
I prefer to supervise my child's online use by talking to them and setting rules	537 39%	472 39%	65 42%	168 39%	151 40%	98 38%	114 38%	319 40%	211 38%	537 39%	105 34%	414 41%	98 37%	182 40%	161 37%
My child is too young/ don't need to worry about this yet	244 18%	213 17%	31 20%	76 18%	67 18%	53 20%	46 15%	143 18%	99 18%	244 18%	43 14%	191 19%	45 17%	74 16%	82 19%
Content filters block too much/ get in the way	201 15%	182 15%	19 12%	63 15%	76 20% f	31 12%	29 10%	138 17%	60 11%	201 15%	55 18%	134 13%	28 10%	79 17%	69 16%
Content filters don't block enough	185 13%	168 14%	17 11%	55 13%	51 13%	37 14%	43 14%	105 13%	80 14%	185 13%	62 20% b	112 11%	46 18%	60 13%	61 14%
My child can find a way around content filters	168 12%	151 12%	16 10%	55 13%	58 15%	22 9%	32 11%	113 14%	54 10%	168 12%	57 18%	108 11%	25 9%	79 17%	42 10%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 29

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	1416	1209	207	552	344	256	254	896	510	1416	289	1066	262	475	472
Effective Weighted Sample	702	617	85	293	166	125	138	436	263	702	149	522	133	222	251
Total	1378	1222	156	425	381	260	299	806	560	1378	311	1004	264	460	430
Content filters are complicated to use	128	109	18	53	28	24	19	81	43	128	41	82	24	45	46
	9%	9%	12%	12%	7%	9%	6%	10%	8%	9%	13%	8%	9%	10%	11%
None of these apply	135	124	11	60	31	24	20	90	45	135	22	108	23	49	42
	10%	10%	7%	14%	8%	9%	7%	11%	8%	10%	7%	11%	9%	11%	10%
Don't know	53	51	2	5	8	7	29	13	36	53	7	42	15	17	4
	4%	4%	1%	1%	2%	3%	10%	2%	7%	4%	2%	4%	6%	4%	1%
							abeg		ae				c		

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 29

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	1416	277	747	358
Effective Weighted Sample	702	143	374	172
Total	1378	229	764	341
I can trust my child to be sensible/ responsible	591 43%	116 51%	325 43%	134 39%
I prefer to supervise my child's online use by talking to them and setting rules	537 39%	79 35%	290 38%	144 42%
My child is too young/ don't need to worry about this yet	244 18%	52 23%	133 17%	57 17%
Content filters block too much/ get in the way	201 15%	33 14%	122 16%	37 11%
Content filters don't block enough	185 13%	48 21%	77 10%	56 17%
My child can find a way around content filters	168 12%	43 19%	73 10%	49 14%
Content filters are complicated to use	128 9%	26 12%	58 8%	39 11%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 29

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	1416	277	747	358
Effective Weighted Sample	702	143	374	172
Total	1378	229	764	341
None of these apply	135	19	79	36
	10%	8%	10%	11%
Don't know	53	4	31	8
	4%	2%	4%	2%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 30

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	CONTENT FILTERS FROM ISP	
		USE a	AWARE DON'T USE b
Significance Level: 99%		a	b
Unweighted total	1416	755	661
Effective Weighted Sample	702	378	324
Total	1378	734	645
I can trust my child to be sensible/ responsible	591 43%	303 41%	289 45%
I prefer to supervise my child's online use by talking to them and setting rules	537 39%	266 36%	271 42%
My child is too young/ don't need to worry about this yet	244 18%	132 18%	112 17%
Content filters block too much/ get in the way	201 15%	96 13%	105 16%
Content filters don't block enough	185 13%	134 18%	51 8%
My child can find a way around content filters	168 12%	105 14%	63 10%
Content filters are complicated to use	128 9%	65 9%	63 10%

Columns Tested: a,b

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

Base : Parents who of a child aged 3-17 who are aware of content filters provided by the broadband internet service provider

	Total	CONTENT FILTERS FROM ISP	
		USE	AWARE DON'T USE
Significance Level: 99%		a	b
Unweighted total	1416	755	661
Effective Weighted Sample	702	378	324
Total	1378	734	645
None of these apply	135	80	56
	10%	11%	9%
Don't know	53	23	29
	4%	3%	5%

Columns Tested: a,b

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 31

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AB. AGREEMENT WITH STATEMENT - The benefits to my child of using social media, messaging and video sharing outweigh the risks. This could be on apps or sites like TikTok, YouTube, Instagram, Snapchat and WhatsApp. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Strongly disagree	465 19%	79 29%	146 29%	144 22%	76 12%	20 6%	79 29%	366 20%	20 6%	225 19%	232 20%	45 27%	294 26%	117 11%
		de	de	de			bc	c				c	c	
Slightly disagree	554 23%	56 20%	122 25%	151 23%	166 25%	61 19%	56 20%	438 24%	61 19%	253 21%	295 25%	33 20%	271 24%	238 23%
Neither agree nor disagree	663 28%	65 23%	121 24%	194 30%	191 29%	92 29%	65 23%	506 28%	92 29%	325 27%	332 28%	41 25%	294 26%	308 30%
Slightly agree	458 19%	36 13%	51 10%	103 16%	169 26%	99 31%	36 13%	323 18%	99 31%	252 21%	203 17%	23 14%	144 13%	279 27%
				abc	abc			ab						ab
Strongly agree	192 8%	30 11%	38 8%	39 6%	48 7%	38 12%	30 11%	124 7%	38 12%	99 8%	92 8%	18 11%	87 8%	80 8%
						c		b						
Don't know	60 2%	11 4%	20 4%	11 2%	11 2%	7 2%	11 4%	42 2%	7 2%	39 3%	20 2%	6 4%	32 3%	18 2%
SUMMARY														
TOTAL DISAGREE	1019 43%	135 49%	267 54%	295 46%	242 37%	81 25%	135 49%	804 45%	81 25%	478 40%	528 45%	78 47%	565 50%	355 34%
		de	de	e	e		c	c				c	c	
TOTAL AGREE	651 27%	66 24%	89 18%	142 22%	217 33%	138 43%	66 24%	447 25%	138 43%	351 29%	296 25%	41 24%	231 21%	359 35%
					bc	abcd		ab						b
TOTAL NEITHER/ DON'T KNOW	722 30%	75 27%	141 28%	205 32%	202 31%	99 31%	75 27%	548 30%	99 31%	364 31%	353 30%	47 28%	325 29%	326 31%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 31

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AB. AGREEMENT WITH STATEMENT - The benefits to my child of using social media, messaging and video sharing outweigh the risks. This could be on apps or sites like TikTok, YouTube, Instagram, Snapchat and WhatsApp. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Strongly disagree	465 19%	35 26%	44 32%	67 27%	78 31%	73 22%	65 21%	38 12%	36 11%	11 7%	9 5%	398 20%	32 18%	18 16%	17 23%	465 19%
		ghij	ghij	ghij	ghij	ij	ij									
Slightly disagree	554 23%	26 19%	30 21%	61 25%	59 24%	52 16%	99 32%	84 26%	78 24%	30 19%	30 19%	482 24%	33 18%	23 20%	15 21%	554 23%
							ej									
Neither agree nor disagree	663 28%	30 22%	35 25%	52 21%	68 27%	116 35%	75 25%	84 26%	106 33%	43 27%	49 31%	568 28%	46 25%	30 26%	19 25%	663 28%
Slightly agree	458 19%	22 16%	14 10%	31 13%	19 8%	61 19%	41 13%	84 26%	83 26%	54 34%	45 29%	365 18%	46 25%	29 25%	18 24%	458 19%
						d		bcd	bcd	abcdef	bcd		a	a		
Strongly agree	192 8%	15 11%	14 10%	22 9%	16 6%	15 5%	24 8%	30 9%	17 5%	17 11%	20 13%	156 8%	19 10%	12 11%	5 7%	192 8%
							e									
Don't know	60 2%	8 6%	3 2%	11 5%	9 3%	10 3%	1 *	7 2%	4 1%	3 2%	4 3%	49 2%	7 4%	3 2%	1 2%	60 2%
SUMMARY																
TOTAL DISAGREE	1019 43%	61 45%	74 53%	128 52%	137 55%	125 38%	164 54%	123 38%	114 35%	42 26%	39 25%	880 44%	66 36%	41 36%	32 43%	1019 43%
		ij	hij	hij	eghij		ghij					b				
TOTAL AGREE	651 27%	37 27%	29 20%	53 22%	35 14%	76 23%	65 21%	114 35%	101 31%	71 45%	66 42%	521 26%	66 36%	41 36%	23 30%	651 27%
						d		d	abcdef	bcd	bcd	ae	ae			
TOTAL NEITHER/ DON'T KNOW	722 30%	38 28%	38 27%	64 26%	77 31%	126 39%	76 25%	90 28%	110 34%	46 29%	53 34%	617 31%	53 29%	33 28%	20 26%	722 30%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 31

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AB. AGREEMENT WITH STATEMENT - The benefits to my child of using social media, messaging and video sharing outweigh the risks. This could be on apps or sites like TikTok, YouTube, Instagram, Snapchat and WhatsApp. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	ANY	NONE	MOST	POTENTIALITY	LEAST
		a	b	a	b	c	d	e	f	g	a	b	a	b	c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Strongly disagree	465 19%	404 19%	60 22%	159 24%	107 16%	83 18%	113 20%	266 20%	196 19%	465 19%	73 14%	372 21%	90 17%	143 18%	152 22%
Slightly disagree	554 23%	480 23%	74 27%	153 23%	169 25% d	132 29% d	93 16%	322 24% d	225 22%	554 23%	147 29%	393 22%	118 23%	156 20%	201 30% b
Neither agree nor disagree	663 28%	604 28%	59 22%	159 24%	190 29%	92 20%	210 37% aceg	349 26%	303 29% c	663 28%	129 25%	489 28%	148 29% c	234 30% c	128 19%
Slightly agree	458 19%	404 19%	54 20%	116 17%	147 22%	110 24% d	82 14%	263 20%	192 19%	458 19%	108 21%	329 19%	83 16%	192 24%	132 20%
Strongly agree	192 8%	176 8%	16 6%	79 12% b	39 6%	29 6%	44 8%	119 9%	73 7%	192 8%	44 9%	135 8%	52 10%	56 7%	57 8%
Don't know	60 2%	51 2%	8 3%	5 1%	13 2%	13 3%	26 5% ae	18 1%	39 4% ae	60 2%	14 3%	39 2%	21 4% bc	7 1%	7 1%
SUMMARY															
TOTAL DISAGREE	1019 43%	884 42%	135 50%	312 47% d	276 42%	215 47%	206 36%	588 44%	421 41%	1019 43%	220 43%	765 44%	208 41%	299 38%	353 52% ab
TOTAL AGREE	651 27%	580 27%	70 26%	195 29%	186 28%	139 30%	126 22%	381 29%	266 26%	651 27%	152 29%	465 26%	136 26%	249 32%	189 28%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 31

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AB. AGREEMENT WITH STATEMENT - The benefits to my child of using social media, messaging and video sharing outweigh the risks. This could be on apps or sites like TikTok, YouTube, Instagram, Snapchat and WhatsApp. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
TOTAL NEITHER/ DON'T KNOW	722	655	67	163	203	106	236	366	342	722	143	529	169	241	135
	30%	31%	25%	24%	31%	23%	42%	27%	33%	30%	28%	30%	33%	31%	20%
							abceg		ac				c	c	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 31

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AB. AGREEMENT WITH STATEMENT - The benefits to my child of using social media, messaging and video sharing outweigh the risks. This could be on apps or sites like TikTok, YouTube, Instagram, Snapchat and WhatsApp. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Strongly disagree	465 19%	70 19%	265 20%	114 18%
Slightly disagree	554 23%	87 24%	312 24%	140 22%
Neither agree nor disagree	663 28%	75 21%	335 26%	216 33%
				a
Slightly agree	458 19%	71 20%	273 21%	110 17%
Strongly agree	192 8%	56 15%	81 6%	47 7%
		bc		
Don't know	60 2%	3 1%	30 2%	20 3%
SUMMARY				
TOTAL DISAGREE	1019 43%	157 43%	578 45%	254 39%
TOTAL AGREE	651 27%	126 35%	354 27%	157 24%
		c		
TOTAL NEITHER/ DON'T KNOW	722 30%	78 22%	365 28%	236 36%
				ab

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 33

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AD. AGREEMENT WITH STATEMENT - The benefits to my child of playing games outweigh the risks. This could be on a games console, mobile phone, tablet or laptop. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Strongly disagree	178 7%	18 6%	42 9%	64 10%	38 6%	16 5%	18 6%	144 8%	16 5%	88 7%	86 7%	13 8%	102 9%	59 6%
Slightly disagree	385 16%	45 16%	72 14%	112 17%	118 18%	39 12%	45 16%	301 17%	39 12%	152 13%	233 20%	25 15%	178 16%	178 17%
Neither agree nor disagree	831 35%	92 33%	176 35%	222 35%	223 34%	119 38%	92 33%	621 34%	119 38%	419 35%	407 35%	55 33%	382 34%	366 35%
Slightly agree	679 28%	72 26%	127 26%	177 28%	208 31%	95 30%	72 26%	512 28%	95 30%	357 30%	310 26%	36 22%	316 28%	309 30%
Strongly agree	269 11%	38 14%	69 14%	54 8%	67 10%	41 13%	38 14%	190 11%	41 13%	157 13%	111 9%	30 18%	119 11%	114 11%
Don't know	50 2%	11 4%	11 2%	12 2%	8 1%	8 3%	11 4%	31 2%	8 3%	20 2%	30 3%	7 4%	24 2%	13 1%
SUMMARY														
TOTAL DISAGREE	563 24%	63 23%	114 23%	176 27% e	156 24%	55 17%	63 23%	446 25% c	55 17%	241 20%	319 27% a	37 22%	280 25%	237 23%
TOTAL AGREE	948 40%	111 40%	196 39%	232 36%	274 42%	136 43%	111 40%	702 39%	136 43%	514 43% b	421 36%	66 40%	435 39%	423 41%
TOTAL NEITHER/ DON'T KNOW	881 37%	103 37%	187 38%	234 36%	230 35%	127 40%	103 37%	651 36%	127 40%	439 37%	436 37%	63 38%	407 36%	379 36%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 33

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AD. AGREEMENT WITH STATEMENT - The benefits to my child of playing games outweigh the risks. This could be on a games console, mobile phone, tablet or laptop. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Strongly disagree	178 7%	8 6%	10 7%	19 8%	23 9%	32 10%	29 10%	22 7%	16 5%	8 5%	8 5%	156 8%	10 5%	6 5%	6 8%	178 7%
Slightly disagree	385 16%	18 14%	26 19%	30 12%	41 17%	41 13%	71 23%	46 14%	72 22%	16 10%	23 15%	338 17%	23 13%	13 12%	11 15%	385 16%
Neither agree nor disagree	831 35%	52 38%	40 28%	94 38%	82 33%	118 36%	101 33%	91 28%	128 40%	64 40%	55 35%	704 35%	60 33%	40 35%	27 36%	831 35%
Slightly agree	679 28%	34 25%	39 28%	62 25%	62 25%	89 27%	85 28%	123 38%	78 24%	49 31%	46 29%	560 28%	60 33%	37 32%	22 29%	679 28%
Strongly agree	269 11%	20 15%	18 13%	34 14%	35 14%	40 12%	14 5%	43 13%	23 7%	21 13%	19 12%	219 11%	25 14%	17 14%	7 10%	269 11%
Don't know	50 2%	5 4%	6 5%	5 2%	6 2%	7 2%	5 2%	1 *	6 2%	1 1%	7 4%	42 2%	5 3%	1 1%	2 2%	50 2%
SUMMARY																
TOTAL DISAGREE	563 24%	26 19%	36 26%	50 20%	64 26%	73 22%	100 33%	68 21%	88 27%	24 15%	30 19%	494 24%	33 18%	19 17%	17 23%	563 24%
TOTAL AGREE	948 40%	53 39%	57 41%	96 39%	98 39%	129 40%	99 33%	166 51%	102 31%	70 44%	65 41%	780 39%	86 47%	54 47%	29 39%	948 40%
TOTAL NEITHER/ DON'T KNOW	881 37%	57 42%	46 33%	100 41%	87 35%	125 38%	106 35%	93 28%	135 42%	65 41%	62 39%	746 37%	65 35%	41 36%	29 38%	881 37%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 33

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AD. AGREEMENT WITH STATEMENT - The benefits to my child of playing games outweigh the risks. This could be on a games console, mobile phone, tablet or laptop. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIAL- LY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Strongly disagree	178 7%	151 7%	27 10%	66 10%	42 6%	32 7%	38 7%	107 8%	70 7%	178 7%	29 6%	139 8%	37 7%	74 9%	45 7%
Slightly disagree	385 16%	344 16%	41 15%	122 18%	114 17%	78 17%	64 11%	236 18%	142 14%	385 16%	83 16%	285 16%	74 15%	114 14%	130 19%
Neither agree nor disagree	831 35%	731 34%	101 37%	188 28%	199 30%	151 33%	278 49%	387 29%	429 42%	831 35%	186 36%	601 34%	200 39%	241 31%	200 30%
							abceg		abeg	ae					
Slightly agree	679 28%	598 28%	81 30%	209 31%	223 34%	123 27%	121 21%	432 32%	244 24%	679 28%	140 27%	506 29%	116 23%	245 31%	216 32%
Strongly agree	269 11%	251 12%	18 7%	81 12%	69 10%	62 13%	56 10%	150 11%	118 11%	269 11%	66 13%	193 11%	75 15%	105 13%	71 11%
Don't know	50 2%	45 2%	5 2%	5 1%	18 3%	14 3%	12 2%	24 2%	26 3%	50 2%	11 2%	35 2%	10 2%	10 1%	14 2%
SUMMARY															
TOTAL DISAGREE	563 24%	495 23%	68 25%	187 28%	156 23%	110 24%	102 18%	343 26%	212 21%	563 24%	112 22%	424 24%	112 22%	188 24%	175 26%
				df											
TOTAL AGREE	948 40%	849 40%	99 36%	290 43%	292 44%	185 40%	177 31%	582 44%	362 35%	948 40%	206 40%	699 40%	190 37%	350 44%	287 42%
				d	d			df		d					
TOTAL NEITHER/ DON'T KNOW	881 37%	776 37%	105 39%	193 29%	217 33%	165 36%	291 51%	410 31%	455 44%	881 37%	197 38%	636 36%	210 41%	251 32%	214 32%
							abceg		abeg	ae					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 33

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AD. AGREEMENT WITH STATEMENT - The benefits to my child of playing games outweigh the risks. This could be on a games console, mobile phone, tablet or laptop. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Strongly disagree	178 7%	35 10%	91 7%	42 7%
Slightly disagree	385 16%	55 15%	214 16%	103 16%
Neither agree nor disagree	831 35%	100 28%	424 33%	255 39%
Slightly agree	679 28%	106 29%	400 31%	169 26%
Strongly agree	269 11%	66 18%	138 11%	62 10%
Don't know	50 2%	* **%	30 2%	16 2%
SUMMARY				
TOTAL DISAGREE	563 24%	90 25%	305 24%	145 22%
TOTAL AGREE	948 40%	171 47%	538 41%	231 36%
TOTAL NEITHER/ DON'T KNOW	881 37%	100 28%	454 35%	271 42%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 35

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AE. AGREEMENT WITH STATEMENT - The benefits to my child of using the internet to gather information outweigh the risks. This could be from search engines like Google or Bing, Wikipedia or news websites. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Strongly disagree	122 5%	20 7%	28 6%	39 6%	24 4%	12 4%	20 7%	90 5%	12 4%	53 4%	69 6%	9 5%	71 6%	36 3%
Slightly disagree	275 11%	37 13%	68 14%	86 13%	57 9%	26 8%	37 13%	212 12%	26 8%	142 12%	130 11%	19 12%	143 13%	102 10%
Neither agree nor disagree	642 27%	88 32%	138 28%	198 31%	145 22%	73 23%	88 32%	481 27%	73 23%	306 26%	333 28%	50 30%	341 30%	231 22%
Slightly agree	808 34%	75 27%	164 33%	196 31%	264 40%	109 34%	75 27%	624 35%	109 34%	421 35%	376 32%	50 30%	349 31%	394 38%
Strongly agree	494 21%	37 13%	92 19%	116 18%	158 24%	91 29%	37 13%	367 20%	91 29%	249 21%	240 20%	25 15%	202 18%	257 25%
Don't know	50 2%	18 7%	6 1%	7 1%	12 2%	7 2%	18 7%	25 1%	7 2%	23 2%	27 2%	13 8%	15 1%	19 2%
SUMMARY														
TOTAL DISAGREE	397 17%	58 21%	97 19%	124 19%	81 12%	38 12%	58 21%	302 17%	38 12%	195 16%	199 17%	28 17%	214 19%	138 13%
TOTAL AGREE	1302 54%	112 41%	256 52%	312 49%	423 64%	199 63%	112 41%	991 55%	199 63%	670 56%	616 52%	75 45%	551 49%	651 63%
TOTAL NEITHER/ DON'T KNOW	693 29%	107 39%	144 29%	205 32%	157 24%	80 25%	107 39%	506 28%	80 25%	329 28%	360 31%	63 38%	356 32%	250 24%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 35

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AE. AGREEMENT WITH STATEMENT - The benefits to my child of using the internet to gather information outweigh the risks. This could be from search engines like Google or Bing, Wikipedia or news websites. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Strongly disagree	122 5%	8 6%	13 9%	17 7%	11 4%	19 6%	20 6%	7 2%	17 5%	3 2%	8 5%	105 5%	9 5%	5 4%	3 4%	122 5%
Slightly disagree	275 11%	20 15%	17 12%	31 13%	38 15%	41 13%	42 14%	37 11%	20 6%	12 7%	14 9%	244 12%	14 8%	10 8%	7 9%	275 11%
Neither agree nor disagree	642 27%	47 34%	42 30%	59 24%	80 32%	91 28%	104 34%	76 23%	69 21%	34 21%	39 25%	553 27%	46 25%	24 21%	20 26%	642 27%
Slightly agree	808 34%	39 29%	36 26%	77 32%	84 34%	118 36%	74 24%	128 39%	132 41%	57 36%	51 33%	665 33%	67 37%	49 43%	27 36%	808 34%
Strongly agree	494 21%	16 11%	21 15%	55 23%	37 15%	51 16%	65 21%	78 24%	77 24%	50 31%	40 25%	409 20%	44 24%	25 22%	16 22%	494 21%
Don't know	50 2%	7 5%	12 8%	6 2%	* *%	6 2%	* *%	1 *%	11 3%	3 2%	4 2%	43 2%	3 2%	2 1%	2 3%	50 2%
SUMMARY																
TOTAL DISAGREE	397 17%	28 21%	30 21%	48 20%	49 20%	60 18%	61 20%	44 13%	37 11%	15 9%	23 14%	349 17%	23 13%	15 13%	10 14%	397 17%
TOTAL AGREE	1302 54%	55 40%	57 41%	133 54%	121 48%	169 52%	139 46%	206 63%	208 64%	107 67%	91 58%	1073 53%	111 61%	75 65%	43 57%	1302 54%
TOTAL NEITHER/ DON'T KNOW	693 29%	53 39%	53 38%	64 26%	80 32%	97 30%	105 34%	77 24%	79 24%	37 23%	43 28%	597 30%	49 27%	25 22%	21 29%	693 29%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 35

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AE. AGREEMENT WITH STATEMENT - The benefits to my child of using the internet to gather information outweigh the risks. This could be from search engines like Google or Bing, Wikipedia or news websites. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Strongly disagree	122 5%	105 5%	17 6%	38 6%	31 5%	28 6%	25 4%	69 5%	53 5%	122 5%	24 5%	90 5%	25 5%	48 6%	35 5%
Slightly disagree	275 11%	247 12%	28 10%	65 10%	75 11%	51 11%	83 15%	139 10%	134 13%	275 11%	67 13%	201 11%	75 15%	96 12%	62 9%
Neither agree nor disagree	642 27%	573 27%	69 26%	144 21%	148 22%	120 26%	214 38%	291 22%	334 32%	642 27%	125 24%	472 27%	156 30%	202 26%	141 21%
							abceg		abe				c		
Slightly agree	808 34%	696 33%	112 41%	252 38% df	251 38% d	151 33%	150 26%	503 38% df	302 29%	808 34%	166 32%	606 34%	136 27%	281 36%	255 38% a
Strongly agree	494 21%	457 22%	37 14%	172 26% df	146 22%	88 19%	84 15%	318 24% df	172 17%	494 21%	121 23%	355 20%	102 20%	158 20%	176 26%
Don't know	50 2%	42 2%	9 3%	1 *%	15 2% a	21 5% ae	13 2% a	16 1%	34 3% a	50 2% a	12 2%	36 2%	18 4% b	3 *%	9 1%
SUMMARY															
TOTAL DISAGREE	397 17%	352 17%	45 17%	103 15%	106 16%	80 17%	107 19%	208 16%	187 18%	397 17%	91 18%	290 17%	100 20%	144 18%	96 14%
TOTAL AGREE	1302 54%	1153 54%	149 55%	423 63% cdfg	397 60% df	240 52%	235 41%	820 61% dfg	474 46%	1302 54% df	287 56%	961 55%	238 46%	439 56%	430 64% a
TOTAL NEITHER/ DON'T KNOW	693 29%	614 29%	78 29%	144 22%	163 25%	141 31%	227 40% abeg	308 23%	368 36% abeg	693 29% ae	137 27%	508 29%	174 34% c	205 26%	150 22%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 35

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48AE. AGREEMENT WITH STATEMENT - The benefits to my child of using the internet to gather information outweigh the risks. This could be from search engines like Google or Bing, Wikipedia or news websites. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Strongly disagree	122 5%	20 6%	67 5%	30 5%
Slightly disagree	275 11%	28 8%	160 12%	82 13%
Neither agree nor disagree	642 27%	71 20%	313 24%	209 32%
				ab
Slightly agree	808 34%	133 37%	468 36%	193 30%
Strongly agree	494 21%	109 30%	260 20%	117 18%
		bc		
Don't know	50 2%	1 *%	29 2%	14 2%
SUMMARY				
TOTAL DISAGREE	397 17%	47 13%	227 18%	112 17%
TOTAL AGREE	1302 54%	242 67%	728 56%	310 48%
		bc		
TOTAL NEITHER/ DON'T KNOW	693 29%	72 20%	342 26%	224 35%
				ab

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 37

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48B. AGREEMENT WITH STATEMENT - I feel I know enough to help my child to stay safe online. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Strongly disagree	99 4%	10 4%	17 3%	26 4%	34 5%	11 3%	10 4%	78 4%	11 3%	46 4%	52 4%	7 4%	43 4%	46 4%
Slightly disagree	166 7%	19 7%	31 6%	41 6%	45 7%	30 9%	19 7%	117 7%	30 9%	77 6%	88 8%	13 8%	66 6%	83 8%
Neither agree nor disagree	270 11%	31 11%	51 10%	66 10%	84 13%	39 12%	31 11%	201 11%	39 12%	142 12%	126 11%	13 8%	115 10%	131 13%
Slightly agree	870 36%	80 29%	187 38%	225 35%	262 40%	117 37%	80 29%	673 37%	117 37%	423 35%	438 37%	45 27%	408 36%	396 38%
Strongly agree	977 41%	135 49%	211 42%	283 44%	236 36%	113 36%	135 49%	729 41%	113 36%	503 42%	463 39%	85 51%	488 44%	381 37%
Don't know	9 *%	1 1%	* *%	- -%	* *%	7 2%	1 1%	1 *%	7 2%	2 *%	7 1%	1 1%	* *%	3 *%
						bcd			b					
SUMMARY														
TOTAL DISAGREE	265 11%	29 11%	48 10%	68 11%	79 12%	41 13%	29 11%	195 11%	41 13%	124 10%	141 12%	21 12%	109 10%	128 12%
TOTAL AGREE	1848 77%	215 78%	397 80%	508 79%	498 75%	230 73%	215 78%	1403 78%	230 73%	926 78%	902 77%	130 79%	897 80%	777 75%
TOTAL NEITHER/ DON'T KNOW	279 12%	32 12%	51 10%	66 10%	84 13%	46 14%	32 12%	202 11%	46 14%	144 12%	133 11%	15 9%	115 10%	134 13%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 37

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48B. AGREEMENT WITH STATEMENT - I feel I know enough to help my child to stay safe online. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Strongly disagree	99 4%	6 4%	4 3%	10 4%	7 3%	12 4%	15 5%	15 4%	19 6%	4 3%	7 4%	90 4%	3 2%	4 3%	2 3%	99 4%
Slightly disagree	166 7%	7 5%	12 8%	17 7%	14 6%	20 6%	21 7%	18 6%	26 8%	15 9%	15 10%	140 7%	13 7%	6 6%	7 9%	166 7%
Neither agree nor disagree	270 11%	15 11%	16 11%	28 11%	23 9%	29 9%	38 12%	52 16%	30 9%	19 12%	20 13%	235 12%	18 10%	10 9%	7 10%	270 11%
Slightly agree	870 36%	42 31%	37 27%	89 36%	98 39%	113 34%	106 35%	117 36%	143 44%	62 39%	55 35%	730 36%	74 40%	40 35%	27 36%	870 36%
Strongly agree	977 41%	66 48%	70 50%	100 41%	108 43%	154 47%	126 41%	125 38%	107 33%	58 36%	54 34%	816 40%	75 41%	54 48%	31 42%	977 41%
Don't know	9 *%	- -%	1 1%	* *%	- -%	- -%	- -%	* *%	- -%	1 1%	6 4%	8 *%	1 1%	- -%	- -%	9 *%
SUMMARY																
TOTAL DISAGREE	265 11%	13 10%	16 11%	27 11%	21 8%	31 10%	36 12%	33 10%	45 14%	19 12%	22 14%	230 11%	16 9%	10 9%	9 12%	265 11%
TOTAL AGREE	1848 77%	108 79%	107 76%	189 77%	206 82%	267 82%	231 76%	241 74%	249 77%	120 76%	109 69%	1546 77%	149 81%	94 82%	58 78%	1848 77%
TOTAL NEITHER/ DON'T KNOW	279 12%	15 11%	17 12%	28 12%	23 9%	29 9%	38 12%	52 16%	30 9%	20 12%	26 16%	243 12%	19 10%	10 9%	7 10%	279 12%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 37

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48B. AGREEMENT WITH STATEMENT - I feel I know enough to help my child to stay safe online. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Strongly disagree	99 4%	89 4%	10 4%	24 4%	28 4%	15 3%	32 6%	52 4%	47 5%	99 4%	20 4%	72 4%	37 7% c	24 3%	18 3%
Slightly disagree	166 7%	146 7%	20 7%	60 9% df	68 10% cdf	17 4%	21 4%	128 10% cdf	38 4%	166 7%	42 8%	117 7%	21 4%	42 5%	76 11% ab
Neither agree nor disagree	270 11%	257 12% b	13 5%	58 9%	64 10%	45 10%	93 16% ae	122 9%	137 13%	270 11%	57 11%	188 11%	77 15% c	76 10%	48 7%
Slightly agree	870 36%	768 36%	102 38%	248 37%	219 33%	171 37%	225 40%	467 35%	396 38%	870 36%	199 39%	632 36%	172 34%	308 39%	269 40%
Strongly agree	977 41%	854 40%	124 45%	279 42%	284 43%	210 46%	196 34%	563 42%	406 39%	977 41%	193 38%	746 42%	203 40%	335 42%	265 39%
Don't know	9 *%	7 *%	3 1%	1 *%	3 *%	3 1%	3 1%	4 *%	6 1%	9 *%	4 1%	4 *%	2 *%	3 *%	1 *%
SUMMARY															
TOTAL DISAGREE	265 11%	234 11%	31 11%	84 13%	96 14% cf	32 7%	52 9%	180 13% f	85 8%	265 11%	62 12%	189 11%	59 11%	67 8%	94 14%
TOTAL AGREE	1848 77%	1622 76%	226 83%	527 79%	503 76%	380 83%	421 74%	1030 77%	801 78%	1848 77%	393 76%	1379 78%	374 73%	644 82%	534 79%
TOTAL NEITHER/ DON'T KNOW	279 12%	264 12%	15 6%	59 9%	67 10%	47 10%	96 17% ae	126 9%	143 14%	279 12%	60 12%	191 11%	79 15% c	79 10%	48 7%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 37

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48B. AGREEMENT WITH STATEMENT - I feel I know enough to help my child to stay safe online. (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Strongly disagree	99 4%	8 2%	52 4%	32 5%
Slightly disagree	166 7%	32 9%	88 7%	40 6%
Neither agree nor disagree	270 11%	43 12%	118 9%	90 14%
Slightly agree	870 36%	103 29%	525 40%	222 34%
Strongly agree	977 41%	175 48%	509 39%	258 40%
Don't know	9 *	- -%	4 *%	4 1%
SUMMARY				
TOTAL DISAGREE	265 11%	40 11%	140 11%	72 11%
TOTAL AGREE	1848 77%	278 77%	1035 80%	479 74%
TOTAL NEITHER/ DON'T KNOW	279 12%	43 12%	122 9%	95 15%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 39

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Very concerned	842 35%	112 40%	195 39%	225 35%	216 33%	94 30%	112 40%	636 35%	94 30%	446 37%	383 33%	63 38%	425 38%	330 32%
Fairly concerned	704 29%	55 20%	137 28%	221 34%	205 31%	87 27%	55 20%	563 31%	87 27%	324 27%	374 32%	34 20%	336 30%	316 30%
Neither/ nor	298 12%	41 15%	59 12%	68 11%	88 13%	43 13%	41 15%	215 12%	43 13%	149 12%	149 13%	24 14%	127 11%	140 14%
Not very concerned	377 16%	33 12%	56 11%	96 15%	127 19%	65 20%	33 12%	279 16%	65 20%	194 16%	181 15%	16 10%	147 13%	207 20%
Not at all concerned	148 6%	31 11%	42 8%	26 4%	24 4%	24 8%	31 11%	92 5%	24 8%	72 6%	76 6%	26 16%	73 7%	42 4%
Don't know	23 1%	5 2%	7 1%	5 1%	1 *	4 1%	5 2%	13 1%	4 1%	9 1%	13 1%	3 2%	13 1%	4 *
SUMMARY														
TOTAL CONCERNED	1546 65%	166 60%	332 67%	446 70%	421 64%	181 57%	166 60%	1199 67%	181 57%	770 65%	756 64%	97 58%	761 68%	646 62%
TOTAL NOT CONCERNED	525 22%	64 23%	99 20%	122 19%	151 23%	89 28%	64 23%	372 21%	89 28%	266 22%	257 22%	42 25%	220 20%	249 24%
TOTAL NEITHER/ DON'T KNOW	321 13%	46 17%	66 13%	73 11%	88 13%	47 15%	46 17%	228 13%	47 15%	158 13%	163 14%	27 16%	140 12%	144 14%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 39

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Very concerned	842	52	59	109	84	114	108	129	81	42	51	718	51	44	29	842
	35%	38%	43%	44%	34%	35%	36%	39%	25%	26%	32%	36%	28%	38%	38%	35%
			hi	hi								b	b	b	b	b
Fairly concerned	704	30	24	67	70	100	115	87	117	40	47	596	56	36	17	704
	29%	22%	17%	27%	28%	30%	38%	27%	36%	25%	30%	29%	30%	32%	22%	29%
							b	b	b					d	d	d
Neither/ nor	298	17	24	32	27	36	32	39	48	25	18	253	24	13	8	298
	12%	12%	17%	13%	11%	11%	10%	12%	15%	16%	12%	13%	13%	11%	11%	12%
Not very concerned	377	19	14	21	36	53	43	63	62	38	27	321	31	11	14	377
	16%	14%	10%	8%	14%	16%	14%	19%	19%	24%	17%	16%	17%	10%	19%	16%
									bc			c	c	c	c	c
Not at all concerned	148	16	15	14	28	21	5	8	16	13	11	114	19	9	6	148
	6%	11%	11%	6%	11%	7%	2%	2%	5%	8%	7%	6%	10%	8%	8%	6%
		fg	fg	fg	fg				f			ae	ae			
Don't know	23	2	3	3	4	3	2	*	-	1	4	18	3	1	1	23
	1%	2%	2%	1%	2%	1%	1%	*%	-%	*%	2%	1%	2%	1%	1%	1%
SUMMARY																
TOTAL CONCERNED	1546	82	84	175	154	214	223	217	198	82	98	1314	107	80	45	1546
	65%	60%	60%	72%	62%	65%	73%	66%	61%	52%	62%	65%	58%	70%	61%	65%
			i	i	i	i	i	i						bd		
TOTAL NOT CONCERNED	525	35	29	35	64	74	48	71	78	52	38	434	50	20	20	525
	22%	26%	21%	14%	26%	23%	16%	22%	24%	32%	24%	22%	27%	18%	27%	22%
										cf			c		c	
TOTAL NEITHER/ DON'T KNOW	321	19	27	35	31	39	34	40	48	25	22	271	27	14	9	321
	13%	14%	19%	14%	13%	12%	11%	12%	15%	16%	14%	13%	15%	12%	13%	13%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 39

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Very concerned	842 35%	761 36%	80 30%	223 33%	223 33%	169 37%	213 37%	446 33%	382 37%	842 35%	193 37%	607 35%	180 35%	276 35%	244 36%
Fairly concerned	704 29%	620 29%	85 31%	212 32%	222 33%	128 28%	136 24%	434 32%	264 26%	704 29%	160 31%	514 29%	137 27%	245 31%	212 31%
Neither/ nor	298 12%	271 13%	27 10%	80 12%	71 11%	61 13%	80 14%	152 11%	141 14%	298 12%	56 11%	221 13%	72 14%	93 12%	67 10%
Not very concerned	377 16%	322 15%	55 20%	113 17%	97 15%	69 15%	97 17%	210 16%	166 16%	377 16%	75 15%	284 16%	82 16%	118 15%	113 17%
Not at all concerned	148 6%	128 6%	20 7%	40 6%	40 6%	29 6%	38 7%	79 6%	68 7%	148 6%	28 5%	114 7%	36 7%	52 7%	38 6%
Don't know	23 1%	17 1%	6 2%	2 *%	13 2%	3 1%	5 1%	15 1%	8 1%	23 1%	3 1%	17 1%	5 1%	5 1%	2 *%
SUMMARY															
TOTAL CONCERNED	1546 65%	1381 65%	165 61%	435 65%	445 67%	297 65%	349 61%	880 66%	646 63%	1546 65%	353 68%	1122 64%	317 62%	520 66%	456 67%
TOTAL NOT CONCERNED	525 22%	450 21%	75 27%	153 23%	137 21%	98 21%	135 24%	290 22%	234 23%	525 22%	103 20%	399 23%	118 23%	170 22%	151 22%
TOTAL NEITHER/ DON'T KNOW	321 13%	289 14%	33 12%	82 12%	84 13%	64 14%	85 15%	166 12%	149 15%	321 13%	59 11%	239 14%	77 15%	98 12%	69 10%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 39

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Very concerned	842 35%	132 36%	440 34%	239 37%
Fairly concerned	704 29%	104 29%	404 31%	177 27%
Neither/ nor	298 12%	42 12%	156 12%	79 12%
Not very concerned	377 16%	58 16%	214 17%	98 15%
Not at all concerned	148 6%	24 7%	73 6%	43 7%
Don't know	23 1%	* *%	9 1%	10 2%
SUMMARY				
TOTAL CONCERNED	1546 65%	236 65%	844 65%	416 64%
TOTAL NOT CONCERNED	525 22%	83 23%	287 22%	141 22%
TOTAL NEITHER/ DON'T KNOW	321 13%	42 12%	165 13%	90 14%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 41

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Very concerned	870	101	194	271	222	82	101	687	82	427	434	62	447	339
	36%	37%	39%	42%	34%	26%	37%	38%	26%	36%	37%	37%	40%	33%
		e	e	e			c	c						
Fairly concerned	801	74	139	208	274	106	74	621	106	376	414	43	326	409
	33%	27%	28%	32%	41%	33%	27%	35%	33%	31%	35%	26%	29%	39%
					ab									ab
Neither/ nor	320	36	63	97	79	46	36	239	46	181	139	19	162	133
	13%	13%	13%	15%	12%	14%	13%	13%	14%	15%	12%	12%	14%	13%
Not very concerned	237	29	39	52	66	50	29	157	50	127	107	14	103	111
	10%	11%	8%	8%	10%	16%	11%	9%	16%	11%	9%	9%	9%	11%
						bc			b					
Not at all concerned	148	33	53	14	19	28	33	86	28	73	75	26	74	44
	6%	12%	11%	2%	3%	9%	12%	5%	9%	6%	6%	16%	7%	4%
		cd	cd			cd	b		b			bc		
Don't know	17	2	9	-	1	5	2	10	5	10	6	2	9	3
	1%	1%	2%	-%	*%	2%	1%	1%	2%	1%	1%	1%	1%	*%
SUMMARY														
TOTAL CONCERNED	1671	175	333	479	496	188	175	1308	188	803	848	105	774	748
	70%	64%	67%	75%	75%	59%	64%	73%	59%	67%	72%	63%	69%	72%
				ae	ae			ac						
TOTAL NOT CONCERNED	384	63	92	66	85	79	63	243	79	200	182	40	177	155
	16%	23%	19%	10%	13%	25%	23%	14%	25%	17%	15%	24%	16%	15%
		cd	c			cd	b		b			c		
TOTAL NEITHER/ DON'T KNOW	337	38	72	97	80	51	38	248	51	191	146	21	171	136
	14%	14%	14%	15%	12%	16%	14%	14%	16%	16%	12%	13%	15%	13%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 41

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Very concerned	870	45	56	108	86	138	130	102	116	34	47	729	65	44	32	870
	36%	33%	40%	44%	34%	42%	42%	31%	36%	22%	30%	36%	35%	38%	43%	36%
			i	ij		i	i		i							
Fairly concerned	801	44	30	56	80	89	113	139	133	48	59	683	57	39	21	801
	33%	33%	21%	23%	32%	27%	37%	43%	41%	30%	37%	34%	31%	34%	28%	33%
							b	bce	bc		bc					
Neither/ nor	320	15	21	45	18	57	40	37	42	26	19	276	26	12	6	320
	13%	11%	15%	18%	7%	17%	13%	11%	13%	17%	12%	14%	14%	10%	8%	13%
				d						d		d				
Not very concerned	237	13	16	12	27	33	19	36	27	32	19	195	20	12	10	237
	10%	10%	12%	5%	11%	10%	6%	11%	8%	20%	12%	10%	11%	10%	13%	10%
										cfh						
Not at all concerned	148	17	17	18	35	10	4	12	7	16	12	122	13	8	5	148
	6%	12%	12%	7%	14%	3%	1%	4%	2%	10%	8%	6%	7%	7%	6%	6%
		efh	efh		efgh					efh	f					
Don't know	17	2	-	5	4	-	-	*	-	3	2	13	2	*	1	17
	1%	1%	-%	2%	2%	-%	-%	*%	-%	2%	1%	1%	1%	*%	1%	1%

SUMMARY

TOTAL CONCERNED	1671	89	86	164	166	227	242	241	249	82	105	1412	123	83	53	1671
	70%	66%	61%	67%	66%	69%	79%	74%	77%	51%	67%	70%	67%	72%	71%	70%
				i	i	i	bi	i	bi		i					
TOTAL NOT CONCERNED	384	30	33	31	62	43	23	48	34	48	31	317	33	19	14	384
	16%	22%	24%	13%	25%	13%	7%	15%	10%	30%	20%	16%	18%	17%	19%	16%
		f	fh		fh					cefhg	f					
TOTAL NEITHER/ DON'T KNOW	337	17	21	50	22	57	40	38	42	29	21	290	28	12	7	337
	14%	12%	15%	20%	9%	17%	13%	12%	13%	18%	14%	14%	15%	11%	9%	14%
				d												

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 41

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Very concerned	870 36%	786 37%	84 31%	225 34%	243 36%	171 37%	218 38%	468 35%	389 38%	870 36%	194 38%	631 36%	214 42%	258 33%	250 37%
Fairly concerned	801 33%	694 33%	107 39%	243 36% d	239 36% d	166 36%	146 26%	481 36% d	312 30%	801 33%	180 35%	583 33%	144 28%	285 36%	236 35%
Neither/ nor	320 13%	292 14%	28 10%	82 12%	88 13%	47 10%	97 17%	170 13%	144 14%	320 13%	70 14%	241 14%	73 14%	114 14%	69 10%
Not very concerned	237 10%	213 10%	24 9%	85 13%	49 7%	33 7%	69 12%	134 10%	102 10%	237 10%	45 9%	183 10%	49 10%	76 10%	79 12%
Not at all concerned	148 6%	123 6%	25 9%	35 5%	38 6%	41 9%	33 6%	73 5%	74 7%	148 6%	23 4%	110 6%	29 6%	50 6%	43 6%
Don't know	17 1%	12 1%	5 2%	* *%	9 1%	2 *%	5 1%	9 1%	7 1%	17 1%	4 1%	11 1%	4 1%	7 1%	- -%
SUMMARY															
TOTAL CONCERNED	1671 70%	1480 70%	191 70%	468 70%	481 72%	337 73%	364 64%	949 71%	701 68%	1671 70%	373 72%	1214 69%	357 70%	543 69%	485 72%
TOTAL NOT CONCERNED	384 16%	335 16%	49 18%	121 18%	87 13%	74 16%	102 18%	207 16%	176 17%	384 16%	68 13%	293 17%	78 15%	125 16%	122 18%
TOTAL NEITHER/ DON'T KNOW	337 14%	304 14%	32 12%	82 12%	97 15%	49 11%	103 18%	179 13%	152 15%	337 14%	74 14%	252 14%	77 15%	121 15%	69 10%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 41

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Very concerned	870 36%	134 37%	457 35%	251 39%
Fairly concerned	801 33%	108 30%	465 36%	199 31%
Neither/ nor	320 13%	51 14%	176 14%	78 12%
Not very concerned	237 10%	44 12%	113 9%	71 11%
Not at all concerned	148 6%	24 7%	78 6%	41 6%
Don't know	17 1%	- -%	8 1%	6 1%
SUMMARY				
TOTAL CONCERNED	1671 70%	242 67%	922 71%	450 70%
TOTAL NOT CONCERNED	384 16%	69 19%	191 15%	112 17%
TOTAL NEITHER/ DON'T KNOW	337 14%	51 14%	184 14%	84 13%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 43

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Very concerned	635 27%	75 27%	123 25%	182 28%	175 26%	81 25%	75 27%	479 27%	81 25%	335 28%	293 25%	49 30%	285 25%	279 27%
Fairly concerned	680 28%	63 23%	122 24%	169 26%	228 35%	98 31%	63 23%	519 29%	98 31%	311 26%	363 31%	33 20%	284 25%	350 34%
Neither/ nor	479 20%	54 20%	106 21%	153 24%	108 16%	57 18%	54 20%	368 20%	57 18%	254 21%	222 19%	39 23%	250 22%	180 17%
Not very concerned	396 17%	45 16%	83 17%	110 17%	105 16%	53 17%	45 16%	298 17%	53 17%	196 16%	194 16%	20 12%	199 18%	165 16%
Not at all concerned	159 7%	30 11%	55 11%	26 4%	28 4%	20 6%	30 11%	109 6%	20 6%	78 7%	81 7%	21 13%	89 8%	45 4%
Don't know	42 2%	9 3%	8 2%	1 *%	16 2%	8 2%	9 3%	25 1%	8 2%	19 2%	23 2%	4 2%	14 1%	21 2%
SUMMARY														
TOTAL CONCERNED	1315 55%	138 50%	244 49%	351 55%	403 61%	179 56%	138 50%	999 56%	179 56%	646 54%	657 56%	82 50%	569 51%	629 61%
TOTAL NOT CONCERNED	555 23%	75 27%	138 28%	136 21%	133 20%	73 23%	75 27%	407 23%	73 23%	275 23%	275 23%	41 25%	288 26%	209 20%
TOTAL NEITHER/ DON'T KNOW	521 22%	63 23%	114 23%	154 24%	124 19%	65 21%	63 23%	393 22%	65 21%	273 23%	244 21%	42 26%	264 24%	201 19%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 43

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Very concerned	635	38	37	67	55	93	86	97	74	40	41	537	42	33	23	635
	27%	28%	26%	27%	22%	28%	28%	30%	23%	25%	26%	27%	23%	29%	31%	27%
															b	
Fairly concerned	680	35	28	53	66	75	94	101	125	46	51	566	57	33	24	680
	28%	26%	20%	22%	26%	23%	31%	31%	38%	29%	32%	28%	31%	29%	32%	28%
									bce							
Neither/ nor	479	24	30	58	48	78	72	61	47	32	25	417	32	20	10	479
	20%	18%	21%	24%	19%	24%	24%	19%	15%	20%	16%	21%	18%	17%	14%	20%
												d				
Not very concerned	396	18	27	39	44	58	48	49	53	31	22	339	31	17	9	396
	17%	13%	19%	16%	18%	18%	16%	15%	16%	20%	14%	17%	17%	15%	12%	17%
Not at all concerned	159	15	14	21	33	22	5	12	17	8	12	126	18	9	7	159
	7%	11%	10%	9%	13%	7%	2%	4%	5%	5%	8%	6%	10%	8%	9%	7%
		f	f		fg											
Don't know	42	6	4	5	3	*	1	7	9	1	7	35	4	3	1	42
	2%	4%	3%	2%	1%	***	***	2%	3%	1%	4%	2%	2%	2%	1%	2%
											e					
SUMMARY																
TOTAL CONCERNED	1315	73	65	121	121	169	180	197	199	86	92	1103	99	66	48	1315
	55%	53%	47%	49%	49%	52%	59%	60%	61%	54%	58%	55%	54%	58%	64%	55%
															abe	
TOTAL NOT CONCERNED	555	34	41	61	77	80	53	61	70	40	34	465	49	26	16	555
	23%	25%	29%	25%	31%	24%	17%	19%	21%	25%	22%	23%	26%	23%	21%	23%
TOTAL NEITHER/ DON'T KNOW	521	30	34	63	51	79	72	68	56	33	32	451	36	22	11	521
	22%	22%	24%	26%	20%	24%	24%	21%	17%	21%	20%	22%	20%	20%	15%	22%
												d				d

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 43

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Very concerned	635 27%	580 27%	55 20%	180 27%	178 27%	126 27%	139 24%	358 27%	265 26%	635 27%	138 27%	466 26%	156 31%	197 25%	178 26%
Fairly concerned	680 28%	604 28%	76 28%	203 30%	185 28%	133 29%	159 28%	387 29%	292 28%	680 28%	166 32%	477 27%	126 25%	227 29%	219 32%
Neither/ nor	479 20%	424 20%	55 20%	119 18%	142 21%	86 19%	122 21%	261 20%	208 20%	479 20%	95 18%	363 21%	113 22%	154 20%	123 18%
Not very concerned	396 17%	346 16%	50 18%	135 20%	106 16%	64 14%	90 16%	242 18%	154 15%	396 17%	75 15%	302 17%	62 12%	142 18%	123 18%
Not at all concerned	159 7%	134 6%	25 9%	30 5%	42 6%	36 8%	50 9%	73 5%	86 8%	159 7%	27 5%	125 7%	49 10%	56 7%	33 5%
Don't know	42 2%	31 1%	11 4%	3 *%	13 2%	16 3%	9 1%	16 1%	24 2%	42 2%	14 3%	25 1%	6 1%	13 2%	1 *%
SUMMARY															
TOTAL CONCERNED	1315 55%	1184 56%	132 48%	383 57%	362 54%	259 56%	298 52%	745 56%	557 54%	1315 55%	304 59%	944 54%	282 55%	424 54%	397 59%
TOTAL NOT CONCERNED	555 23%	480 23%	75 28%	166 25%	148 22%	100 22%	140 25%	314 24%	240 23%	555 23%	102 20%	427 24%	111 22%	198 25%	156 23%
TOTAL NEITHER/ DON'T KNOW	521 22%	456 21%	66 24%	122 18%	155 23%	101 22%	131 23%	277 21%	232 23%	521 22%	108 21%	388 22%	119 23%	167 21%	123 18%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 43

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Very concerned	635 27%	113 31%	321 25%	173 27%
Fairly concerned	680 28%	106 29%	369 28%	189 29%
Neither/ nor	479 20%	55 15%	280 22%	126 19%
Not very concerned	396 17%	68 19%	219 17%	100 15%
Not at all concerned	159 7%	17 5%	92 7%	43 7%
Don't know	42 2%	2 *%	14 1%	16 3%
SUMMARY				
TOTAL CONCERNED	1315 55%	219 61%	691 53%	361 56%
TOTAL NOT CONCERNED	555 23%	85 24%	312 24%	143 22%
TOTAL NEITHER/ DON'T KNOW	521 22%	57 16%	294 23%	142 22%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 45

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Very concerned	950 40%	121 44%	222 45%	248 39%	255 39%	103 33%	121 44%	725 40%	103 33%	474 40%	467 40%	72 43%	464 41%	388 37%
Fairly concerned	676 28%	66 24%	120 24%	183 28%	225 34%	81 26%	66 24%	528 29%	81 26%	327 27%	347 29%	36 21%	296 26%	333 32%
Neither/ nor	300 13%	40 15%	67 13%	97 15%	62 9%	34 11%	40 15%	225 13%	34 11%	160 13%	134 11%	27 16%	160 14%	105 10%
Not very concerned	292 12%	23 8%	48 10%	85 13%	79 12%	58 18%	23 8%	212 12%	58 18%	148 12%	139 12%	12 7%	130 12%	139 13%
Not at all concerned	161 7%	22 8%	36 7%	28 4%	39 6%	36 11%	22 8%	103 6%	36 11%	80 7%	81 7%	17 10%	66 6%	72 7%
Don't know	13 1%	4 1%	4 1%	* *%	1 *%	5 1%	4 1%	5 *%	5 1%	5 *%	8 1%	3 2%	4 *%	3 *%
SUMMARY														
TOTAL CONCERNED	1625 68%	187 68%	342 69%	431 67%	480 73%	185 58%	187 68%	1253 70%	185 58%	800 67%	814 69%	107 65%	760 68%	721 69%
TOTAL NOT CONCERNED	453 19%	45 16%	84 17%	113 18%	118 18%	94 30%	45 16%	315 18%	94 30%	229 19%	220 19%	29 17%	196 18%	211 20%
TOTAL NEITHER/ DON'T KNOW	313 13%	44 16%	70 14%	97 15%	63 10%	39 12%	44 16%	231 13%	39 12%	165 14%	143 12%	30 18%	165 15%	108 10%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 45

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Very concerned	950	52	68	125	97	128	117	123	127	45	57	801	64	53	31	950
	40%	38%	49%	51%	39%	39%	38%	38%	39%	28%	36%	40%	35%	46%	42%	40%
			i	i										b		
Fairly concerned	676	37	29	52	68	88	95	111	111	37	44	578	49	29	19	676
	28%	27%	21%	21%	27%	27%	31%	34%	34%	23%	28%	29%	27%	25%	26%	28%
Neither/ nor	300	20	21	43	21	51	43	26	36	20	14	257	23	13	7	300
	13%	14%	15%	17%	9%	16%	14%	8%	11%	13%	9%	13%	13%	11%	9%	13%
Not very concerned	292	14	9	16	32	39	43	44	32	35	23	241	29	11	11	292
	12%	10%	6%	7%	13%	12%	14%	13%	10%	22%	14%	12%	16%	10%	15%	12%
										abch						
Not at all concerned	161	11	11	8	28	20	8	21	18	20	16	132	16	8	5	161
	7%	8%	8%	3%	11%	6%	3%	6%	6%	13%	10%	7%	9%	7%	7%	7%
				f						cf	f					
Don't know	13	2	2	*	3	*	-	*	-	2	3	10	2	*	1	13
	1%	1%	1%	*%	1%	*%	-%	*%	-%	1%	2%	*%	1%	*%	1%	1%

SUMMARY

TOTAL CONCERNED	1625	90	97	177	165	216	211	235	239	82	101	1379	114	82	50	1625
	68%	66%	70%	72%	66%	66%	69%	72%	73%	52%	64%	68%	62%	72%	68%	68%
			i	i			i	i	i					b		
TOTAL NOT CONCERNED	453	25	20	24	60	59	51	65	51	55	39	373	45	19	16	453
	19%	18%	14%	10%	24%	18%	17%	20%	16%	35%	25%	18%	24%	17%	22%	19%
				c						abcefg	c					
TOTAL NEITHER/ DON'T KNOW	313	22	22	43	25	51	43	27	36	22	17	267	25	13	8	313
	13%	16%	16%	18%	10%	16%	14%	8%	11%	14%	11%	13%	14%	11%	11%	13%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 45

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Very concerned	950 40%	838 40%	111 41%	240 36%	255 38%	206 45%	236 42%	495 37%	442 43%	950 40%	202 39%	700 40%	221 43%	282 36%	271 40%
Fairly concerned	676 28%	593 28%	83 30%	210 31%	185 28%	119 26%	152 27%	394 30%	271 26%	676 28%	170 33%	475 27%	116 23%	248 31%	198 29%
Neither/ nor	300 13%	285 13%	15 6%	71 11%	83 12%	60 13%	82 14%	154 12%	142 14%	300 13%	56 11%	229 13%	85 17%	90 11%	69 10%
Not very concerned	292 12%	253 12%	39 14%	99 15%	84 13%	50 11%	59 10%	183 14%	109 11%	292 12%	56 11%	222 13%	48 9%	113 14%	93 14%
Not at all concerned	161 7%	142 7%	20 7%	50 7%	52 8%	22 5%	38 7%	102 8%	59 6%	161 7%	29 6%	124 7%	40 8%	48 6%	46 7%
Don't know	13 1%	9 *%	5 2%	1 *%	7 1%	4 1%	2 *%	7 1%	6 1%	13 1%	3 *%	8 *%	2 *%	7 1%	* *%
SUMMARY															
TOTAL CONCERNED	1625 68%	1431 68%	194 71%	449 67%	440 66%	325 71%	388 68%	889 67%	713 69%	1625 68%	372 72%	1176 67%	337 66%	530 67%	469 69%
TOTAL NOT CONCERNED	453 19%	395 19%	59 21%	149 22%	136 20%	71 15%	97 17%	285 21%	168 16%	453 19%	85 17%	347 20%	88 17%	161 20%	138 20%
TOTAL NEITHER/ DON'T KNOW	313 13%	294 14%	20 7%	72 11%	90 13%	64 14%	84 15%	162 12%	148 14%	313 13%	58 11%	237 13%	87 17%	97 12%	69 10%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 45

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Very concerned	950 40%	137 38%	523 40%	246 38%
Fairly concerned	676 28%	108 30%	366 28%	184 28%
Neither/ nor	300 13%	44 12%	157 12%	84 13%
Not very concerned	292 12%	42 12%	162 12%	81 13%
Not at all concerned	161 7%	30 8%	85 7%	43 7%
Don't know	13 1%	1 *%	4 *%	8 1%
SUMMARY				
TOTAL CONCERNED	1625 68%	245 68%	889 69%	430 67%
TOTAL NOT CONCERNED	453 19%	72 20%	247 19%	125 19%
TOTAL NEITHER/ DON'T KNOW	313 13%	45 12%	161 12%	92 14%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 47

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Very concerned	494 21%	71 26%	118 24%	132 21%	116 18%	57 18%	71 26%	367 20%	57 18%	245 21%	237 20%	39 24%	255 23%	183 18%
Fairly concerned	737 31%	77 28%	156 31%	214 33%	205 31%	85 27%	77 28%	575 32%	85 27%	374 31%	361 31%	46 28%	358 32%	318 31%
Neither/ nor	458 19%	52 19%	79 16%	139 22%	127 19%	61 19%	52 19%	345 19%	61 19%	244 20%	212 18%	35 21%	209 19%	202 19%
Not very concerned	415 17%	34 12%	70 14%	100 16%	138 21%	72 23% ab	34 12%	308 17%	72 23% a	190 16%	220 19%	15 9%	170 15%	218 21% a
Not at all concerned	260 11%	39 14%	59 12%	57 9%	67 10%	38 12%	39 14%	183 10%	38 12%	130 11%	130 11%	29 17%	117 10%	109 11%
Don't know	27 1%	2 1%	14 3% c	- -%	7 1%	4 1%	2 1%	21 1%	4 1%	10 1%	16 1%	2 1%	14 1%	9 1%
SUMMARY														
TOTAL CONCERNED	1232 51%	149 54%	274 55% e	346 54%	321 49%	142 45%	149 54%	941 52%	142 45%	619 52%	598 51%	85 51%	612 55%	501 48%
TOTAL NOT CONCERNED	675 28%	73 27%	129 26%	157 24%	205 31%	110 35% c	73 27%	491 27%	110 35% b	320 27%	350 30%	44 26%	286 26%	328 32%
TOTAL NEITHER/ DON'T KNOW	485 20%	54 20%	93 19%	139 22%	134 20%	65 21%	54 20%	366 20%	65 21%	255 21%	228 19%	37 22%	223 20%	211 20%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 47

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Very concerned	494	37	34	59	57	63	62	61	54	25	30	419	37	24	14	494
	21%	27%	24%	24%	23%	19%	20%	19%	17%	16%	19%	21%	20%	21%	19%	21%
Fairly concerned	737	39	39	82	74	107	106	106	97	40	45	629	50	37	21	737
	31%	28%	28%	34%	30%	33%	35%	32%	30%	25%	29%	31%	27%	33%	28%	31%
Neither/ nor	458	28	24	44	36	85	54	55	70	32	29	390	35	20	13	458
	19%	21%	17%	18%	14%	26%	18%	17%	21%	20%	18%	19%	19%	18%	18%	19%
Not very concerned	415	14	20	36	34	38	59	64	72	38	35	342	37	20	16	415
	17%	11%	14%	15%	14%	12%	19%	20%	22%	24%	22%	17%	20%	18%	21%	17%
Not at all concerned	260	16	23	20	40	33	24	37	29	23	14	217	22	11	10	260
	11%	12%	16%	8%	16%	10%	8%	11%	9%	15%	9%	11%	12%	9%	14%	11%
Don't know	27	2	*	4	9	-	-	4	3	1	4	22	3	1	1	27
	1%	1%	*%	2%	4%	-%	-%	1%	1%	*%	2%	1%	2%	1%	1%	1%
SUMMARY																
TOTAL CONCERNED	1232	75	73	141	130	171	168	167	150	65	76	1048	87	62	35	1232
	51%	55%	52%	58%	52%	52%	55%	51%	46%	41%	48%	52%	47%	54%	46%	51%
TOTAL NOT CONCERNED	675	30	43	56	74	71	83	101	101	61	49	559	59	31	26	675
	28%	22%	31%	23%	30%	22%	27%	31%	31%	38%	31%	28%	32%	27%	35%	28%
TOTAL NEITHER/ DON'T KNOW	485	30	24	48	45	85	54	59	73	33	33	412	38	21	14	485
	20%	22%	17%	20%	18%	26%	18%	18%	22%	21%	21%	20%	21%	19%	19%	20%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 47

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Very concerned	494 21%	448 21%	46 17%	128 19%	122 18%	113 25%	123 22%	249 19%	236 23%	494 21%	100 19%	368 21%	124 24%	160 20%	126 19%
Fairly concerned	737 31%	667 31%	70 26%	202 30%	235 35%	137 30%	154 27%	437 33%	291 28%	737 31%	175 34%	523 30%	151 29%	239 30%	223 33%
Neither/ nor	458 19%	404 19%	55 20%	105 16%	125 19%	75 16%	147 26%	230 17%	222 22%	458 19%	114 22%	323 18%	105 21%	175 22%	85 13%
Not very concerned	415 17%	360 17%	54 20%	144 21%	108 16%	74 16%	88 15%	252 19%	162 16%	415 17%	80 16%	321 18%	72 14%	128 16%	158 23%
Not at all concerned	260 11%	218 10%	42 15%	87 13%	62 9%	57 12%	53 9%	149 11%	110 11%	260 11%	43 8%	203 12%	56 11%	76 10%	83 12%
Don't know	27 1%	22 1%	5 2%	5 1%	14 2%	4 1%	4 1%	19 1%	8 1%	27 1%	4 1%	21 1%	4 1%	10 1%	1 *%
SUMMARY															
TOTAL CONCERNED	1232 51%	1116 53%	116 43%	330 49%	357 54%	250 54%	277 49%	687 51%	527 51%	1232 51%	275 53%	891 51%	275 54%	399 51%	350 52%
TOTAL NOT CONCERNED	675 28%	578 27%	96 35%	231 34%	170 26%	131 29%	141 25%	401 30%	272 26%	675 28%	123 24%	524 30%	128 25%	204 26%	241 36%
TOTAL NEITHER/ DON'T KNOW	485 20%	426 20%	60 22%	110 16%	139 21%	79 17%	151 26%	248 19%	230 22%	485 20%	118 23%	344 20%	110 21%	185 23%	86 13%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 47

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Very concerned	494 21%	85 24%	239 18%	149 23%
Fairly concerned	737 31%	105 29%	433 33%	179 28%
Neither/ nor	458 19%	60 17%	249 19%	130 20%
Not very concerned	415 17%	65 18%	226 17%	114 18%
Not at all concerned	260 11%	46 13%	142 11%	65 10%
Don't know	27 1%	1 *%	8 1%	8 1%
SUMMARY				
TOTAL CONCERNED	1232 51%	190 53%	672 52%	328 51%
TOTAL NOT CONCERNED	675 28%	111 31%	367 28%	180 28%
TOTAL NEITHER/ DON'T KNOW	485 20%	61 17%	258 20%	138 21%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 49

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Very concerned	581 24%	64 23%	129 26%	141 22%	171 26%	75 24%	64 23%	441 25%	75 24%	282 24%	285 24%	38 23%	260 23%	261 25%
Fairly concerned	905 38%	92 33%	164 33%	249 39%	281 43%	118 37%	92 33%	694 39%	118 37%	459 38%	443 38%	60 36%	404 36%	421 41%
Neither/ nor	484 20%	58 21%	96 19%	149 23%	120 18%	63 20%	58 21%	364 20%	63 20%	242 20%	243 21%	34 21%	242 22%	198 19%
Not very concerned	295 12%	38 14%	70 14%	73 11%	69 10%	44 14%	38 14%	213 12%	44 14%	154 13%	136 12%	20 12%	152 14%	118 11%
Not at all concerned	85 4%	17 6%	25 5%	23 4%	12 2%	8 3%	17 6%	61 3%	8 3%	42 4%	43 4%	10 6%	45 4%	28 3%
Don't know	42 2%	6 2%	12 2%	7 1%	7 1%	9 3%	6 2%	26 1%	9 3%	16 1%	26 2%	4 3%	19 2%	14 1%
SUMMARY														
TOTAL CONCERNED	1485 62%	157 57%	293 59%	389 61%	452 68%	194 61%	157 57%	1135 63%	194 61%	740 62%	728 62%	98 59%	663 59%	682 66%
TOTAL NOT CONCERNED	381 16%	55 20%	96 19%	96 15%	82 12%	52 16%	55 20%	274 15%	52 16%	196 16%	179 15%	30 18%	197 18%	146 14%
TOTAL NEITHER/ DON'T KNOW	526 22%	64 23%	107 22%	156 24%	127 19%	71 23%	64 23%	390 22%	71 23%	257 22%	269 23%	38 23%	261 23%	211 20%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 49

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Very concerned	581 24%	26 19%	38 27%	66 27%	61 25%	59 18%	75 24%	95 29%	72 22%	35 22%	39 25%	492 24%	38 21%	31 27%	20 27%	581 24%
Fairly concerned	905 38%	49 36%	43 31%	84 34%	80 32%	130 40%	118 39%	134 41%	145 45%	62 39%	57 36%	774 38%	58 31%	46 40%	26 35%	905 38%
Neither/ nor	484 20%	31 23%	27 19%	49 20%	47 19%	87 27%	61 20%	44 13%	75 23%	31 19%	32 20%	407 20%	46 25%	19 17%	12 16%	484 20%
Not very concerned	295 12%	19 14%	19 14%	33 13%	38 15%	34 10%	37 12%	42 13%	25 8%	26 16%	18 11%	242 12%	29 16%	13 11%	11 15%	295 12%
Not at all concerned	85 4%	9 6%	8 6%	11 4%	15 6%	15 5%	8 3%	5 2%	7 2%	3 2%	5 3%	67 3%	11 6%	4 3%	4 6%	85 4%
Don't know	42 2%	2 1%	4 3%	3 1%	9 4%	1 *%	6 2%	7 2%	* *%	3 2%	6 4%	37 2%	2 1%	2 1%	1 1%	42 2%
SUMMARY																
TOTAL CONCERNED	1485 62%	76 55%	81 58%	150 61%	141 57%	189 58%	193 63%	229 70%	217 67%	97 61%	96 61%	1266 63%	96 52%	77 67%	46 62%	1485 62%
TOTAL NOT CONCERNED	381 16%	28 20%	27 19%	43 18%	52 21%	49 15%	44 15%	47 14%	32 10%	29 18%	23 15%	309 15%	40 22%	17 15%	15 21%	381 16%
TOTAL NEITHER/ DON'T KNOW	526 22%	33 24%	32 23%	52 21%	56 22%	88 27%	67 22%	51 16%	76 23%	33 21%	38 24%	444 22%	48 26%	21 18%	13 18%	526 22%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 49

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Very concerned	581 24%	511 24%	69 25%	169 25%	137 21%	116 25%	155 27%	307 23%	271 26%	581 24%	120 23%	435 25%	142 28%	161 20%	177 26%
Fairly concerned	905 38%	800 38%	104 38%	258 38%	274 41%	177 38%	186 33%	531 40%	362 35%	905 38%	214 41%	641 36%	155 30%	333 42% a	255 38%
Neither/ nor	484 20%	441 21%	43 16%	111 17%	131 20%	85 18%	146 26% ae	241 18%	231 22%	484 20%	109 21%	360 20%	123 24%	146 19%	117 17%
Not very concerned	295 12%	260 12%	35 13%	115 17% df	78 12%	61 13%	41 7%	193 14% d	102 10%	295 12%	47 9%	232 13%	53 10%	98 12%	113 17%
Not at all concerned	85 4%	71 3%	14 5%	16 2%	26 4%	15 3%	29 5%	42 3%	44 4%	85 4%	21 4%	57 3%	29 6% c	34 4%	12 2%
Don't know	42 2%	35 2%	7 2%	2 *% a	21 3% a	7 2%	12 2%	23 2%	19 2%	42 2%	4 1%	35 2%	9 2%	18 2%	2 *%
SUMMARY															
TOTAL CONCERNED	1485 62%	1312 62%	174 64%	427 64%	411 62%	293 64%	341 60%	838 63%	633 62%	1485 62%	334 65%	1075 61%	297 58%	493 63%	433 64%
TOTAL NOT CONCERNED	381 16%	332 16%	49 18%	131 20%	103 16%	75 16%	71 12%	234 18%	146 14%	381 16%	69 13%	289 16%	82 16%	132 17%	125 18%
TOTAL NEITHER/ DON'T KNOW	526 22%	476 22%	50 18%	112 17%	152 23%	92 20%	158 28% ae	264 20%	250 24% a	526 22%	113 22%	395 22%	132 26%	164 21%	119 18%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 49

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP511. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Very concerned	581 24%	106 29%	277 21%	176 27%
Fairly concerned	905 38%	135 37%	507 39%	238 37%
Neither/ nor	484 20%	56 16%	264 20%	140 22%
Not very concerned	295 12%	50 14%	172 13%	66 10%
Not at all concerned	85 4%	11 3%	53 4%	17 3%
Don't know	42 2%	2 1%	24 2%	10 2%
SUMMARY				
TOTAL CONCERNED	1485 62%	241 67%	784 60%	413 64%
TOTAL NOT CONCERNED	381 16%	61 17%	225 17%	83 13%
TOTAL NEITHER/ DON'T KNOW	526 22%	59 16%	288 22%	150 23%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 51

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51J. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The possibility of them being influenced by extreme views online - whether political, social or religious (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Very concerned	679 28%	101 36%	159 32%	181 28%	169 26%	69 22%	101 36%	510 28%	69 22%	356 30%	316 27%	59 36%	339 30%	260 25%
Fairly concerned	732 31%	62 22%	143 29%	224 35%	220 33%	83 26%	62 22%	587 33%	83 26%	342 29%	384 33%	36 22%	349 31%	333 32%
Neither/ nor	378 16%	44 16%	59 12%	113 18%	105 16%	56 18%	44 16%	278 15%	56 18%	198 17%	180 15%	30 18%	168 15%	170 16%
Not very concerned	383 16%	35 13%	74 15%	90 14%	115 17%	69 22%	35 13%	279 16%	69 22%	183 15%	191 16%	19 12%	159 14%	196 19%
Not at all concerned	185 8%	28 10%	51 10%	33 5%	39 6%	35 11%	28 10%	122 7%	35 11%	97 8%	89 8%	18 11%	93 8%	67 6%
Don't know	35 1%	7 2%	11 2%	- -%	12 2%	5 2%	7 2%	23 1%	5 2%	19 2%	16 1%	3 2%	14 1%	14 1%
SUMMARY														
TOTAL CONCERNED	1411 59%	163 59%	302 61%	406 63%	389 59%	152 48%	163 59%	1097 61%	152 48%	698 58%	701 60%	95 57%	688 61%	593 57%
TOTAL NOT CONCERNED	569 24%	63 23%	125 25%	123 19%	154 23%	104 33%	63 23%	402 22%	104 33%	279 23%	280 24%	38 23%	251 22%	263 25%
TOTAL NEITHER/ DON'T KNOW	412 17%	50 18%	70 14%	113 18%	118 18%	61 19%	50 18%	301 17%	61 19%	216 18%	196 17%	33 20%	182 16%	184 18%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 51

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51J. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The possibility of them being influenced by extreme views online - whether political, social or religious (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Very concerned	679	45	55	81	78	99	80	96	70	35	33	580	44	35	20	679
	28%	33%	40%	33%	31%	30%	26%	29%	22%	22%	21%	29%	24%	31%	27%	28%
			hij													
Fairly concerned	732	37	25	74	68	94	127	100	118	38	46	614	53	42	24	732
	31%	27%	18%	30%	27%	29%	42%	31%	36%	24%	29%	30%	29%	36%	32%	31%
							bi		b							
Neither/ nor	378	19	24	35	24	64	49	50	55	29	27	324	29	14	10	378
	16%	14%	17%	14%	10%	20%	16%	15%	17%	18%	17%	16%	16%	12%	13%	16%
Not very concerned	383	18	17	36	36	42	46	52	59	35	34	318	35	17	13	383
	16%	13%	12%	15%	14%	13%	15%	16%	18%	22%	21%	16%	19%	15%	18%	16%
Not at all concerned	185	14	14	11	40	29	3	21	17	21	14	152	19	7	7	185
	8%	10%	10%	4%	16%	9%	1%	7%	5%	13%	9%	8%	11%	6%	10%	8%
		f	f		cfh	f				cf	f					
Don't know	35	4	3	7	3	-	-	7	5	1	4	31	2	*	1	35
	1%	3%	2%	3%	1%	-%	-%	2%	1%	*%	3%	2%	1%	*%	1%	1%
SUMMARY																
TOTAL CONCERNED	1411	82	81	156	146	192	207	196	189	73	78	1194	98	76	43	1411
	59%	60%	58%	64%	59%	59%	68%	60%	58%	46%	50%	59%	53%	67%	58%	59%
				i			ij							be		
TOTAL NOT CONCERNED	569	32	31	47	76	71	49	73	76	57	47	470	54	24	21	569
	24%	23%	22%	19%	30%	22%	16%	22%	23%	36%	30%	23%	30%	21%	28%	24%
				f						cefg	f		c			
TOTAL NEITHER/ DON'T KNOW	412	23	28	42	27	64	49	57	60	30	31	356	32	14	11	412
	17%	17%	20%	17%	11%	20%	16%	18%	18%	19%	20%	18%	17%	12%	14%	17%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 51

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51J. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The possibility of them being influenced by extreme views online - whether political, social or religious (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Very concerned	679 28%	606 29%	74 27%	188 28%	184 28%	125 27%	174 30%	372 28%	298 29%	679 28%	141 27%	496 28%	185 36% c	210 27%	161 24%
Fairly concerned	732 31%	641 30%	91 34%	223 33%	194 29%	159 34%	149 26%	416 31%	308 30%	732 31%	177 34%	519 30%	125 24%	226 29%	248 37% a
Neither/ nor	378 16%	344 16%	33 12%	82 12%	101 15%	63 14%	124 22% ae	183 14%	187 18%	378 16%	83 16%	280 16%	76 15%	146 18% c	79 12%
Not very concerned	383 16%	344 16%	39 14%	121 18%	126 19%	66 14%	69 12%	247 19%	135 13%	383 16%	75 15%	295 17%	80 16%	130 16%	141 21%
Not at all concerned	185 8%	160 8%	25 9%	52 8%	48 7%	36 8%	48 8%	101 8%	84 8%	185 8%	30 6%	145 8%	40 8%	68 9%	46 7%
Don't know	35 1%	25 1%	10 4%	4 1%	13 2%	11 2%	5 1%	16 1%	16 2%	35 1%	8 2%	23 1%	6 1%	9 1%	2 *%
SUMMARY															
TOTAL CONCERNED	1411 59%	1246 59%	165 61%	410 61%	378 57%	283 62%	323 57%	788 59%	606 59%	1411 59%	318 62%	1015 58%	309 60%	436 55%	409 61%
TOTAL NOT CONCERNED	569 24%	504 24%	64 24%	174 26%	175 26%	103 22%	117 21%	348 26%	220 21%	569 24%	105 20%	440 25%	121 24%	198 25%	187 28%
TOTAL NEITHER/ DON'T KNOW	412 17%	369 17%	43 16%	86 13%	113 17%	74 16%	130 23% ae	199 15%	203 20% a	412 17%	92 18%	304 17%	82 16%	154 20% c	80 12%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 51

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51J. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The possibility of them being influenced by extreme views online - whether political, social or religious (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Very concerned	679 28%	113 31%	339 26%	193 30%
Fairly concerned	732 31%	104 29%	415 32%	191 30%
Neither/ nor	378 16%	48 13%	208 16%	108 17%
Not very concerned	383 16%	68 19%	214 16%	97 15%
Not at all concerned	185 8%	26 7%	112 9%	46 7%
Don't know	35 1%	2 1%	9 1%	11 2%
SUMMARY				
TOTAL CONCERNED	1411 59%	218 60%	754 58%	384 59%
TOTAL NOT CONCERNED	569 24%	94 26%	325 25%	143 22%
TOTAL NEITHER/ DON'T KNOW	412 17%	50 14%	217 17%	119 18%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 53

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51L. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seing 'Adult' or sexual content (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Very concerned	1028	125	228	327	258	90	125	814	90	502	510	73	528	400
	43%	45%	46%	51%	39%	28%	45%	45%	28%	42%	43%	44%	47%	38%
		e	e	de	e		c	c					c	
Fairly concerned	757	74	129	178	275	101	74	582	101	369	388	45	305	393
	32%	27%	26%	28%	42%	32%	27%	32%	32%	31%	33%	27%	27%	38%
				abc					b					b
Neither/ nor	267	33	46	76	57	55	33	179	55	148	115	23	120	113
	11%	12%	9%	12%	9%	17%	12%	10%	17%	12%	10%	14%	11%	11%
						bd			b					
Not very concerned	192	20	42	33	53	45	20	128	45	106	84	10	81	96
	8%	7%	8%	5%	8%	14%	7%	7%	14%	9%	7%	6%	7%	9%
						ac			ab					
Not at all concerned	130	24	42	26	17	21	24	85	21	59	70	16	76	33
	5%	9%	8%	4%	3%	6%	9%	5%	6%	5%	6%	10%	7%	3%
		d	d									c	c	
Don't know	18	*	10	1	1	6	*	12	6	10	8	-	11	5
	1%	*%	2%	*%	*%	2%	*%	1%	2%	1%	1%	-%	1%	*%

SUMMARY

TOTAL CONCERNED	1785	199	357	505	533	191	199	1395	191	871	898	117	833	793
	75%	72%	72%	79%	81%	60%	72%	78%	60%	73%	76%	71%	74%	76%
		e	e	e	e		c	c						
TOTAL NOT CONCERNED	322	44	83	59	70	65	44	212	65	165	155	26	157	129
	13%	16%	17%	9%	11%	21%	16%	12%	21%	14%	13%	16%	14%	12%
						cd			b					
TOTAL NEITHER/ DON'T KNOW	285	33	56	77	58	61	33	191	61	157	124	23	131	118
	12%	12%	11%	12%	9%	19%	12%	11%	19%	13%	11%	14%	12%	11%
						bd			b					

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 53

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51L. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing 'Adult' or sexual content (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Very concerned	1028	51	73	125	101	158	164	127	125	41	48	862	74	55	37	1028
	43%	38%	52%	51%	40%	48%	54%	39%	39%	26%	30%	43%	40%	48%	50%	43%
			ij	ij	i	ij	ij								b	
Fairly concerned	757	43	31	56	73	79	98	142	133	48	53	651	54	35	17	757
	32%	32%	22%	23%	29%	24%	32%	43%	41%	30%	34%	32%	29%	31%	23%	32%
								bce	bce			d			d	
Neither/ nor	267	16	17	24	22	47	26	27	29	34	21	226	24	10	7	267
	11%	11%	12%	10%	9%	14%	9%	8%	9%			11%	13%	8%	9%	11%
										cd	efgh					
Not very concerned	192	15	5	19	23	24	9	23	28	26	19	158	18	9	8	192
	8%	11%	4%	8%	9%	7%	3%	7%	9%	16%	12%	8%	10%	8%	10%	8%
										bf	bf					
Not at all concerned	130	11	13	14	28	20	7	7	10	8	13	108	11	5	5	130
	5%	8%	9%	6%	11%	6%	2%	2%	3%	5%	8%	5%	6%	4%	7%	5%
					fg											
Don't know	18	*	-	7	3	-	1	1	-	2	4	15	2	1	1	18
	1%	*%	-%	3%	1%	-%	*%	*%	-%	1%	3%	1%	1%	1%	1%	1%

SUMMARY

TOTAL CONCERNED	1785	94	104	181	173	237	262	269	258	89	101	1513	128	90	54	1785
	75%	69%	75%	74%	69%	72%	86%	82%	79%	56%	64%	75%	70%	79%	73%	75%
			i	i		i	adeij	ij	ij					b		
TOTAL NOT CONCERNED	322	26	18	32	51	43	16	30	38	34	32	266	29	14	13	322
	13%	19%	13%	13%	21%	13%	5%	9%	12%	21%	20%	13%	16%	12%	17%	13%
		f			f					fg	fg					
TOTAL NEITHER/ DON'T KNOW	285	16	17	31	25	47	27	28	29	36	25	241	27	10	8	285
	12%	11%	12%	13%	10%	14%	9%	8%	9%			12%	15%	9%	10%	12%
										dfgh						

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 53

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51L. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing 'Adult' or sexual content (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Very concerned	1028 43%	909 43%	119 44%	273 41%	263 39%	216 47%	261 46%	536 40%	478 46%	1028 43%	212 41%	765 43%	257 50% b	299 38%	293 43%
Fairly concerned	757 32%	671 32%	86 32%	237 35% df	233 35%	136 30%	143 25%	470 35% df	279 27%	757 32%	175 34%	546 31%	110 21%	287 36% a	230 34% a
Neither/ nor	267 11%	248 12%	19 7%	58 9%	80 12%	46 10%	79 14%	138 10%	125 12%	267 11%	62 12%	193 11%	51 10%	90 11%	68 10%
Not very concerned	192 8%	162 8%	30 11%	67 10%	49 7%	31 7%	44 8%	116 9%	76 7%	192 8%	39 7%	146 8%	51 10%	69 9%	54 8%
Not at all concerned	130 5%	115 5%	14 5%	33 5%	30 5%	27 6%	39 7%	64 5%	66 6%	130 5%	22 4%	96 5%	38 8%	37 5%	29 4%
Don't know	18 1%	14 1%	4 2%	2 *%	11 2%	3 1%	2 *%	13 1%	5 1%	18 1%	5 1%	12 1%	5 1%	5 1%	2 *%
SUMMARY															
TOTAL CONCERNED	1785 75%	1580 75%	205 75%	510 76%	496 75%	353 77%	405 71%	1006 75%	757 74%	1785 75%	387 75%	1311 75%	367 72%	587 74%	523 77%
TOTAL NOT CONCERNED	322 13%	278 13%	44 16%	100 15%	79 12%	58 13%	83 15%	180 13%	141 14%	322 13%	61 12%	243 14%	89 17%	106 13%	83 12%
TOTAL NEITHER/ DON'T KNOW	285 12%	262 12%	23 8%	60 9%	90 14%	49 11%	81 14%	150 11%	131 13%	285 12%	67 13%	205 12%	56 11%	96 12%	70 10%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 53

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51L. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seing 'Adult' or sexual content (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Very concerned	1028 43%	154 43%	549 42%	281 43%
Fairly concerned	757 32%	114 32%	433 33%	187 29%
Neither/ nor	267 11%	40 11%	141 11%	75 12%
Not very concerned	192 8%	30 8%	94 7%	64 10%
Not at all concerned	130 5%	21 6%	70 5%	37 6%
Don't know	18 1%	3 1%	10 1%	2 *%
SUMMARY				
TOTAL CONCERNED	1785 75%	268 74%	982 76%	468 72%
TOTAL NOT CONCERNED	322 13%	51 14%	164 13%	101 16%
TOTAL NEITHER/ DON'T KNOW	285 12%	42 12%	151 12%	77 12%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 55

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51K. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing any other type of content which is not appropriate for their age group - for example, in terms of violence, bad language, disturbing content, and so on (other than 'Adult' or sexual content) (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Very concerned	934	122	214	277	238	83	122	729	83	469	452	70	473	364
	39%	44%	43%	43%	36%	26%	44%	41%	26%	39%	38%	42%	42%	35%
		e	e	e	e		c	c						
Fairly concerned	900	91	167	249	289	103	91	706	103	426	472	53	411	421
	38%	33%	34%	39%	44%	33%	33%	39%	33%	36%	40%	32%	37%	40%
					e									
Neither/ nor	289	31	54	74	72	57	31	201	57	163	123	23	130	128
	12%	11%	11%	12%	11%	18%	11%	11%	18%	14%	10%	14%	12%	12%
									b					
Not very concerned	161	14	26	32	42	47	14	100	47	88	71	7	60	88
	7%	5%	5%	5%	6%	15%	5%	6%	15%	7%	6%	4%	5%	8%
						abcd			ab					
Not at all concerned	86	16	29	8	15	18	16	52	18	36	49	12	40	30
	4%	6%	6%	1%	2%	6%	6%	3%	6%	3%	4%	7%	4%	3%
		c	c			c								
Don't know	22	2	7	1	4	8	2	12	8	12	9	1	8	9
	1%	1%	1%	*%	1%	3%	1%	1%	3%	1%	1%	1%	1%	1%
						c			b					
SUMMARY														
TOTAL CONCERNED	1835	214	381	526	527	187	214	1435	187	895	924	123	884	784
	77%	77%	77%	82%	80%	59%	77%	80%	59%	75%	79%	74%	79%	75%
		e	e	e	e		c	c						
TOTAL NOT CONCERNED	246	30	54	40	57	65	30	152	65	124	120	19	99	118
	10%	11%	11%	6%	9%	21%	11%	8%	21%	10%	10%	12%	9%	11%
						abcd			ab					
TOTAL NEITHER/ DON'T KNOW	311	33	61	75	76	65	33	213	65	175	132	24	138	137
	13%	12%	12%	12%	12%	21%	12%	12%	21%	15%	11%	15%	12%	13%
						abcd			ab					

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 55

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51K. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing any other type of content which is not appropriate for their age group - for example, in terms of violence, bad language, disturbing content, and so on (other than 'Adult' or sexual content) (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Very concerned	934	48	74	128	85	141	131	117	115	36	47	790	65	48	32	934
	39%	35%	53%	52%	34%	43%	43%	36%	35%	22%	30%	39%	35%	42%	42%	39%
			adghij	adghij		i	i	i								
Fairly concerned	900	54	37	65	99	110	139	144	145	52	51	769	65	43	24	900
	38%	40%	27%	27%	40%	34%	46%	44%	45%	33%	32%	38%	35%	38%	32%	38%
							bc	bc	bc							
Neither/ nor	289	16	15	28	26	47	24	40	32	31	26	240	28	14	7	289
	12%	12%	11%	12%	10%	14%	8%	12%	10%	19%	17%	12%	15%	12%	10%	12%
							f			f						
Not very concerned	161	10	4	10	15	23	10	17	23	28	19	132	17	5	7	161
	7%	8%	3%	4%	6%	7%	3%	5%	7%	17%	12%	7%	9%	5%	9%	7%
										bcdefgh	bcf					
Not at all concerned	86	8	8	9	20	7	1	6	10	8	10	70	8	3	5	86
	4%	6%	6%	4%	8%	2%	*%	2%	3%	5%	6%	3%	4%	3%	6%	4%
					f						f					
Don't know	22	*	1	4	3	-	1	4	-	5	4	19	3	*	*	22
	1%	*%	1%	2%	1%	-%	*%	1%	-%	3%	2%	1%	1%	*%	*%	1%
SUMMARY																
TOTAL CONCERNED	1835	102	111	193	185	250	270	261	260	88	98	1559	129	91	56	1835
	77%	75%	80%	79%	74%	77%	88%	80%	80%	55%	62%	77%	70%	80%	75%	77%
		i	ij	ij	i	ij	adj	ij	ij			b		b		
TOTAL NOT CONCERNED	246	18	12	19	35	29	11	23	32	36	30	202	25	9	11	246
	10%	13%	8%	8%	14%	9%	4%	7%	10%	22%	19%	10%	13%	7%	15%	10%
		f			f					bcdefgh	cfg		c		ace	
TOTAL NEITHER/ DON'T KNOW	311	16	16	32	29	47	25	44	32	36	30	259	30	14	8	311
	13%	12%	12%	13%	12%	14%	8%	13%	10%	22%	19%	13%	16%	13%	10%	13%
									fh	f						

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 55

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51K. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing any other type of content which is not appropriate for their age group - for example, in terms of violence, bad language, disturbing content, and so on (other than 'Adult' or sexual content) (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Very concerned	934 39%	843 40%	91 33%	275 41%	233 35%	176 38%	239 42%	508 38%	415 40%	934 39%	188 37%	698 40%	231 45%	290 37%	267 39%
Fairly concerned	900 38%	777 37%	124 45%	252 38%	281 42% d	186 40%	176 31%	532 40% d	361 35%	900 38%	224 43%	639 36%	154 30%	308 39%	284 42% a
Neither/ nor	289 12%	265 13%	24 9%	67 10%	75 11%	48 11%	91 16%	142 11%	139 14%	289 12%	59 12%	213 12%	62 12%	110 14%	57 8%
Not very concerned	161 7%	140 7%	20 7%	55 8%	44 7%	29 6%	32 6%	99 7%	61 6%	161 7%	24 5%	132 8%	35 7%	53 7%	51 7%
Not at all concerned	86 4%	75 4%	10 4%	19 3%	21 3%	16 4%	29 5%	40 3%	46 4%	86 4%	15 3%	63 4%	27 5%	22 3%	19 3%
Don't know	22 1%	19 1%	3 1%	3 *%	12 2%	5 1%	3 *%	14 1%	7 1%	22 1%	4 1%	14 1%	3 1%	6 1%	- -%
SUMMARY															
TOTAL CONCERNED	1835 77%	1620 76%	215 79%	526 79%	514 77%	362 79%	414 73%	1040 78%	776 75%	1835 77%	412 80%	1337 76%	385 75%	597 76%	551 81%
TOTAL NOT CONCERNED	246 10%	216 10%	31 11%	74 11%	65 10%	45 10%	61 11%	139 10%	106 10%	246 10%	39 8%	195 11%	61 12%	75 10%	69 10%
TOTAL NEITHER/ DON'T KNOW	311 13%	284 13%	27 10%	70 10%	87 13%	53 12%	93 16%	157 12%	147 14%	311 13%	64 12%	227 13%	66 13%	116 15% c	57 8%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 55

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51K. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing any other type of content which is not appropriate for their age group - for example, in terms of violence, bad language, disturbing content, and so on (other than 'Adult' or sexual content) (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Very concerned	934 39%	155 43%	513 40%	229 35%
Fairly concerned	900 38%	120 33%	504 39%	252 39%
Neither/ nor	289 12%	41 11%	152 12%	85 13%
Not very concerned	161 7%	32 9%	70 5%	51 8%
Not at all concerned	86 4%	11 3%	49 4%	25 4%
Don't know	22 1%	1 *%	9 1%	5 1%
SUMMARY				
TOTAL CONCERNED	1835 77%	275 76%	1017 78%	480 74%
TOTAL NOT CONCERNED	246 10%	44 12%	119 9%	76 12%
TOTAL NEITHER/ DON'T KNOW	311 13%	42 12%	160 12%	90 14%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 57

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52A. In the past 12 months, has your child told you about anything they have seen online that has scared or upset them? (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
Yes	489 20%	40 15%	123 25% a	140 22%	131 20%	55 17%	40 15%	393 22%	55 17%	242 20%	241 21%	26 16%	242 22%	210 20%
No	1849 77%	230 83% b	363 73%	490 76%	512 77%	253 80%	230 83%	1365 76%	253 80%	923 77%	908 77%	138 83%	855 76%	806 78%
Don't know	55 2%	5 2%	11 2%	11 2%	18 3%	9 3%	5 2%	40 2%	9 3%	28 2%	27 2%	2 1%	24 2%	24 2%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 57

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52A. In the past 12 months, has your child told you about anything they have seen online that has scared or upset them? (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
Yes	489	16	24	67	53	73	67	64	65	23	33	403	42	29	15	489
	20%	12%	17%	27%	21%	22%	22%	19%	20%	14%	21%	20%	23%	26%	20%	20%
				ai												
No	1849	114	116	174	189	250	232	252	252	133	119	1568	140	82	58	1849
	77%	84%	83%	71%	76%	76%	76%	77%	78%	84%	76%	78%	76%	72%	78%	77%
Don't know	55	5	-	3	7	5	7	11	7	4	5	48	2	3	1	55
	2%	4%	-%	1%	3%	1%	2%	3%	2%	2%	3%	2%	1%	2%	2%	2%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 57

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52A. In the past 12 months, has your child told you about anything they have seen online that has scared or upset them? (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
Yes	489 20%	439 21%	49 18%	165 25%	116 17%	82 18%	117 21%	281 21%	199 19%	489 20%	161 31%	304 17%	91 18%	180 23%	147 22%
No	1849 77%	1633 77%	216 79%	501 75%	537 81%	368 80%	427 75%	1037 78%	796 77%	1849 77%	335 65%	1428 81% a	408 80%	597 76%	524 77%
Don't know	55 2%	47 2%	7 3%	5 1%	13 2%	10 2%	25 4%	18 1%	34 3%	55 2%	19 4%	27 2%	13 3%	11 1%	6 1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 57

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52A. In the past 12 months, has your child told you about anything they have seen online that has scared or upset them? (SINGLE CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
Yes	489 20%	113 31%	252 19%	115 18%
		bc		
No	1849 77%	237 66%	1029 79%	512 79%
			a	a
Don't know	55 2%	11 3%	15 1%	19 3%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 58

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	b	c	d	~e	~a	b	~c	a	b	~a	b	c
Unweighted total	513	73	127	119	115	79	73	361	79	256	253	51	247	200
Effective Weighted Sample	255	33	66	60	58	71	33	183	71	124	128	21	120	108
Total	489	40	123	140	131	55	40	393	55	242	241	26	242	210
Talked to my child about what had happened	397	**	101	113	118	**	**	332	**	189	203	**	191	183
	81%	**	82%	81%	91%	**	**	84%	**	78%	84%	**	79%	87%
Advised/ told my child to block certain people/ types of content	264	**	48	82	98	**	**	227	**	128	135	**	102	148
	54%	**	39%	58%	75%	**	**	58%	**	53%	56%	**	42%	71%
					b									b
Advised/ told my child to stop using certain apps/ sites	258	**	62	78	74	**	**	215	**	124	131	**	129	114
	53%	**	51%	56%	57%	**	**	55%	**	51%	54%	**	53%	54%
Reported the content to the website/ app it appeared on	156	**	33	44	48	**	**	125	**	65	90	**	79	65
	32%	**	27%	31%	36%	**	**	32%	**	27%	37%	**	33%	31%
Set up filters/ parental controls	113	**	34	41	15	**	**	89	**	57	55	**	73	32
	23%	**	27%	29%	11%	**	**	23%	**	24%	23%	**	30%	15%
													c	
Sought advice on how to handle the situation	95	**	20	27	27	**	**	74	**	51	44	**	49	41
	19%	**	17%	19%	21%	**	**	19%	**	21%	18%	**	20%	20%
Reported the content another way	42	**	13	7	12	**	**	33	**	13	29	**	21	19
	9%	**	11%	5%	9%	**	**	8%	**	5%	12%	**	9%	9%
Anything else	12	**	3	1	5	**	**	9	**	10	3	**	4	7
	3%	**	3%	1%	4%	**	**	2%	**	4%	1%	**	2%	3%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 58

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 ~a	5-7 b	8-11 c	12-15 d	16-17 ~e	3-4 ~a	5-15 b	16-17 ~c	MALE a	FEMALE b	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	513	73	127	119	115	79	73	361	79	256	253	51	247	200
Effective Weighted Sample	255	33	66	60	58	71	33	183	71	124	128	21	120	108
Total	489	40	123	140	131	55	40	393	55	242	241	26	242	210
No particular action taken	4 1%	** **	2 1%	* *%	- -%	** **	** **	2 *%	** **	4 1%	* *%	** **	3 1%	1 *%
Prefer not to say	* *%	** **	* *%	- -%	- -%	** **	** **	* *%	** **	* *%	- -%	** **	* *%	- -%
SUMMARY														
ANY ACTION TAKEN	485 99%	** **	121 98%	139 100%	131 100%	** **	** **	391 99%	** **	239 98%	241 100%	** **	239 99%	209 100%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 58

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	CHILD'S AGE AND GENDER										NATION				N	ALL UK
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND		
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	a	~b	c	~d	e	
Unweighted total	513	40	33	70	56	63	55	50	63	33	46	222	95	112	84	513	
Effective Weighted Sample	255	15	19	37	29	31	29	28	29	30	41	179	85	97	75	255	
Total	489	16	24	67	53	73	67	64	65	23	33	403	42	29	15	489	
Talked to my child about what had happened	397	**	**	**	**	**	**	**	**	**	**	325	**	25	**	397	
	81%	**	**	**	**	**	**	**	**	**	**	81%	**	86%	**	81%	
Advised/ told my child to block certain people/ types of content	264	**	**	**	**	**	**	**	**	**	**	216	**	16	**	264	
	54%	**	**	**	**	**	**	**	**	**	**	54%	**	54%	**	54%	
Advised/ told my child to stop using certain apps/ sites	258	**	**	**	**	**	**	**	**	**	**	216	**	14	**	258	
	53%	**	**	**	**	**	**	**	**	**	**	54%	**	48%	**	53%	
Reported the content to the website/ app it appeared on	156	**	**	**	**	**	**	**	**	**	**	131	**	10	**	156	
	32%	**	**	**	**	**	**	**	**	**	**	33%	**	34%	**	32%	
Set up filters/ parental controls	113	**	**	**	**	**	**	**	**	**	**	90	**	7	**	113	
	23%	**	**	**	**	**	**	**	**	**	**	22%	**	25%	**	23%	
Sought advice on how to handle the situation	95	**	**	**	**	**	**	**	**	**	**	79	**	7	**	95	
	19%	**	**	**	**	**	**	**	**	**	**	20%	**	23%	**	19%	
Reported the content another way	42	**	**	**	**	**	**	**	**	**	**	31	**	4	**	42	
	9%	**	**	**	**	**	**	**	**	**	**	8%	**	14%	**	9%	
Anything else	12	**	**	**	**	**	**	**	**	**	**	9	**	2	**	12	
	3%	**	**	**	**	**	**	**	**	**	**	2%	**	6%	**	3%	

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

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Table 58

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	a	~b	c	~d	e
Unweighted total	513	40	33	70	56	63	55	50	63	33	46	222	95	112	84	513
Effective Weighted Sample	255	15	19	37	29	31	29	28	29	30	41	179	85	97	75	255
Total	489	16	24	67	53	73	67	64	65	23	33	403	42	29	15	489
No particular action taken	4	**	**	**	**	**	**	**	**	**	**	3	**	*	**	4
	1%	**	**	**	**	**	**	**	**	**	**	1%	**	1%	**	1%
Prefer not to say	*	**	**	**	**	**	**	**	**	**	**	-	**	-	**	*
	*%	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	*%
SUMMARY																
ANY ACTION TAKEN	485	**	**	**	**	**	**	**	**	**	**	400	**	29	**	485
	99%	**	**	**	**	**	**	**	**	**	**	99%	**	99%	**	99%

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

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Table 58

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL ~b	AB a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	513	446	67	213	117	84	95	330	179	513	152	339	108	187	157
Effective Weighted Sample	255	231	24	110	54	41	54	160	95	255	78	167	53	90	81
Total	489	439	49	165	116	82	117	281	199	489	161	304	91	180	147
Talked to my child about what had happened	397	353	**	131	93	**	**	224	168	397	126	254	71	138	126
	81%	80%	**	79%	80%	**	**	80%	84%	81%	78%	83%	78%	77%	86%
Advised/ told my child to block certain people/ types of content	264	236	**	83	62	**	**	145	112	264	96	158	50	100	77
	54%	54%	**	50%	53%	**	**	51%	56%	54%	59%	52%	55%	56%	52%
Advised/ told my child to stop using certain apps/ sites	258	235	**	78	67	**	**	145	106	258	95	153	44	88	77
	53%	53%	**	47%	58%	**	**	52%	53%	53%	59%	50%	49%	49%	52%
Reported the content to the website/ app it appeared on	156	139	**	38	41	**	**	79	75	156	65	89	38	67	37
	32%	32%	**	23%	35%	**	**	28%	38%	32%	40%	29%	41%	37%	25%
Set up filters/ parental controls	113	99	**	31	27	**	**	57	54	113	41	70	27	41	31
	23%	23%	**	19%	23%	**	**	20%	27%	23%	26%	23%	30%	23%	21%
Sought advice on how to handle the situation	95	88	**	38	25	**	**	62	32	95	49	40	13	45	27
	19%	20%	**	23%	21%	**	**	22%	16%	19%	30%	13%	15%	25%	18%
Reported the content another way	42	35	**	10	7	**	**	16	26	42	15	27	16	16	5
	9%	8%	**	6%	6%	**	**	6%	13%	9%	9%	9%	18%	9%	3%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 58

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL ~b	AB a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	513	446	67	213	117	84	95	330	179	513	152	339	108	187	157
Effective Weighted Sample	255	231	24	110	54	41	54	160	95	255	78	167	53	90	81
Total	489	439	49	165	116	82	117	281	199	489	161	304	91	180	147
Anything else	12 3%	12 3%	** **	5 3%	4 3%	** **	** **	9 3%	3 1%	12 3%	3 2%	7 2%	1 1%	4 2%	3 2%
No particular action taken	4 1%	4 1%	** **	3 2%	- -%	** **	** **	3 1%	1 *%	4 1%	- -%	4 1%	* *%	3 1%	* *%
Prefer not to say	* *%	- -%	** **	- -%	- -%	** **	** **	- -%	* *%	* *%	* *%	- -%	* *%	- -%	- -%
SUMMARY															
ANY ACTION TAKEN	485 99%	436 99%	** **	162 98%	116 100%	** **	** **	278 99%	198 99%	485 99%	161 100%	300 99%	90 100%	178 99%	146 100%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 58

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	513	140	226	142
Effective Weighted Sample	255	73	118	67
Total	489	113	252	115
Talked to my child about what had happened	397 81%	92 81%	197 78%	99 86%
Advised/ told my child to block certain people/ types of content	264 54%	60 53%	133 53%	64 56%
Advised/ told my child to stop using certain apps/ sites	258 53%	54 48%	129 51%	68 59%
Reported the content to the website/ app it appeared on	156 32%	24 21%	84 33%	42 37%
Set up filters/ parental controls	113 23%	21 18%	52 21%	34 29%
Sought advice on how to handle the situation	95 19%	28 25%	42 17%	21 18%
Reported the content another way	42 9%	10 9%	21 8%	10 9%
Anything else	12 3%	3 3%	7 3%	2 2%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 58

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	513	140	226	142
Effective Weighted Sample	255	73	118	67
Total	489	113	252	115
No particular action taken	4 1%	3 3%	- -%	1 1%
Prefer not to say	* *%	- -%	- -%	* *%
SUMMARY				
ANY ACTION TAKEN	485 99%	110 97%	252 100%	114 99%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 59

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
With their schoolwork/ homework	1692	78	313	508	562	231	78	1383	231	821	854	22	773	868
	71%	28%	63%	79%	85%	73%	28%	77%	73%	69%	73%	13%	69%	84%
			a	ab	abe	ab		a	a				a	ab
To develop creative skills	1290	130	274	385	354	148	130	1013	148	611	668	73	636	549
	54%	47%	55%	60%	54%	47%	47%	56%	47%	51%	57%	44%	57%	53%
				ae				c					a	
To develop skills with reading and numbers	1284	174	353	365	295	96	174	1014	96	643	628	97	740	423
	54%	63%	71%	57%	45%	30%	63%	56%	30%	54%	53%	58%	66%	41%
		de	cde	de	e		c	c				c	c	
To learn a new skill	1142	123	217	329	326	146	123	872	146	561	565	75	534	508
	48%	45%	44%	51%	49%	46%	45%	49%	46%	47%	48%	45%	48%	49%
To build or maintain friendships	972	25	54	275	426	191	25	756	191	471	493	19	256	666
	41%	9%	11%	43%	65%	60%	9%	42%	60%	39%	42%	12%	23%	64%
				ab	abc	abc		a	ab				a	ab
To find useful information about any problems or issues they may have	798	36	90	216	301	155	36	607	155	403	386	19	278	474
	33%	13%	18%	34%	46%	49%	13%	34%	49%	34%	33%	11%	25%	46%
				ab	abc	abc		a	ab				a	ab
To find out about news	766	26	89	182	311	158	26	582	158	430	334	11	239	491
	32%	9%	18%	28%	47%	50%	9%	32%	50%	36%	28%	7%	21%	47%
			a	ab	abc	abc		a	ab	b			a	ab
To understand what other people think and feel about things	561	55	69	152	193	92	55	414	92	287	271	32	212	298
	23%	20%	14%	24%	29%	29%	20%	23%	29%	24%	23%	19%	19%	29%
				b	b	b								b

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 59

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2374	437	484	497	518	438	437	1499	438	1180	1178	296	1028	962
Effective Weighted Sample	1206	219	259	259	274	392	219	781	392	597	600	140	523	520
Total	2392	276	497	641	661	317	276	1799	317	1194	1176	166	1121	1040
To find out about or to support causes or organisations	366	21	48	95	122	79	21	265	79	189	177	12	125	216
	15%	8%	10%	15%	18%	25%	8%	15%	25%	16%	15%	7%	11%	21%
					ab	abc		a	ab					ab
None of these	67	21	24	9	8	5	21	41	5	33	34	18	33	13
	3%	8%	5%	1%	1%	1%	8%	2%	1%	3%	3%	11%	3%	1%
		cde					bc					bc		
Don't know	33	5	7	5	9	7	5	21	7	15	17	5	13	13
	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	3%	1%	1%
SUMMARY														
ANY OF THESE BENEFITS	2292	250	465	626	644	306	250	1736	306	1146	1125	144	1076	1014
	96%	91%	94%	98%	97%	96%	91%	97%	96%	96%	96%	87%	96%	98%
				a	a	a		a	a				a	a

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 59

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
With their schoolwork/ homework	1692	35	43	150	161	257	245	265	289	114	117	1431	124	82	56	1692
	71%	26%	31%	61%	64%	78%	80%	81%	89%	72%	74%	71%	67%	72%	75%	71%
				ab	ab	abc	abcd	abcd	abcdij	ab	ab					
To develop creative skills	1290	57	72	125	149	203	176	153	196	73	75	1083	102	66	39	1290
	54%	42%	52%	51%	60%	62%	58%	47%	60%	46%	48%	54%	56%	58%	52%	54%
				a	ai				a							
To develop skills with reading and numbers	1284	80	94	169	182	197	163	154	137	44	52	1074	107	63	40	1284
	54%	59%	67%	69%	73%	60%	53%	47%	42%	28%	33%	53%	58%	55%	53%	54%
		ij	ghij	ghij	fghij	hij	ij	ij	i							
To learn a new skill	1142	60	64	110	107	165	155	150	169	75	70	949	92	65	36	1142
	48%	44%	45%	45%	43%	51%	51%	46%	52%	47%	45%	47%	50%	57%	48%	48%
														ae		
To build or maintain friendships	972	14	10	28	26	143	133	194	226	93	98	806	83	49	34	972
	41%	11%	7%	11%	10%	44%	43%	59%	70%	58%	62%	40%	45%	43%	45%	41%
						abcd	abcd	abcd	abcdef	abcdef	abcdef					
To find useful information about any problems or issues they may have	798	19	17	44	46	109	101	156	141	74	82	679	55	43	21	798
	33%	14%	12%	18%	18%	33%	33%	48%	43%	46%	52%	34%	30%	38%	27%	33%
						abcd	abcd	abcd	abcd	abcd	abcdef			d		
To find out about news	766	19	7	48	42	106	75	170	140	88	70	648	60	39	19	766
	32%	14%	5%	19%	17%	32%	25%	52%	43%	55%	45%	32%	32%	34%	26%	32%
				b	b	abd	b	abcdef	abcdf	abcdef	abcdf					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 59

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2374	218	218	243	240	247	246	256	253	216	221	1112	426	413	423	2374
Effective Weighted Sample	1206	105	113	129	129	129	126	135	134	195	197	886	375	349	372	1206
Total	2392	136	140	245	249	327	305	327	325	159	157	2019	184	114	75	2392
To understand what other people think and feel about things	561	32	22	42	27	69	80	99	95	44	48	474	41	29	16	561
	23%	24%	16%	17%	11%	21%	26%	30%	29%	28%	30%	23%	23%	26%	21%	23%
		d					d	bd	d	d	bcd					
To find out about or to support causes or organisations	366	9	12	32	17	55	39	56	67	37	42	311	25	19	10	366
	15%	6%	9%	13%	7%	17%	13%	17%	21%	23%	27%	15%	14%	17%	13%	15%
							d	d	ad	abd	abcdf					
None of these	67	13	9	12	12	1	8	4	3	3	2	56	6	4	2	67
	3%	9%	6%	5%	5%	1%	3%	1%	1%	2%	1%	3%	3%	3%	3%	3%
		eghij	e													
Don't know	33	4	1	1	6	2	3	5	4	3	3	27	3	2	1	33
	1%	3%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%
SUMMARY																
ANY OF THESE BENEFITS	2292	120	130	231	231	324	293	318	317	153	153	1936	175	109	72	2292
	96%	88%	93%	94%	93%	99%	96%	97%	98%	96%	97%	96%	95%	95%	96%	96%
						a		a	a		a					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 59

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
With their schoolwork/ homework	1692	1499	193	468	475	343	394	943	737	1692	374	1256	342	548	508
	71%	71%	71%	70%	71%	75%	69%	71%	72%	71%	73%	71%	67%	69%	75%
To develop creative skills	1290	1142	148	340	379	256	306	720	563	1290	291	946	277	389	399
	54%	54%	54%	51%	57%	56%	54%	54%	55%	54%	56%	54%	54%	49%	59% b
To develop skills with reading and numbers	1284	1141	143	355	384	246	291	739	538	1284	271	970	290	382	407
	54%	54%	53%	53%	58%	54%	51%	55%	52%	54%	53%	55%	57%	48%	60% b
To learn a new skill	1142	1015	127	322	311	230	266	632	496	1142	255	831	243	354	343
	48%	48%	47%	48%	47%	50%	47%	47%	48%	48%	49%	47%	47%	45%	51%
To build or maintain friendships	972	869	103	282	303	193	184	585	377	972	225	718	192	317	294
	41%	41%	38%	42% d	46% d	42%	32%	44% d	37%	41%	44%	41%	38%	40%	43%
To find useful information about any problems or issues they may have	798	696	103	236	247	124	189	484	313	798	197	569	168	275	249
	33%	33%	38%	35%	37%	27%	33%	36%	30%	33%	38%	32%	33%	35%	37%
To find out about news	766	668	98	239	228	116	177	467	293	766	182	571	151	277	226
	32%	32%	36%	36% c	34%	25%	31%	35% c	28%	32%	35%	32%	30%	35%	33%
To understand what other people think and feel about things	561	486	75	146	186	95	126	332	221	561	149	380	118	188	161
	23%	23%	27%	22%	28%	21%	22%	25%	21%	23%	29%	22%	23%	24%	24%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 59

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2374	2033	341	840	604	430	480	1444	910	2374	483	1776	480	827	710
Effective Weighted Sample	1206	1063	143	455	295	215	268	718	483	1206	253	895	249	398	375
Total	2392	2120	272	670	666	460	569	1336	1029	2392	515	1759	512	789	677
To find out about or to support causes or organisations	366 15%	324 15%	42 15%	118 18% c	124 19% c	42 9%	81 14%	242 18% cf	123 12%	366 15%	98 19%	252 14%	69 13%	139 18%	106 16%
None of these	67 3%	61 3%	6 2%	20 3%	18 3%	10 2%	19 3%	38 3%	29 3%	67 3%	7 1%	56 3%	9 2%	34 4%	17 2%
Don't know	33 1%	29 1%	3 1%	6 1%	4 1%	4 1%	13 2%	10 1%	17 2%	33 1%	6 1%	17 1%	5 1%	3 *%	4 1%
SUMMARY															
ANY OF THESE BENEFITS	2292 96%	2029 96%	263 96%	645 96%	644 97%	446 97%	537 94%	1289 96%	983 96%	2292 96%	502 97%	1686 96%	498 97%	752 95%	656 97%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 59

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
With their schoolwork/ homework	1692	238	955	442
	71%	66%	74%	68%
To develop creative skills	1290	187	690	354
	54%	52%	53%	55%
To develop skills with reading and numbers	1284	187	708	343
	54%	52%	55%	53%
To learn a new skill	1142	161	612	323
	48%	44%	47%	50%
To build or maintain friendships	972	140	551	243
	41%	39%	42%	38%
To find useful information about any problems or issues they may have	798	128	426	218
	33%	35%	33%	34%
To find out about news	766	135	389	209
	32%	37%	30%	32%
To understand what other people think and feel about things	561	91	296	136
	23%	25%	23%	21%
To find out about or to support causes or organisations	366	70	195	85
	15%	19%	15%	13%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 59

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child aged 3-17 goes online using any type of device

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2374	430	1233	646
Effective Weighted Sample	1206	221	630	327
Total	2392	361	1297	646
None of these	67 3%	12 3%	35 3%	20 3%
Don't know	33 1%	4 1%	10 1%	16 2%
SUMMARY				
ANY OF THESE BENEFITS	2292 96%	345 96%	1252 97%	610 94%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 60

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	~a	b	c
Unweighted total	1529	128	154	307	504	436	128	965	436	744	774	87	423	945
Effective Weighted Sample	792	68	75	161	264	390	68	496	390	381	404	42	204	510
Total	1565	88	133	396	633	315	88	1162	315	764	790	55	448	1007
Rules about who they are in contact with on their phone	885	35	58	302	391	100	35	751	100	375	502	**	284	563
	57%	39%	44%	76%	62%	32%	39%	65%	32%	49%	63%	**	63%	56%
				abde	abe			ac			a			
Rules about downloading apps onto their phone	776	40	65	279	314	79	40	657	79	373	398	**	264	479
	50%	45%	49%	70%	50%	25%	45%	57%	25%	49%	50%	**	59%	48%
		e	e	abde	e		c	c					c	
Rules about how much time they spend using their phone	748	39	72	236	314	88	39	622	88	392	352	**	253	457
	48%	44%	54%	60%	50%	28%	44%	54%	28%	51%	45%	**	57%	45%
		e	e	e	e		c	c					c	
Rules about when they can use their phone	701	34	75	237	290	66	34	602	66	369	326	**	239	432
	45%	39%	56%	60%	46%	21%	39%	52%	21%	48%	41%	**	53%	43%
		e	e	ade	e		c	c						
Rules about not taking their phone to bed	701	30	60	232	305	74	30	597	74	376	321	**	237	439
	45%	34%	45%	59%	48%	24%	34%	51%	24%	49%	41%	**	53%	44%
			e	ae	e			ac						
Rules about how much money they can spend on their phone	686	22	41	233	275	115	22	549	115	323	356	**	211	450
	44%	25%	31%	59%	44%	36%	25%	47%	36%	42%	45%	**	47%	45%
				abde	a			ac						

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 60

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	~a	b	c
Unweighted total	1529	128	154	307	504	436	128	965	436	744	774	87	423	945
Effective Weighted Sample	792	68	75	161	264	390	68	496	390	381	404	42	204	510
Total	1565	88	133	396	633	315	88	1162	315	764	790	55	448	1007
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	211	20	26	67	68	30	20	161	30	114	98	**	83	110
	14%	23%	19%	17%	11%	10%	23%	14%	10%	15%	12%	**	19%	11%
		de					c						c	
Other rules	30	5	5	4	11	5	5	20	5	12	18	**	12	16
	2%	6%	4%	1%	2%	2%	6%	2%	2%	2%	2%	**	3%	2%
No, do not have any rules	181	10	5	8	61	97	10	74	97	90	89	**	13	142
	12%	11%	4%	2%	10%	31%	11%	6%	31%	12%	11%	**	3%	14%
		c			c	abcd			ab					b
SUMMARY														
ANY RULES	1384	78	128	388	572	218	78	1088	218	674	702	**	435	866
	88%	89%	96%	98%	90%	69%	89%	94%	69%	88%	89%	**	97%	86%
		e	e	ade	e		c	c					c	
SUMMARY														
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1361	74	124	387	564	212	74	1075	212	659	692	**	429	853
	87%	84%	93%	98%	89%	67%	84%	93%	67%	86%	88%	**	96%	85%
		e	e	ade	e		c	c					c	

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 60

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	1529	60	68	76	78	145	161	248	247	215	220	765	263	258	243	1529
Effective Weighted Sample	792	28	39	37	39	75	86	129	130	194	196	577	237	221	219	792
Total	1565	39	49	67	65	192	204	308	316	158	156	1313	124	80	48	1565
Rules about who they are in contact with on their phone	885	**	**	**	**	136	166	166	217	41	59	754	64	42	26	885
	57%	**	**	**	**	71%	81%	54%	69%	26%	37%	57%	51%	53%	54%	57%
						ij	gij	ij	ij							
Rules about downloading apps onto their phone	776	**	**	**	**	129	150	156	153	37	42	650	62	40	24	776
	50%	**	**	**	**	67%	73%	51%	48%	23%	27%	50%	50%	50%	50%	50%
						hij	ghij	ij	ij							
Rules about how much time they spend using their phone	748	**	**	**	**	120	116	170	140	43	45	630	55	39	25	748
	48%	**	**	**	**	63%	57%	55%	44%	27%	29%	48%	44%	49%	52%	48%
						ij	ij	ij	ij							
Rules about when they can use their phone	701	**	**	**	**	125	112	154	130	33	33	595	51	32	24	701
	45%	**	**	**	**	65%	55%	50%	41%	21%	21%	45%	41%	41%	49%	45%
						hij	ij	ij	ij							
Rules about not taking their phone to bed	701	**	**	**	**	121	111	172	128	39	35	593	54	30	24	701
	45%	**	**	**	**	63%	54%	56%	40%	25%	22%	45%	43%	38%	50%	45%
						hij	ij	ij	ij						c	
Rules about how much money they can spend on their phone	686	**	**	**	**	110	123	131	138	56	58	572	57	34	22	686
	44%	**	**	**	**	57%	60%	43%	44%	36%	37%	44%	46%	43%	47%	44%
						ij	ij									

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 60

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	1529	60	68	76	78	145	161	248	247	215	220	765	263	258	243	1529
Effective Weighted Sample	792	28	39	37	39	75	86	129	130	194	196	577	237	221	219	792
Total	1565	39	49	67	65	192	204	308	316	158	156	1313	124	80	48	1565
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	211	**	**	**	**	39	29	39	29	15	15	181	13	11	6	211
	14%	**	**	**	**	20%	14%	13%	9%	10%	10%	14%	11%	14%	13%	14%
Other rules	30	**	**	**	**	4	1	*	10	5	1	25	3	2	1	30
	2%	**	**	**	**	2%	*%	*%	3%	3%	*%	2%	2%	2%	3%	2%
No, do not have any rules	181	**	**	**	**	5	3	28	32	51	45	151	12	12	5	181
	12%	**	**	**	**	2%	2%	9%	10%	32%	29%	11%	10%	15%	11%	12%
										efgh	efgh					
SUMMARY																
ANY RULES	1384	**	**	**	**	187	200	280	284	107	111	1162	112	68	42	1384
	88%	**	**	**	**	98%	98%	91%	90%	68%	71%	89%	90%	85%	89%	88%
						ij	ij	ij	ij							
SUMMARY																
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1361	**	**	**	**	187	200	275	280	104	108	1141	111	66	42	1361
	87%	**	**	**	**	97%	98%	89%	89%	66%	69%	87%	89%	83%	89%	87%
						ij	ij	ij	ij							

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 60

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	1529	1349	180	555	370	282	310	925	592	1529	356	1099	311	565	441
Effective Weighted Sample	792	711	81	305	191	144	170	474	314	792	187	569	163	286	239
Total	1565	1409	156	454	437	306	351	891	657	1565	371	1125	339	567	426
Rules about who they are in contact with on their phone	885 57%	817 58%	68 43%	262 58%	247 56%	167 55%	202 58%	509 57%	369 56%	885 57%	217 59%	636 57%	193 57%	310 55%	249 58%
Rules about downloading apps onto their phone	776 50%	704 50%	71 46%	239 53%	229 52%	148 48%	154 44%	467 52%	302 46%	776 50%	177 48%	576 51%	152 45%	267 47%	234 55%
Rules about how much time they spend using their phone	748 48%	683 48%	66 42%	244 54%	212 48%	138 45%	148 42%	456 51%	286 44%	748 48%	163 44%	556 49%	167 49%	237 42%	231 54% b
Rules about when they can use their phone	701 45%	641 46%	60 38%	239 53% cdf	208 48%	120 39%	135 38%	447 50% df	254 39%	701 45%	164 44%	521 46%	142 42%	233 41%	229 54% b
Rules about not taking their phone to bed	701 45%	636 45%	66 42%	240 53% df	188 43%	132 43%	134 38%	428 48%	266 40%	701 45%	177 48%	508 45%	129 38%	238 42%	233 55% ab
Rules about how much money they can spend on their phone	686 44%	617 44%	68 44%	219 48%	207 47%	123 40%	133 38%	426 48%	256 39%	686 44%	173 47%	492 44%	141 42%	235 41%	228 53% b

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 60

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIAL- LY b	LEAST c
Significance Level: 99%															
Unweighted total	1529	1349	180	555	370	282	310	925	592	1529	356	1099	311	565	441
Effective Weighted Sample	792	711	81	305	191	144	170	474	314	792	187	569	163	286	239
Total	1565	1409	156	454	437	306	351	891	657	1565	371	1125	339	567	426
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	211	191	20	79	46	39	47	125	87	211	62	133	60	90	34
	14%	14%	13%	17%	11%	13%	13%	14%	13%	14%	17%	12%	18% c	16% c	8%
Other rules	30	29	2	7	13	7	3	20	10	30	2	28	7	15	8
	2%	2%	1%	2%	3%	2%	1%	2%	2%	2%	1%	3%	2%	3%	2%
No, do not have any rules	181	157	23	47	41	40	48	87	88	181	35	134	46	69	33
	12%	11%	15%	10%	9%	13%	14%	10%	13%	12%	9%	12%	14%	12%	8%
SUMMARY															
ANY RULES	1384	1251	133	407	396	267	303	804	570	1384	336	991	293	498	394
	88%	89%	85%	90%	91%	87%	86%	90%	87%	88%	91%	88%	86%	88%	92%
SUMMARY															
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1361	1228	132	398	389	263	300	787	562	1361	332	976	288	484	390
	87%	87%	85%	88%	89%	86%	85%	88%	86%	87%	90%	87%	85%	85%	92%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 60

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	1529	299	772	415
Effective Weighted Sample	792	156	405	214
Total	1565	252	847	406
Rules about who they are in contact with on their phone	885 57%	129 51%	502 59%	223 55%
Rules about downloading apps onto their phone	776 50%	115 46%	432 51%	201 49%
Rules about how much time they spend using their phone	748 48%	132 52%	411 49%	180 44%
Rules about when they can use their phone	701 45%	125 50%	387 46%	168 41%
Rules about not taking their phone to bed	701 45%	131 52%	392 46%	158 39%
Rules about how much money they can spend on their phone	686 44%	118 47%	366 43%	182 45%
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	211 14%	43 17%	99 12%	58 14%
Other rules	30 2%	4 2%	21 2%	5 1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 60

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	1529	299	772	415
Effective Weighted Sample	792	156	405	214
Total	1565	252	847	406
No, do not have any rules	181	19	84	63
	12%	8%	10%	16%
SUMMARY				
ANY RULES	1384	232	764	343
	88%	92%	90%	84%
SUMMARY				
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1361	228	750	337
	87%	91%	88%	83%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 61

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	1529	128	154	307	504	436	128	965	436	744	774	87	423	945
Effective Weighted Sample	792	68	75	161	264	390	68	496	390	381	404	42	204	510
Total	1565	88	133	396	633	315	88	1162	315	764	790	55	448	1007
Very concerned	240 15%	29 33%	31 23%	52 13%	87 14%	42 13%	29 33%	169 15%	42 13%	109 14%	128 16%	** **	79 18%	129 13%
Fairly concerned	427 27%	15 18%	28 21%	116 29%	195 31%	73 23%	15 18%	339 29%	73 23%	187 24%	237 30%	** **	110 24%	297 29%
Neither/ nor	373 24%	8 9%	26 19%	98 25%	161 25%	81 26%	8 9%	284 24%	81 26%	205 27%	168 21%	** **	88 20%	263 26%
Not very concerned	367 23%	9 10%	26 20%	102 26%	151 24%	78 25%	9 10%	279 24%	78 25%	189 25%	174 22%	** **	111 25%	243 24%
Not at all concerned	146 9%	23 26%	22 16%	28 7%	35 6%	38 12%	23 26%	85 7%	38 12%	69 9%	77 10%	** **	60 13%	67 7%
Don't know	13 1%	3 3%	* *%	* *%	4 1%	4 1%	3 3%	5 *%	4 1%	6 1%	6 1%	** **	1 *%	8 1%
SUMMARY														
TOTAL CONCERNED	667 43%	44 51%	59 44%	167 42%	282 45%	114 36%	44 51%	508 44%	114 36%	296 39%	365 46%	** **	189 42%	426 42%
TOTAL NOT CONCERNED	512 33%	32 37%	48 36%	130 33%	186 29%	116 37%	32 37%	364 31%	116 37%	257 34%	251 32%	** **	170 38%	311 31%
TOTAL NEITHER/ DON'T KNOW	386 25%	11 13%	26 20%	99 25%	165 26%	85 27%	11 13%	290 25%	85 27%	211 28%	175 22%	** **	89 20%	271 27%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 61

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	1529	60	68	76	78	145	161	248	247	215	220	765	263	258	243	1529
Effective Weighted Sample	792	28	39	37	39	75	86	129	130	194	196	577	237	221	219	792
Total	1565	39	49	67	65	192	204	308	316	158	156	1313	124	80	48	1565
Very concerned	240	**	**	**	**	27	25	44	41	14	27	201	17	14	7	240
	15%	**	**	**	**	14%	12%	14%	13%	9%	17%	15%	14%	18%	15%	15%
Fairly concerned	427	**	**	**	**	43	72	81	112	38	34	361	31	22	13	427
	27%	**	**	**	**	22%	36%	26%	35%	24%	22%	28%	25%	28%	28%	27%
Neither/ nor	373	**	**	**	**	61	37	78	83	42	38	319	28	18	9	373
	24%	**	**	**	**	32%	18%	25%	26%	27%	24%	24%	22%	23%	19%	24%
Not very concerned	367	**	**	**	**	49	53	83	64	44	35	306	32	18	11	367
	23%	**	**	**	**	26%	26%	27%	20%	28%	22%	23%	25%	23%	23%	23%
Not at all concerned	146	**	**	**	**	12	16	18	17	18	20	117	15	7	6	146
	9%	**	**	**	**	6%	8%	6%	5%	11%	13%	9%	12%	9%	14%	9%
Don't know	13	**	**	**	**	*	-	4	-	1	3	9	3	1	*	13
	1%	**	**	**	**	%	-%	1%	-%	1%	2%	1%	2%	1%	1%	1%
SUMMARY																
TOTAL CONCERNED	667	**	**	**	**	70	97	124	153	52	61	562	48	36	21	667
	43%	**	**	**	**	36%	48%	40%	48%	33%	39%	43%	38%	45%	44%	43%
TOTAL NOT CONCERNED	512	**	**	**	**	61	69	101	81	62	54	423	46	25	18	512
	33%	**	**	**	**	32%	34%	33%	26%	39%	35%	32%	37%	32%	37%	33%
TOTAL NEITHER/ DON'T KNOW	386	**	**	**	**	61	37	82	83	44	41	328	30	19	9	386
	25%	**	**	**	**	32%	18%	27%	26%	28%	26%	25%	24%	23%	19%	25%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 61

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	1529	1349	180	555	370	282	310	925	592	1529	356	1099	311	565	441
Effective Weighted Sample	792	711	81	305	191	144	170	474	314	792	187	569	163	286	239
Total	1565	1409	156	454	437	306	351	891	657	1565	371	1125	339	567	426
Very concerned	240 15%	224 16%	15 10%	67 15%	61 14%	54 18%	55 16%	128 14%	109 17%	240 15%	62 17%	165 15%	56 17%	95 17%	48 11%
Fairly concerned	427 27%	380 27%	48 30%	130 29%	133 30%	75 25%	84 24%	263 30%	159 24%	427 27%	100 27%	305 27%	93 28%	138 24%	125 29%
Neither/ nor	373 24%	344 24%	29 19%	85 19%	108 25%	75 25%	97 28%	193 22%	172 26%	373 24%	98 26%	264 23%	74 22%	154 27%	87 20%
Not very concerned	367 23%	323 23%	44 28%	127 28%	98 22%	72 24%	69 20%	225 25%	141 21%	367 23%	78 21%	272 24%	70 21%	128 23%	123 29%
Not at all concerned	146 9%	127 9%	18 12%	43 10%	32 7%	28 9%	43 12%	75 8%	71 11%	146 9%	31 8%	108 10%	44 13%	49 9%	40 9%
Don't know	13 1%	11 1%	2 1%	2 *%	5 1%	2 1%	3 1%	7 1%	5 1%	13 1%	1 *%	10 1%	1 *%	3 1%	3 1%
SUMMARY															
TOTAL CONCERNED	667 43%	604 43%	63 40%	197 43%	194 44%	129 42%	139 40%	391 44%	268 41%	667 43%	162 44%	470 42%	150 44%	233 41%	173 41%
TOTAL NOT CONCERNED	512 33%	450 32%	62 40%	170 38%	130 30%	100 33%	112 32%	300 34%	212 32%	512 33%	109 29%	381 34%	114 34%	177 31%	163 38%
TOTAL NEITHER/ DON'T KNOW	386 25%	355 25%	31 20%	87 19%	113 26%	77 25%	100 29%	200 22%	177 27%	386 25%	99 27%	274 24%	75 22%	157 28%	90 21%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 61

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	1529	299	772	415
Effective Weighted Sample	792	156	405	214
Total	1565	252	847	406
Very concerned	240 15%	53 21%	108 13%	67 16%
Fairly concerned	427 27%	73 29%	261 31%	75 19%
Neither/ nor	373 24%	54 21%	205 24%	97 24%
Not very concerned	367 23%	51 20%	191 23%	120 30%
Not at all concerned	146 9%	20 8%	75 9%	46 11%
Don't know	13 1%	1 *%	6 1%	1 *%
SUMMARY				
TOTAL CONCERNED	667 43%	127 50%	369 44%	142 35%
TOTAL NOT CONCERNED	512 33%	70 28%	267 31%	166 41%
TOTAL NEITHER/ DON'T KNOW	386 25%	55 22%	212 25%	99 24%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 63

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	1529	128	154	307	504	436	128	965	436	744	774	87	423	945
Effective Weighted Sample	792	68	75	161	264	390	68	496	390	381	404	42	204	510
Total	1565	88	133	396	633	315	88	1162	315	764	790	55	448	1007
Very concerned	386 25%	37 43% cde	38 28%	91 23%	155 24%	66 21%	37 43% bc	283 24%	66 21%	172 22%	211 27%	** **	106 24%	238 24%
Fairly concerned	501 32%	13 15%	17 13%	152 38% abe	240 38% abe	79 25%	13 15%	409 35% ac	79 25%	236 31%	263 33%	** **	125 28%	356 35%
Neither/ nor	282 18%	8 9%	34 26%	63 16%	112 18%	65 21%	8 9%	209 18%	65 21%	149 19%	133 17%	** **	85 19%	182 18%
Not very concerned	250 16%	4 5%	21 16%	70 18%	91 14%	64 20% a	4 5%	182 16%	64 20% a	136 18%	110 14%	** **	80 18%	160 16%
Not at all concerned	137 9%	24 27% cde	23 17% cd	21 5%	31 5%	39 12% d	24 27% bc	74 6%	39 12% b	66 9%	70 9%	** **	51 11%	65 6%
Don't know	8 1%	1 1%	* **	- -%	4 1%	2 1%	1 1%	5 **	2 1%	5 1%	3 **	** **	1 **	5 1%
SUMMARY														
TOTAL CONCERNED	888 57%	51 58%	55 41%	243 61% be	394 62% be	145 46%	51 58%	692 60% c	145 46%	407 53%	474 60%	** **	231 52%	595 59%
TOTAL NOT CONCERNED	387 25%	28 32%	43 33%	90 23%	123 19%	103 33% d	28 32%	256 22%	103 33% b	203 27%	180 23%	** **	131 29%	225 22%
TOTAL NEITHER/ DON'T KNOW	290 19%	9 11%	35 26%	63 16%	116 18%	68 21%	9 11%	213 18%	68 21%	154 20%	136 17%	** **	85 19%	187 19%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 63

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	1529	60	68	76	78	145	161	248	247	215	220	765	263	258	243	1529
Effective Weighted Sample	792	28	39	37	39	75	86	129	130	194	196	577	237	221	219	792
Total	1565	39	49	67	65	192	204	308	316	158	156	1313	124	80	48	1565
Very concerned	386	**	**	**	**	38	52	75	77	24	41	322	27	23	14	386
	25%	**	**	**	**	20%	26%	24%	24%	15%	26%	25%	22%	29%	29%	25%
											i					
Fairly concerned	501	**	**	**	**	81	71	99	138	42	38	428	36	23	14	501
	32%	**	**	**	**	42%	35%	32%	44%	26%	24%	33%	29%	29%	30%	32%
						j			ij							
Neither/ nor	282	**	**	**	**	30	33	60	51	36	29	242	23	10	7	282
	18%	**	**	**	**	16%	16%	20%	16%	23%	19%	18%	18%	13%	16%	18%
Not very concerned	250	**	**	**	**	33	37	54	34	36	28	206	21	17	7	250
	16%	**	**	**	**	17%	18%	18%	11%	23%	18%	16%	17%	21%	14%	16%
										h						
Not at all concerned	137	**	**	**	**	10	11	15	16	20	19	109	17	6	5	137
	9%	**	**	**	**	5%	5%	5%	5%	13%	12%	8%	13%	7%	11%	9%
Don't know	8	**	**	**	**	-	-	4	-	1	2	6	2	1	-	8
	1%	**	**	**	**	-%	-%	1%	-%	1%	1%	*%	1%	1%	-%	1%
SUMMARY																
TOTAL CONCERNED	888	**	**	**	**	119	123	174	215	65	79	751	63	46	28	888
	57%	**	**	**	**	62%	61%	57%	68%	41%	50%	57%	51%	58%	59%	57%
						i	i	i	ij							
TOTAL NOT CONCERNED	387	**	**	**	**	43	48	69	50	56	47	315	37	23	12	387
	25%	**	**	**	**	22%	23%	22%	16%	35%	30%	24%	30%	28%	25%	25%
										h	h					
TOTAL NEITHER/ DON'T KNOW	290	**	**	**	**	30	33	65	51	37	31	248	24	11	7	290
	19%	**	**	**	**	16%	16%	21%	16%	23%	20%	19%	19%	14%	16%	19%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 63

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIAL- LY b	LEAST c
Significance Level: 99%															
Unweighted total	1529	1349	180	555	370	282	310	925	592	1529	356	1099	311	565	441
Effective Weighted Sample	792	711	81	305	191	144	170	474	314	792	187	569	163	286	239
Total	1565	1409	156	454	437	306	351	891	657	1565	371	1125	339	567	426
Very concerned	386 25%	363 26%	24 15%	91 20%	98 23%	86 28%	101 29%	190 21%	187 28%	386 25%	94 25%	268 24%	89 26%	145 25%	73 17%
Fairly concerned	501 32%	440 31%	62 40%	147 32%	163 37%	100 33%	90 26%	310 35%	191 29%	501 32%	149 40%	331 29%	92 27%	186 33%	156 36%
Neither/ nor	282 18%	254 18%	28 18%	82 18%	84 19%	48 16%	63 18%	166 19%	110 17%	282 18%	47 13%	225 20%	61 18%	116 20%	66 16%
Not very concerned	250 16%	226 16%	24 16%	101 22% f	57 13%	40 13%	52 15%	158 18%	92 14%	250 16%	56 15%	189 17%	54 16%	72 13%	102 24% b
Not at all concerned	137 9%	118 8%	18 12%	32 7%	30 7%	32 10%	43 12%	62 7%	75 11%	137 9%	24 6%	105 9%	40 12%	48 8%	29 7%
Don't know	8 1%	8 1%	- -%	1 *%	4 1%	* *%	2 1%	6 1%	3 *%	8 1%	1 *%	7 1%	2 *%	1 *%	1 *%
SUMMARY															
TOTAL CONCERNED	888 57%	802 57%	86 55%	238 52%	261 60%	186 61%	192 55%	500 56%	378 57%	888 57%	243 66% b	599 53%	181 54%	331 58%	228 54%
TOTAL NOT CONCERNED	387 25%	344 24%	43 27%	132 29%	87 20%	72 23%	95 27%	219 25%	167 25%	387 25%	79 21%	294 26%	95 28%	119 21%	131 31%
TOTAL NEITHER/ DON'T KNOW	290 19%	262 19%	28 18%	83 18%	89 20%	48 16%	65 18%	172 19%	113 17%	290 19%	48 13%	232 21%	62 18%	117 21%	67 16%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 63

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	1529	299	772	415
Effective Weighted Sample	792	156	405	214
Total	1565	252	847	406
Very concerned	386 25%	66 26%	199 23%	99 24%
Fairly concerned	501 32%	72 29%	298 35%	115 28%
Neither/ nor	282 18%	49 19%	147 17%	76 19%
Not very concerned	250 16%	48 19%	127 15%	71 17%
Not at all concerned	137 9%	15 6%	74 9%	43 11%
Don't know	8 1%	1 *%	2 *%	1 *%
SUMMARY				
TOTAL CONCERNED	888 57%	138 55%	497 59%	215 53%
TOTAL NOT CONCERNED	387 25%	63 25%	201 24%	114 28%
TOTAL NEITHER/ DON'T KNOW	290 19%	50 20%	149 18%	78 19%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 65

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1432	73	286	446	430	198	73	1162	198	875	546	37	690	675
	58%	22%	55%	68%	65%	62%	22%	63%	62%	71%	45%	18%	59%	65%
			a	ab	a	a		a	a	b			a	a
On a mobile phone or smartphone	1153	72	173	348	392	168	72	912	168	582	566	45	463	612
	46%	22%	33%	53%	59%	53%	22%	50%	53%	47%	46%	22%	40%	59%
			a	ab	ab	ab		a	a				a	ab
On a tablet	1021	153	297	335	177	59	153	809	59	466	540	89	645	275
	41%	47%	57%	51%	27%	19%	47%	44%	19%	38%	44%	44%	55%	26%
		de	de	de			c	c				c	ac	
On a desktop computer, laptop, or netbook	527	30	66	129	210	92	30	405	92	300	221	11	189	309
	21%	9%	13%	20%	32%	29%	9%	22%	29%	24%	18%	5%	16%	30%
				a	abc	abc		a	a	b			a	ab
Through an app on a smart TV	230	33	65	69	41	23	33	174	23	122	108	18	138	66
	9%	10%	12%	10%	6%	7%	10%	9%	7%	10%	9%	9%	12%	6%
													c	
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	204	18	28	44	78	36	18	151	36	137	65	11	69	116
	8%	6%	5%	7%	12%	11%	6%	8%	11%	11%	5%	5%	6%	11%
				b	ab				a	b				b
Using wearable technology like a smartwatch (such as an Apple Watch)	112	16	19	26	36	14	16	81	14	63	49	13	46	50
	5%	5%	4%	4%	5%	4%	5%	4%	4%	5%	4%	6%	4%	5%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 65

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
No, never play games	259	87	52	31	53	37	87	135	37	78	180	62	93	91
	10%	27%	10%	5%	8%	12%	27%	7%	12%	6%	15%	31%	8%	9%
		bcde				c	bc			a		bc		
SUMMARY														
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2221	241	467	623	608	281	241	1699	281	1160	1039	140	1076	949
	90%	73%	90%	95%	92%	88%	73%	93%	88%	94%	85%	69%	92%	91%
			a	ae	a	a		a	a	b			a	a

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 65

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1432 58%	48 29%	25 15%	169 66%	114 44%	273 83%	171 54%	260 79%	165 51%	125 79%	73 46%	1201 57%	112 59%	77 65%	43 55%	1432 58%
		b		abdj	b	abcdfhj	ab	abdfhj	ab	abdfhj	ab			ad		
On a mobile phone or smartphone	1153 46%	39 24%	33 20%	85 33%	87 34%	189 57%	156 50%	184 56%	206 63%	84 53%	84 53%	975 47%	92 48%	55 47%	31 40%	1153 46%
						abcd	abcd	abcd	abcd	abcd	abcd					
On a tablet	1021 41%	73 45%	80 49%	139 54%	156 60%	161 49%	167 53%	70 21%	101 31%	23 15%	36 23%	852 41%	89 47%	50 42%	31 40%	1021 41%
		gij	ghij	ghij	ghij	ghij	ghij		i							
On a desktop computer, laptop, or netbook	527 21%	14 9%	16 10%	40 16%	25 10%	73 22%	53 17%	116 35%	92 28%	57 36%	34 22%	441 21%	42 22%	29 24%	15 19%	527 21%
						abd		abcdfj	abd	abcdefj	abd					
Through an app on a smart TV	230 9%	17 11%	16 10%	35 14%	29 11%	36 11%	33 10%	24 7%	17 5%	10 6%	13 8%	200 10%	12 6%	12 10%	7 9%	230 9%
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	204 8%	8 5%	10 6%	20 8%	9 3%	27 8%	18 6%	60 18%	16 5%	22 14%	13 8%	162 8%	23 12%	12 11%	7 9%	204 8%
								abcdfhj		adh						
Using wearable technology like a smartwatch (such as an Apple Watch)	112 5%	12 7%	4 3%	10 4%	9 3%	12 4%	14 4%	22 7%	13 4%	6 4%	8 5%	93 4%	11 6%	6 5%	2 2%	112 5%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 65

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
No, never play games	259	41	47	18	34	3	28	12	40	5	32	221	17	11	10	259
	10%	25%	29%	7%	13%	1%	9%	4%	12%	3%	20%	11%	9%	10%	12%	10%
		cefg	cd		egi		e		egi		cefg					
SUMMARY																
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2221	123	117	240	225	328	286	315	285	154	126	1874	172	106	68	2221
	90%	75%	71%	93%	87%	99%	91%	96%	88%	97%	80%	89%	91%	90%	88%	90%
				abj	b	abdfhj	abj	abdhj	ab	abdhj						

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 65

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1432 58%	1253 57%	179 63%	407 59%	407 59%	266 56%	344 58%	813 59%	610 57%	1432 58%	355 68% b	1024 56%	312 59%	466 58%	417 60%
On a mobile phone or smartphone	1153 46%	1036 47%	117 41%	328 47%	310 45%	204 43%	298 50%	638 46%	502 47%	1153 46%	292 56% b	824 45%	243 46%	375 46%	349 50%
On a tablet	1021 41%	899 41%	123 43%	283 41%	267 39%	213 45%	253 42%	550 40%	465 44%	1021 41%	218 42%	754 41%	222 42%	317 39%	323 46%
On a desktop computer, laptop, or netbook	527 21%	469 21%	58 20%	191 27% dfg	145 21%	92 20%	98 16%	336 24% df	190 18%	527 21%	127 24%	369 20%	103 19%	171 21%	163 23%
Through an app on a smart TV	230 9%	207 9%	24 8%	70 10%	57 8%	44 9%	55 9%	127 9%	99 9%	230 9%	49 9%	157 9%	48 9%	83 10%	62 9%
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	204 8%	182 8%	22 8%	67 10%	59 8%	24 5%	52 9%	125 9%	76 7%	204 8%	65 12% b	125 7%	49 9%	62 8%	65 9%
Using wearable technology like a smartwatch (such as an Apple Watch)	112 5%	107 5%	4 2%	40 6%	32 5%	11 2%	26 4%	72 5%	37 3%	112 5%	38 7%	66 4%	30 6%	45 6%	24 3%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 65

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
No, never play games	259 10%	231 11%	28 10%	74 11%	72 10%	45 10%	62 10%	145 11%	107 10%	259 10%	23 4%	211 12% a	51 10%	76 9%	71 10%
SUMMARY															
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2221 90%	1966 89%	255 90%	621 89%	618 90%	426 90%	533 90%	1238 89%	959 90%	2221 90%	501 96% b	1609 88%	481 90%	734 91%	626 90%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 65

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1432 58%	215 58%	791 59%	385 58%
On a mobile phone or smartphone	1153 46%	161 43%	660 49%	294 44%
On a tablet	1021 41%	137 37%	581 43%	273 41%
On a desktop computer, laptop, or netbook	527 21%	112 30%	263 20%	125 19%
Through an app on a smart TV	230 9%	49 13%	102 8%	72 11%
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	204 8%	45 12%	93 7%	62 9%
Using wearable technology like a smartwatch (such as an Apple Watch)	112 5%	27 7%	61 5%	17 3%
No, never play games	259 10%	37 10%	129 10%	75 11%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
SUMMARY				
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2221 90%	337 90%	1214 90%	587 89%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 66

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	259	249	170	166	172	123	126	130	127	129	128	127	135	219	220
Effective Weighted Sample	1259	129	131	88	91	91	64	67	66	68	70	64	67	74	196	197
Total	2480	159	169	171	174	174	174	169	157	154	159	169	169	164	164	154
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1432 58%	30 19%	43 26%	75 44%	96 55%	115 66%	111 64%	115 68%	117 75%	104 67%	98 61%	103 61%	109 65%	120 73%	109 66%	89 58%
				ab	ab	abc	ab	abc	abc	abc	ab	ab	abc	abc	abc	ab
On a mobile phone or smartphone	1153 46%	32 20%	41 24%	46 27%	60 35%	66 38%	70 41%	81 48%	95 61%	102 66%	102 64%	116 69%	86 51%	88 54%	88 54%	80 52%
					a	a	abc	abcde	abcdef	abcdef	abcdef	abcdef	abc	abc	abcd	abcd
On a tablet	1021 41%	70 44%	83 49%	100 58%	90 52%	107 61%	95 55%	99 58%	77 49%	64 42%	77 49%	40 24%	18 11%	42 25%	39 23%	20 13%
		klmno	klmno	klmno	klmno	klmno	klmno	klmno	klmno	lno	klmno				o	
On a desktop computer, laptop, or netbook	527 21%	9 6%	21 12%	9 6%	23 13%	33 19%	23 13%	25 15%	42 27%	40 26%	40 25%	57 33%	54 32%	58 36%	44 27%	48 31%
					ac	ac			ac	ac	ac	abcdef	abcdef	abcdefg	abc	abcdefg
Through an app on a smart TV	230 9%	16 10%	17 10%	10 6%	29 16%	26 15%	10 6%	29 17%	16 10%	14 9%	7 4%	11 7%	11 7%	11 7%	13 8%	11 7%
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	204 8%	6 4%	12 7%	13 8%	13 8%	2 1%	6 4%	12 7%	6 4%	20 13%	24 15%	18 11%	14 8%	22 13%	19 11%	17 11%
									e	ae	e		e	e	e	e
Using wearable technology like a smartwatch (such as an Apple Watch)	112 5%	9 5%	8 5%	* *%	15 9%	4 2%	10 6%	4 3%	6 4%	5 4%	10 6%	4 2%	9 5%	14 8%	6 4%	8 5%
					c									c		

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 66

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	259	249	170	166	172	123	126	130	127	129	128	127	135	219	220
Effective Weighted Sample	1259	129	131	88	91	91	64	67	66	68	70	64	67	74	196	197
Total	2480	159	169	171	174	174	174	169	157	154	159	169	169	164	164	154
No, never play games	259	50	37	33	9	9	13	4	3	11	9	14	17	12	13	24
	10%	32%	22%	19%	5%	5%	7%	2%	2%	7%	6%	9%	10%	7%	8%	15%
		defghijklmno	deghijmn	deghn												gh
SUMMARY																
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2221	109	132	138	165	165	161	165	154	143	150	155	152	152	151	130
	90%	68%	78%	81%	95%	95%	93%	98%	98%	93%	94%	91%	90%	93%	92%	85%
					abc	abc	a	abco	abco	ab	ab	a	a	ab	abc	a

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 67

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2182	376	463	484	476	383	376	1423	383	1130	1040	243	993	869
Effective Weighted Sample	1112	190	245	251	253	346	190	740	346	577	527	116	500	474
Total	2221	241	467	623	608	281	241	1699	281	1160	1039	140	1076	949
Rules about purchasing or downloading games or apps/ in-app purchasing	1366	123	288	449	381	125	123	1119	125	715	640	63	717	568
	62%	51%	62%	72%	63%	44%	51%	66%	44%	62%	62%	45%	67%	60%
			e	ae	e			ac					a	a
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1198	117	265	431	319	66	117	1015	66	638	549	59	672	449
	54%	48%	57%	69%	52%	24%	48%	60%	24%	55%	53%	42%	62%	47%
		e	e	abde	e		c	ac					ac	
Rules about how much time they spend playing games	1192	116	284	394	313	85	116	991	85	652	524	69	657	447
	54%	48%	61%	63%	51%	30%	48%	58%	30%	56%	50%	50%	61%	47%
		e	ae	ade	e		c	c					c	
Rules about only playing games with an age appropriate rating	1151	126	278	405	285	56	126	969	56	604	535	65	663	413
	52%	52%	60%	65%	47%	20%	52%	57%	20%	52%	52%	47%	62%	43%
		e	de	ade	e		c	c					ac	
Rules about when they can play games	1048	122	266	335	259	66	122	860	66	600	432	74	582	379
	47%	51%	57%	54%	43%	23%	51%	51%	23%	52%	42%	53%	54%	40%
		e	de	e	e		c	c		b			c	
Rules about who they can play games with or play against	959	74	198	370	266	52	74	833	52	532	416	45	516	385
	43%	31%	42%	59%	44%	18%	31%	49%	18%	46%	40%	32%	48%	41%
		e	e	abde	ae		c	ac					a	

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

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Table 67

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2182	376	463	484	476	383	376	1423	383	1130	1040	243	993	869
Effective Weighted Sample	1112	190	245	251	253	346	190	740	346	577	527	116	500	474
Total	2221	241	467	623	608	281	241	1699	281	1160	1039	140	1076	949
Rules about whether they can play games online	822	92	223	315	162	31	92	699	31	439	368	50	523	242
	37%	38%	48%	51%	27%	11%	38%	41%	11%	38%	35%	36%	49%	25%
		e	de	ade	e		c	c					c	
Other rules	32	7	13	7	3	3	7	23	3	17	15	5	19	8
	1%	3%	3%	1%	*%	1%	3%	1%	1%	1%	1%	3%	2%	1%
No, do not have any rules	210	24	19	18	71	78	24	108	78	97	113	16	39	140
	9%	10%	4%	3%	12%	28%	10%	6%	28%	8%	11%	11%	4%	15%
		c			bc	abcd			ab			b		b
SUMMARY														
ANY RULES	2011	217	448	605	538	203	217	1590	203	1063	926	124	1037	809
	91%	90%	96%	97%	88%	72%	90%	94%	72%	92%	89%	89%	96%	85%
		e	de	ade	e		c	c					ac	

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 67

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2182	189	186	237	225	249	231	247	224	208	174	1022	390	384	386	2182
Effective Weighted Sample	1112	94	95	126	118	130	118	130	119	188	157	817	347	330	339	1112
Total	2221	123	117	240	225	328	286	315	285	154	126	1874	172	106	68	2221
Rules about purchasing or downloading games or apps/ in-app purchasing	1366	60	63	135	150	251	196	203	172	66	59	1147	108	68	43	1366
	62%	49%	54%	56%	67%	77%	68%	64%	60%	43%	47%	61%	63%	64%	63%	62%
					aij	abchij	aij	ij	i							
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1198	54	62	147	118	231	194	166	148	39	26	1019	81	60	39	1198
	54%	44%	53%	61%	53%	70%	68%	53%	52%	25%	21%	54%	47%	56%	57%	54%
		ij	ij	ij	ij	abdghij	aij	ij	ij							
Rules about how much time they spend playing games	1192	54	62	159	123	215	172	175	131	48	36	1010	85	59	38	1192
	54%	44%	53%	66%	55%	66%	60%	56%	46%	31%	28%	54%	49%	56%	56%	54%
			ij	ahij	ij	ahij	ij	ij	j							
Rules about only playing games with an age appropriate rating	1151	66	60	148	131	219	180	141	138	30	26	984	80	51	35	1151
	52%	53%	51%	61%	58%	67%	63%	45%	48%	19%	21%	53%	47%	48%	52%	52%
		ij	ij	gij	ij	ghij	gij	ij	ij							
Rules about when they can play games	1048	65	57	151	113	192	134	151	104	42	24	876	83	55	35	1048
	47%	53%	49%	63%	50%	59%	47%	48%	36%	27%	19%	47%	49%	51%	51%	47%
		ij	ij	hij	ij	hij	ij	ij	j							
Rules about who they can play games with or play against	959	35	39	107	91	204	160	157	102	28	24	809	69	49	32	959
	43%	28%	33%	44%	40%	62%	56%	50%	36%	18%	19%	43%	40%	47%	47%	43%
			i	ij	ij	abcdhij	abhij	aij	ij							

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 67

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2182	189	186	237	225	249	231	247	224	208	174	1022	390	384	386	2182
Effective Weighted Sample	1112	94	95	126	118	130	118	130	119	188	157	817	347	330	339	1112
Total	2221	123	117	240	225	328	286	315	285	154	126	1874	172	106	68	2221
Rules about whether they can play games online	822	50	42	124	97	161	148	90	66	15	16	701	61	37	23	822
	37%	40%	36%	51%	43%	49%	52%	29%	23%	10%	13%	37%	35%	35%	34%	37%
		hij	ij	ghij	hij	ghij	ghij	ij	i							
Other rules	32	2	5	5	7	5	3	2	*	3	-	29	1	1	*	32
	1%	2%	4%	2%	3%	1%	1%	1%	*%	2%	-%	2%	1%	1%	1%	1%
No, do not have any rules	210	13	11	4	15	7	11	32	39	42	36	177	16	10	7	210
	9%	10%	9%	2%	7%	2%	4%	10%	14%	27%	29%	9%	9%	9%	11%	9%
		c	c					ce	cef	abcdefgh	abcdefgh					
SUMMARY																
ANY RULES	2011	111	106	236	209	320	275	284	246	112	90	1697	156	97	61	2011
	91%	90%	91%	98%	93%	98%	96%	90%	86%	73%	71%	91%	91%	91%	89%	91%
		ij	ij	abghij	ij	ghij	hij	ij	ij	ij						

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 67

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2182	1877	305	767	550	399	450	1317	849	2182	461	1614	447	764	649
Effective Weighted Sample	1112	982	131	418	272	198	251	660	448	1112	242	816	234	369	343
Total	2221	1966	255	621	618	426	533	1238	959	2221	501	1609	481	734	626
Rules about purchasing or downloading games or apps/ in-app purchasing	1366 62%	1218 62%	149 58%	412 66% d	385 62%	272 64%	286 54%	797 64% d	559 58%	1366 62%	304 61%	1000 62%	274 57%	441 60%	430 69% a
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1198 54%	1044 53%	154 61%	371 60% df	334 54%	235 55%	243 46%	705 57% d	478 50%	1198 54%	261 52%	887 55%	240 50%	375 51%	377 60%
Rules about how much time they spend playing games	1192 54%	1064 54%	128 50%	385 62% cdfg	338 55%	208 49%	251 47%	723 58% df	459 48%	1192 54%	254 51%	889 55%	249 52%	369 50%	377 60% b
Rules about only playing games with an age appropriate rating	1151 52%	1019 52%	132 52%	352 57% df	331 54% d	240 56% d	217 41%	682 55% d	457 48%	1151 52% d	245 49%	867 54%	232 48%	366 50%	363 58%
Rules about when they can play games	1048 47%	913 46%	135 53%	352 57% cdfg	311 50% df	172 40%	207 39%	663 54% cdf	379 40%	1048 47% f	214 43%	790 49%	198 41%	330 45%	355 57% ab
Rules about who they can play games with or play against	959 43%	849 43%	110 43%	302 49%	251 41%	192 45%	207 39%	553 45%	399 42%	959 43%	218 43%	706 44%	185 39%	322 44%	283 45%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 67

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIAL- LY b	LEAST c
Significance Level: 99%															
Unweighted total	2182	1877	305	767	550	399	450	1317	849	2182	461	1614	447	764	649
Effective Weighted Sample	1112	982	131	418	272	198	251	660	448	1112	242	816	234	369	343
Total	2221	1966	255	621	618	426	533	1238	959	2221	501	1609	481	734	626
Rules about whether they can play games online	822	723	99	277	212	153	173	489	326	822	170	610	163	253	263
	37%	37%	39%	45%	34%	36%	32%	39%	34%	37%	34%	38%	34%	35%	42%
				bdfg											
Other rules	32	25	7	16	12	*	3	29	3	32	7	22	2	11	10
	1%	1%	3%	3%	2%	*%	1%	2%	*%	1%	1%	1%	*%	2%	2%
				f				f							
No, do not have any rules	210	176	34	39	49	49	68	88	117	210	39	159	48	63	45
	9%	9%	13%	6%	8%	11%	13%	7%	12%	9%	8%	10%	10%	9%	7%
							ae		ae						
SUMMARY															
ANY RULES	2011	1790	221	581	569	377	465	1150	842	2011	462	1451	432	670	581
	91%	91%	87%	94%	92%	89%	87%	93%	88%	91%	92%	90%	90%	91%	93%
				df				df							

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 67

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2182	396	1138	588
Effective Weighted Sample	1112	204	589	292
Total	2221	337	1214	587
Rules about purchasing or downloading games or apps/ in-app purchasing	1366 62%	192 57%	801 66%	326 56%
			c	
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1198 54%	188 56%	660 54%	300 51%
Rules about how much time they spend playing games	1192 54%	188 56%	671 55%	288 49%
Rules about only playing games with an age appropriate rating	1151 52%	169 50%	643 53%	297 51%
Rules about when they can play games	1048 47%	183 54%	586 48%	235 40%
		c		
Rules about who they can play games with or play against	959 43%	144 43%	516 42%	266 45%
Rules about whether they can play games online	822 37%	132 39%	458 38%	194 33%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2182	396	1138	588
Effective Weighted Sample	1112	204	589	292
Total	2221	337	1214	587
Other rules	32 1%	5 1%	22 2%	5 1%
No, do not have any rules	210 9%	27 8%	102 8%	71 12%
SUMMARY				
ANY RULES	2011 91%	309 92%	1112 92%	516 88%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 68

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2182	376	463	484	476	383	376	1423	383	1130	1040	243	993	869
Effective Weighted Sample	1112	190	245	251	253	346	190	740	346	577	527	116	500	474
Total	2221	241	467	623	608	281	241	1699	281	1160	1039	140	1076	949
Very concerned	496 22%	71 29%	146 31%	129 21%	109 18%	42 15%	71 29%	384 23%	42 15%	262 23%	227 22%	38 27%	288 27%	155 16%
		de	cde				c	c				c	c	
Fairly concerned	620 28%	53 22%	120 26%	211 34%	176 29%	59 21%	53 22%	508 30%	59 21%	333 29%	279 27%	27 19%	312 29%	269 28%
				ae				c						
Neither/ nor	437 20%	39 16%	62 13%	135 22%	129 21%	71 25%	39 16%	326 19%	71 25%	240 21%	193 19%	25 18%	189 18%	208 22%
						b								
Not very concerned	424 19%	26 11%	79 17%	104 17%	148 24%	67 24%	26 11%	331 19%	67 24%	208 18%	214 21%	13 10%	171 16%	230 24%
					a	a		a	a					ab
Not at all concerned	226 10%	51 21%	57 12%	40 6%	40 7%	39 14%	51 21%	136 8%	39 14%	108 9%	116 11%	36 26%	107 10%	78 8%
		cd				cd	b	b				bc		
Don't know	19 1%	1 1%	3 1%	4 1%	7 1%	3 1%	1 1%	14 1%	3 1%	8 1%	10 1%	1 1%	7 1%	9 1%
SUMMARY														
TOTAL CONCERNED	1116 50%	124 51%	266 57%	340 55%	285 47%	101 36%	124 51%	891 52%	101 36%	595 51%	506 49%	65 46%	600 56%	425 45%
		e	e	e	e		c	c					c	
TOTAL NOT CONCERNED	650 29%	77 32%	136 29%	144 23%	188 31%	106 38%	77 32%	467 28%	106 38%	316 27%	330 32%	49 35%	279 26%	308 32%
						c		b						
TOTAL NEITHER/ DON'T KNOW	455 20%	40 17%	66 14%	139 22%	136 22%	75 27%	40 17%	340 20%	75 27%	249 21%	203 20%	26 19%	197 18%	217 23%
						ab		a						

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 68

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2182	189	186	237	225	249	231	247	224	208	174	1022	390	384	386	2182
Effective Weighted Sample	1112	94	95	126	118	130	118	130	119	188	157	817	347	330	339	1112
Total	2221	123	117	240	225	328	286	315	285	154	126	1874	172	106	68	2221
Very concerned	496	36	34	84	62	67	58	59	47	15	26	420	33	25	17	496
	22%	29%	29%	35%	28%	21%	20%	19%	17%	10%	20%	22%	19%	24%	24%	22%
		i	i	eghij	i						i					
Fairly concerned	620	33	20	62	55	107	102	92	82	39	20	527	44	30	19	620
	28%	27%	17%	26%	25%	33%	36%	29%	29%	25%	16%	28%	26%	28%	27%	28%
						bj	bj									
Neither/ nor	437	21	18	32	30	79	52	66	63	42	29	370	34	21	12	437
	20%	17%	16%	13%	14%	24%	18%	21%	22%	28%	23%	20%	20%	20%	18%	20%
										cd						
Not very concerned	424	10	15	31	48	51	53	79	67	36	31	354	38	19	12	424
	19%	8%	13%	13%	21%	16%	18%	25%	23%	23%	24%	19%	22%	18%	18%	19%
					a			a	a	a	a					
Not at all concerned	226	22	29	28	28	22	18	15	23	21	18	188	21	9	8	226
	10%	18%	25%	12%	13%	7%	6%	5%	8%	13%	14%	10%	12%	8%	11%	10%
		fg	efgh							g	g					
Don't know	19	*	1	3	1	1	3	4	3	1	3	14	1	2	1	19
	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%	2%	1%	1%	2%	1%	1%
SUMMARY																
TOTAL CONCERNED	1116	70	54	146	117	174	160	151	130	54	46	948	78	55	35	1116
	50%	57%	46%	61%	52%	53%	56%	48%	45%	35%	36%	51%	45%	52%	52%	50%
		ij		ij	ij	ij	ij									
TOTAL NOT CONCERNED	650	32	44	59	76	73	70	94	90	57	49	543	59	28	20	650
	29%	26%	38%	25%	34%	22%	25%	30%	31%	37%	39%	29%	34%	26%	30%	29%
										e	e					
TOTAL NEITHER/ DON'T KNOW	455	21	19	35	31	80	55	70	66	43	32	384	35	23	13	455
	20%	17%	16%	14%	14%	24%	19%	22%	23%	28%	25%	20%	21%	22%	19%	20%
										cd						

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 68

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2182	1877	305	767	550	399	450	1317	849	2182	461	1614	447	764	649
Effective Weighted Sample	1112	982	131	418	272	198	251	660	448	1112	242	816	234	369	343
Total	2221	1966	255	621	618	426	533	1238	959	2221	501	1609	481	734	626
Very concerned	496 22%	446 23%	50 19%	136 22%	108 18%	112 26%	134 25%	244 20%	246 26%	496 22%	102 20%	364 23%	131 27%	148 20%	125 20%
Fairly concerned	620 28%	543 28%	77 30%	180 29%	184 30%	108 25%	139 26%	364 29%	247 26%	620 28%	141 28%	451 28%	127 26%	219 30%	177 28%
Neither/ nor	437 20%	402 20%	35 14%	103 17%	118 19%	82 19%	127 24%	221 18%	209 22%	437 20%	114 23%	303 19%	116 24%	155 21%	93 15%
Not very concerned	424 19%	357 18%	67 26%	133 21%	126 20%	78 18%	85 16%	259 21%	162 17%	424 19%	96 19%	312 19%	57 12%	139 19%	153 24%
Not at all concerned	226 10%	200 10%	26 10%	67 11%	75 12%	41 10%	43 8%	142 11%	84 9%	226 10%	48 10%	167 10%	45 9%	72 10%	77 12%
Don't know	19 1%	17 1%	1 1%	2 *%	6 1%	6 1%	5 1%	8 1%	11 1%	19 1%	* *%	13 1%	4 1%	2 *%	1 *%
SUMMARY															
TOTAL CONCERNED	1116 50%	990 50%	126 50%	316 51%	292 47%	220 52%	273 51%	608 49%	493 51%	1116 50%	243 48%	815 51%	258 54%	367 50%	302 48%
TOTAL NOT CONCERNED	650 29%	557 28%	92 36%	200 32%	201 33%	119 28%	127 24%	402 32%	246 26%	650 29%	144 29%	479 30%	102 21%	211 29%	230 37%
TOTAL NEITHER/ DON'T KNOW	455 20%	419 21%	36 14%	105 17%	124 20%	88 21%	132 25%	229 18%	220 23%	455 20%	115 23%	316 20%	120 25%	156 21%	94 15%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 68

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2182	396	1138	588
Effective Weighted Sample	1112	204	589	292
Total	2221	337	1214	587
Very concerned	496 22%	101 30%	236 19%	132 22%
Fairly concerned	620 28%	84 25%	353 29%	162 28%
Neither/ nor	437 20%	50 15%	244 20%	124 21%
Not very concerned	424 19%	64 19%	249 21%	107 18%
Not at all concerned	226 10%	36 11%	129 11%	57 10%
Don't know	19 1%	1 *	3 *	6 1%
SUMMARY				
TOTAL CONCERNED	1116 50%	185 55%	588 48%	294 50%
TOTAL NOT CONCERNED	650 29%	100 30%	378 31%	164 28%
TOTAL NEITHER/ DON'T KNOW	455 20%	51 15%	247 20%	130 22%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 70

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2182	376	463	484	476	383	376	1423	383	1130	1040	243	993	869
Effective Weighted Sample	1112	190	245	251	253	346	190	740	346	577	527	116	500	474
Total	2221	241	467	623	608	281	241	1699	281	1160	1039	140	1076	949
Very concerned	498 22%	71 30% de	147 31% cde	131 21%	97 16%	51 18%	71 30% c	375 22%	51 18%	275 24%	211 20%	37 26%	285 27% c	159 17%
Fairly concerned	674 30%	61 25%	124 27%	211 34% e	211 35% e	66 23%	61 25%	547 32% c	66 23%	338 29%	331 32%	35 25%	322 30%	304 32%
Neither/ nor	414 19%	32 14%	75 16%	127 20%	123 20%	57 20%	32 14%	325 19%	57 20%	234 20%	180 17%	20 14%	193 18%	186 20%
Not very concerned	370 17%	27 11%	56 12%	106 17%	109 18%	71 25% ab	27 11%	272 16%	71 25% ab	182 16%	184 18%	14 10%	159 15%	192 20%
Not at all concerned	241 11%	47 20% cd	56 12%	44 7%	60 10%	34 12%	47 20% b	160 9%	34 12%	118 10%	124 12%	33 24% bc	102 10%	100 10%
Don't know	24 1%	1 *%	9 2%	3 1%	7 1%	3 1%	1 *%	20 1%	3 1%	14 1%	10 1%	1 1%	13 1%	9 1%
SUMMARY														
TOTAL CONCERNED	1171 53%	133 55% e	271 58% e	342 55% e	309 51%	117 42%	133 55% c	922 54% c	117 42%	613 53%	542 52%	72 51%	608 56%	463 49%
TOTAL NOT CONCERNED	612 28%	74 31%	112 24%	150 24%	169 28%	105 37% bc	74 31%	432 25%	105 37% b	300 26%	308 30%	47 34%	262 24%	291 31%
TOTAL NEITHER/ DON'T KNOW	438 20%	34 14%	84 18%	131 21%	130 21%	60 21%	34 14%	345 20%	60 21%	248 21%	190 18%	21 15%	206 19%	195 21%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 70

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2182	189	186	237	225	249	231	247	224	208	174	1022	390	384	386	2182
Effective Weighted Sample	1112	94	95	126	118	130	118	130	119	188	157	817	347	330	339	1112
Total	2221	123	117	240	225	328	286	315	285	154	126	1874	172	106	68	2221
Very concerned	498	42	30	86	58	65	60	60	35	22	28	429	35	19	15	498
	22%	34%	25%	36%	26%	20%	21%	19%	12%	14%	22%	23%	20%	18%	22%	22%
		hi		efghi	h											
Fairly concerned	674	34	27	56	69	110	99	102	108	38	28	567	50	37	19	674
	30%	27%	23%	23%	30%	33%	35%	32%	38%	24%	22%	30%	29%	35%	28%	30%
								j								
Neither/ nor	414	18	14	40	35	74	52	67	57	35	22	354	30	18	12	414
	19%	15%	12%	17%	15%	23%	18%	21%	20%	23%	17%	19%	18%	17%	18%	19%
Not very concerned	370	10	17	26	31	50	56	55	51	42	29	305	31	22	13	370
	17%	8%	14%	11%	14%	15%	20%	17%	18%	27%	23%	16%	18%	20%	19%	17%
										acd	ac					
Not at all concerned	241	20	28	23	33	29	15	29	32	17	17	200	24	9	8	241
	11%	16%	24%	10%	15%	9%	5%	9%	11%	11%	13%	11%	14%	9%	12%	11%
			cefgi													
Don't know	24	-	1	9	1	*	3	4	3	1	2	20	1	1	1	24
	1%	-%	1%	4%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

SUMMARY

TOTAL CONCERNED	1171	75	57	142	126	174	159	161	143	60	56	996	85	56	34	1171
	53%	61%	49%	59%	56%	53%	56%	51%	50%	39%	44%	53%	50%	53%	50%	53%
		i		i	i		i									
TOTAL NOT CONCERNED	612	30	45	49	63	79	72	83	82	59	46	504	55	31	22	612
	28%	24%	38%	20%	28%	24%	25%	26%	29%	38%	36%	27%	32%	29%	32%	28%
			c							ce	c					
TOTAL NEITHER/ DON'T KNOW	438	18	15	49	35	75	56	71	60	35	24	374	32	19	13	438
	20%	15%	13%	20%	16%	23%	19%	22%	21%	23%	19%	20%	18%	18%	18%	20%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 70

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2182	1877	305	767	550	399	450	1317	849	2182	461	1614	447	764	649
Effective Weighted Sample	1112	982	131	418	272	198	251	660	448	1112	242	816	234	369	343
Total	2221	1966	255	621	618	426	533	1238	959	2221	501	1609	481	734	626
Very concerned	498 22%	449 23%	49 19%	129 21%	121 20%	109 26%	133 25%	250 20%	242 25%	498 22%	113 22%	355 22%	150 31% bc	144 20%	115 18%
Fairly concerned	674 30%	599 30%	74 29%	190 31%	181 29%	146 34%	147 28%	371 30%	294 31%	674 30%	154 31%	485 30%	118 25%	240 33%	193 31%
Neither/ nor	414 19%	370 19%	44 17%	119 19%	116 19%	62 15%	110 21%	235 19%	172 18%	414 19%	116 23%	282 18%	95 20%	139 19%	114 18%
Not very concerned	370 17%	326 17%	45 17%	109 18%	123 20%	54 13%	83 15%	232 19%	137 14%	370 17%	71 14%	288 18%	58 12%	128 17%	131 21% a
Not at all concerned	241 11%	199 10%	42 16%	69 11%	70 11%	50 12%	53 10%	138 11%	103 11%	241 11%	44 9%	183 11%	52 11%	79 11%	72 11%
Don't know	24 1%	23 1%	1 *%	6 1%	6 1%	4 1%	8 1%	12 1%	12 1%	24 1%	4 1%	16 1%	9 2%	5 1%	1 *%
SUMMARY															
TOTAL CONCERNED	1171 53%	1048 53%	123 48%	318 51%	303 49%	255 60%	280 53%	621 50%	535 56%	1171 53%	266 53%	840 52%	267 56%	384 52%	308 49%
TOTAL NOT CONCERNED	612 28%	525 27%	86 34%	178 29%	192 31%	105 25%	135 25%	371 30%	240 25%	612 28%	116 23%	471 29%	110 23%	207 28%	203 32%
TOTAL NEITHER/ DON'T KNOW	438 20%	393 20%	45 18%	124 20%	122 20%	66 16%	118 22%	247 20%	184 19%	438 20%	119 24%	298 19%	103 22%	143 20%	115 18%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 70

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2182	396	1138	588
Effective Weighted Sample	1112	204	589	292
Total	2221	337	1214	587
Very concerned	498 22%	82 24%	253 21%	142 24%
Fairly concerned	674 30%	99 29%	385 32%	166 28%
Neither/ nor	414 19%	69 21%	218 18%	108 18%
Not very concerned	370 17%	46 14%	210 17%	108 18%
Not at all concerned	241 11%	38 11%	140 12%	57 10%
Don't know	24 1%	3 1%	9 1%	6 1%
SUMMARY				
TOTAL CONCERNED	1171 53%	181 54%	637 52%	307 52%
TOTAL NOT CONCERNED	612 28%	83 25%	350 29%	165 28%
TOTAL NEITHER/ DON'T KNOW	438 20%	72 21%	227 19%	115 20%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 72

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2182	376	463	484	476	383	376	1423	383	1130	1040	243	993	869
Effective Weighted Sample	1112	190	245	251	253	346	190	740	346	577	527	116	500	474
Total	2221	241	467	623	608	281	241	1699	281	1160	1039	140	1076	949
Very concerned	527 24%	72 30% de	140 30% de	161 26%	102 17%	52 18%	72 30% c	403 24%	52 18%	287 25%	234 23%	34 25%	306 28% c	171 18%
Fairly concerned	653 29%	52 22%	97 21%	205 33% ab	232 38% abe	67 24%	52 22%	534 31% a	67 24%	322 28%	324 31%	30 21%	287 27%	323 34% a
Neither/ nor	455 20%	36 15%	75 16%	147 24%	141 23%	55 20%	36 15%	364 21%	55 20%	271 23%	180 17%	25 18%	204 19%	218 23%
Not very concerned	366 16%	25 10%	88 19%	84 13%	102 17%	68 24% ac	25 10%	274 16%	68 24% ab	178 15%	183 18%	12 8%	170 16%	172 18% a
Not at all concerned	211 9%	55 23% cde	63 13% cd	23 4%	31 5%	39 14% cd	55 23% bc	117 7%	39 14% b	98 8%	113 11%	37 27% bc	102 9%	64 7%
Don't know	9 *%	1 *%	3 1%	4 1%	1 *%	1 *%	1 *%	8 *%	1 *%	4 *%	5 *%	1 1%	7 1%	1 *%
SUMMARY														
TOTAL CONCERNED	1179 53%	124 51%	238 51%	365 59% e	334 55% e	119 42%	124 51%	937 55% c	119 42%	609 52%	558 54%	64 46%	593 55%	495 52%
TOTAL NOT CONCERNED	577 26%	80 33% cd	151 32% cd	107 17%	133 22%	106 38% cd	80 33% b	391 23%	106 38% b	276 24%	296 29%	49 35%	272 25%	236 25%
TOTAL NEITHER/ DON'T KNOW	464 21%	37 15%	79 17%	151 24%	142 23%	56 20%	37 15%	371 22%	56 20%	276 24%	185 18%	27 19%	211 20%	218 23%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 72

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2182	189	186	237	225	249	231	247	224	208	174	1022	390	384	386	2182
Effective Weighted Sample	1112	94	95	126	118	130	118	130	119	188	157	817	347	330	339	1112
Total	2221	123	117	240	225	328	286	315	285	154	126	1874	172	106	68	2221
Very concerned	527	40	32	79	61	93	65	52	48	22	28	442	39	27	19	527
	24%	32%	27%	33%	27%	28%	23%	17%	17%	15%	23%	24%	23%	26%	28%	24%
		ghi		ghi	i	i										
Fairly concerned	653	28	23	39	56	100	104	119	109	35	32	559	43	33	17	653
	29%	23%	20%	16%	25%	31%	36%	38%	38%	23%	25%	30%	25%	31%	25%	29%
						c	bc	bci	bci							
Neither/ nor	455	22	14	47	28	91	53	78	63	33	22	392	38	15	10	455
	20%	18%	12%	20%	12%	28%	19%	25%	22%	22%	17%	21%	22%	14%	15%	20%
						bd						c	c			
Not very concerned	366	9	16	42	46	32	49	54	46	41	26	307	28	19	12	366
	16%	7%	14%	18%	21%	10%	17%	17%	16%	27%	21%	16%	17%	18%	18%	16%
					a					ae	ae					
Not at all concerned	211	25	30	29	34	11	12	12	19	22	17	167	23	11	9	211
	9%	20%	26%	12%	15%	3%	4%	4%	7%	14%	14%	9%	13%	11%	14%	9%
		efgh	cefg	e	efg					efg	efg					
Don't know	9	*	1	3	*	*	3	1	-	-	1	8	1	*	1	9
	*%	*%	1%	1%	*%	*%	1%	*%	-%	-%	1%	*%	*%	*%	1%	*%

SUMMARY

TOTAL CONCERNED	1179	68	55	119	117	193	169	171	157	58	60	1001	82	61	36	1179
	53%	55%	47%	49%	52%	59%	59%	54%	55%	37%	48%	53%	48%	57%	53%	53%
		i				i	i	i	i							
TOTAL NOT CONCERNED	577	33	47	71	80	43	61	66	65	63	44	474	51	30	22	577
	26%	27%	40%	30%	36%	13%	21%	21%	23%	41%	35%	25%	30%	28%	32%	26%
		e	efgh	e	eg					efgh	eg					
TOTAL NEITHER/ DON'T KNOW	464	22	15	51	28	91	56	78	63	33	23	399	39	15	11	464
	21%	18%	13%	21%	12%	28%	20%	25%	22%	22%	18%	21%	23%	14%	16%	21%
						bd						c	c			

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 72

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 plays games

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2182	1877	305	767	550	399	450	1317	849	2182	461	1614	447	764	649
Effective Weighted Sample	1112	982	131	418	272	198	251	660	448	1112	242	816	234	369	343
Total	2221	1966	255	621	618	426	533	1238	959	2221	501	1609	481	734	626
Very concerned	527 24%	483 25%	43 17%	137 22%	128 21%	110 26%	142 27%	266 21%	251 26%	527 24%	112 22%	384 24%	151 31% bc	154 21%	124 20%
Fairly concerned	653 29%	568 29%	85 33%	177 28%	203 33%	144 34%	126 24%	380 31%	270 28%	653 29%	157 31%	459 29%	121 25%	237 32%	193 31%
Neither/ nor	455 20%	408 21%	47 18%	117 19%	133 22%	73 17%	124 23%	249 20%	197 21%	455 20%	113 23%	322 20%	93 19%	166 23%	113 18%
Not very concerned	366 16%	315 16%	52 20%	118 19%	99 16%	57 13%	90 17%	217 18%	147 15%	366 16%	82 16%	276 17%	71 15%	108 15%	131 21%
Not at all concerned	211 9%	183 9%	28 11%	70 11%	54 9%	42 10%	44 8%	125 10%	86 9%	211 9%	36 7%	162 10%	45 9%	68 9%	64 10%
Don't know	9 *%	9 *%	* *%	2 *%	* *%	* *%	7 1%	2 *%	8 1%	9 *%	* *%	5 *%	1 *%	1 *%	2 *%
SUMMARY															
TOTAL CONCERNED	1179 53%	1051 53%	128 50%	314 51%	332 54%	254 60%	268 50%	645 52%	522 54%	1179 53%	269 54%	843 52%	272 57%	391 53%	317 51%
TOTAL NOT CONCERNED	577 26%	498 25%	80 31%	188 30%	153 25%	99 23%	134 25%	342 28%	233 24%	577 26%	119 24%	438 27%	116 24%	176 24%	195 31%
TOTAL NEITHER/ DON'T KNOW	464 21%	417 21%	47 18%	118 19%	133 22%	74 17%	131 25%	251 20%	205 21%	464 21%	113 23%	328 20%	93 19%	167 23%	115 18%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 72

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child aged 3-17 plays games

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2182	396	1138	588
Effective Weighted Sample	1112	204	589	292
Total	2221	337	1214	587
Very concerned	527 24%	87 26%	276 23%	139 24%
Fairly concerned	653 29%	94 28%	341 28%	198 34%
Neither/ nor	455 20%	52 15%	264 22%	114 19%
Not very concerned	366 16%	69 21%	209 17%	80 14%
Not at all concerned	211 9%	33 10%	122 10%	52 9%
Don't know	9 *%	1 *%	2 *%	3 1%
SUMMARY				
TOTAL CONCERNED	1179 53%	182 54%	617 51%	337 57%
TOTAL NOT CONCERNED	577 26%	102 30%	331 27%	133 23%
TOTAL NEITHER/ DON'T KNOW	464 21%	53 16%	266 22%	117 20%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 74

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2182	376	463	484	476	383	376	1423	383	1130	1040	243	993	869
Effective Weighted Sample	1112	190	245	251	253	346	190	740	346	577	527	116	500	474
Total	2221	241	467	623	608	281	241	1699	281	1160	1039	140	1076	949
Very concerned	652 29%	80 33% de	165 35% de	214 34% de	132 22%	61 22%	80 33% c	511 30% c	61 22%	341 29%	302 29%	47 33%	374 35%	211 22%
Fairly concerned	692 31%	43 18%	114 24%	202 32% a	254 42% abe	79 28% a	43 18%	570 34% a	79 28% a	359 31%	322 31%	17 12%	294 27% a	368 39% ab
Neither/ nor	336 15%	38 16%	60 13%	96 15%	88 14%	55 19%	38 16%	244 14%	55 19%	193 17%	143 14%	23 17%	158 15%	144 15%
Not very concerned	334 15%	27 11%	61 13%	77 12%	109 18%	60 21% abc	27 11%	247 15%	60 21% ab	177 15%	155 15%	15 11%	135 13%	178 19% b
Not at all concerned	191 9%	52 22% cde	65 14% cd	29 5%	19 3%	26 9% d	52 22% bc	113 7%	26 9%	83 7%	109 10%	38 27% bc	109 10% c	41 4%
Don't know	16 1%	* *% *	3 1%	4 1%	7 1%	1 1%	* *% *	14 1%	1 1%	8 1%	8 1%	* *% *	7 1%	8 1%
SUMMARY														
TOTAL CONCERNED	1343 60%	123 51%	278 60%	417 67% ae	386 63% e	139 50%	123 51%	1081 64% ac	139 50%	700 60%	624 60%	64 46%	668 62% a	578 61% a
TOTAL NOT CONCERNED	525 24%	79 33% cd	126 27% c	106 17%	128 21%	86 30% cd	79 33% b	360 21%	86 30% b	259 22%	264 25%	52 37% bc	243 23%	219 23%
TOTAL NEITHER/ DON'T KNOW	352 16%	38 16%	63 13%	100 16%	95 16%	56 20%	38 16%	258 15%	56 20%	201 17%	151 15%	24 17%	164 15%	152 16%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 74

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2182	189	186	237	225	249	231	247	224	208	174	1022	390	384	386	2182
Effective Weighted Sample	1112	94	95	126	118	130	118	130	119	188	157	817	347	330	339	1112
Total	2221	123	117	240	225	328	286	315	285	154	126	1874	172	106	68	2221
Very concerned	652	41	38	99	65	113	98	60	68	28	32	550	46	34	22	652
	29%	34%	33%	41%	29%	35%	34%	19%	24%	18%	25%	29%	27%	32%	32%	29%
		i	i	ghij		gi	gi									
Fairly concerned	692	27	16	52	59	88	108	144	108	47	32	587	53	34	18	692
	31%	22%	14%	22%	26%	27%	38%	46%	38%	31%	25%	31%	31%	32%	26%	31%
							bc	abcdeij	bc	b						
Neither/ nor	336	19	19	33	27	64	32	45	43	33	22	285	27	15	10	336
	15%	15%	16%	14%	12%	20%	11%	14%	15%	21%	17%	15%	16%	14%	14%	15%
Not very concerned	334	12	15	27	34	48	29	54	52	35	25	284	26	14	11	334
	15%	10%	13%	11%	15%	15%	10%	17%	18%	23%	20%	15%	15%	13%	16%	15%
										acf						
Not at all concerned	191	23	29	26	39	13	16	8	11	12	14	156	18	9	9	191
	9%	19%	25%	11%	17%	4%	6%	3%	4%	8%	11%	8%	11%	8%	13%	9%
		efghi	cefghij	g	efgh						g					
Don't know	16	*	-	2	1	*	3	4	3	-	1	13	1	2	-	16
	1%	*%	-%	1%	*%	*%	1%	1%	1%	-%	1%	1%	1%	2%	-%	1%

SUMMARY

TOTAL CONCERNED	1343	68	55	152	124	202	206	204	176	75	64	1137	99	68	39	1343
	60%	56%	47%	63%	55%	62%	72%	65%	62%	49%	50%	61%	58%	64%	57%	60%
							bdij	bi								
TOTAL NOT CONCERNED	525	35	44	53	73	62	45	63	63	46	39	440	44	22	19	525
	24%	29%	38%	22%	32%	19%	16%	20%	22%	30%	31%	23%	26%	21%	28%	24%
			efg		f					f	f					
TOTAL NEITHER/ DON'T KNOW	352	19	19	35	28	64	36	49	46	33	24	298	28	16	10	352
	16%	16%	16%	15%	12%	20%	12%	16%	16%	21%	19%	16%	17%	15%	14%	16%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 74

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2182	1877	305	767	550	399	450	1317	849	2182	461	1614	447	764	649
Effective Weighted Sample	1112	982	131	418	272	198	251	660	448	1112	242	816	234	369	343
Total	2221	1966	255	621	618	426	533	1238	959	2221	501	1609	481	734	626
Very concerned	652 29%	592 30%	59 23%	184 30%	157 25%	130 30%	178 33%	341 28%	307 32%	652 29%	132 26%	486 30%	165 34%	198 27%	174 28%
Fairly concerned	692 31%	599 30%	93 36%	180 29%	234 38% df	139 33%	130 24%	415 33% d	269 28%	692 31%	179 36%	476 30%	137 29%	229 31%	204 33%
Neither/ nor	336 15%	296 15%	41 16%	92 15%	76 12%	57 13%	101 19%	168 14%	157 16%	336 15%	93 19%	225 14%	81 17%	125 17%	71 11%
Not very concerned	334 15%	297 15%	37 14%	106 17%	87 14%	62 15%	78 15%	193 16%	140 15%	334 15%	63 13%	262 16%	56 12%	115 16%	120 19%
Not at all concerned	191 9%	166 8%	25 10%	57 9%	58 9%	34 8%	42 8%	115 9%	76 8%	191 9%	33 7%	150 9%	38 8%	66 9%	56 9%
Don't know	16 1%	16 1%	- -%	1 *%	6 1%	5 1%	5 1%	6 1%	9 1%	16 1%	1 *%	11 1%	3 1%	1 *%	* *%
SUMMARY															
TOTAL CONCERNED	1343 60%	1191 61%	152 60%	364 59%	391 63%	268 63%	308 58%	755 61%	576 60%	1343 60%	311 62%	962 60%	302 63%	427 58%	378 60%
TOTAL NOT CONCERNED	525 24%	463 24%	62 24%	164 26%	145 23%	97 23%	120 22%	309 25%	216 23%	525 24%	96 19%	412 26%	94 20%	181 25%	177 28%
TOTAL NEITHER/ DON'T KNOW	352 16%	311 16%	41 16%	93 15%	81 13%	61 14%	106 20%	174 14%	167 17%	352 16%	94 19%	236 15%	84 17%	126 17%	72 11%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 74

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2182	396	1138	588
Effective Weighted Sample	1112	204	589	292
Total	2221	337	1214	587
Very concerned	652 29%	111 33%	341 28%	169 29%
Fairly concerned	692 31%	93 28%	380 31%	196 33%
Neither/ nor	336 15%	48 14%	174 14%	100 17%
Not very concerned	334 15%	54 16%	201 17%	74 13%
Not at all concerned	191 9%	30 9%	117 10%	44 7%
Don't know	16 1%	* *%	2 *%	5 1%
SUMMARY				
TOTAL CONCERNED	1343 60%	204 61%	721 59%	365 62%
TOTAL NOT CONCERNED	525 24%	84 25%	318 26%	118 20%
TOTAL NEITHER/ DON'T KNOW	352 16%	49 14%	175 14%	105 18%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 76

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Strongly disagree	544 22%	99 30% de	139 27% de	153 23% e	110 17%	43 14%	99 30% bc	402 22% c	43 14%	252 20%	285 23%	66 33% c	297 25% c	172 17%
Slightly disagree	544 22%	66 20%	137 26% e	161 25% e	131 20%	49 16%	66 20%	429 23% c	49 16%	246 20%	284 23%	39 19%	284 24%	212 20%
Neither agree nor disagree	397 16%	48 15%	79 15%	91 14%	112 17%	67 21%	48 15%	282 15%	67 21%	229 18%	168 14%	35 17%	166 14%	181 17%
Slightly agree	661 27%	83 25%	109 21%	170 26% b	207 31%	93 29%	83 25%	486 26%	93 29%	348 28%	313 26%	46 23%	286 24%	312 30%
Strongly agree	316 13%	28 8%	56 11%	72 11%	98 15%	62 20% abc	28 8%	226 12%	62 20% ab	154 12%	161 13%	13 6%	130 11%	158 15% a
Don't know	18 1%	5 1%	- -%	6 1%	3 *%	4 1%	5 1%	9 *%	4 1%	10 1%	8 1%	3 2%	5 *%	4 *%
SUMMARY														
TOTAL DISAGREE	1088 44%	165 50% de	276 53% de	314 48% de	241 36%	93 29%	165 50% c	831 45% c	93 29%	498 40%	569 47%	105 52% c	581 50% c	384 37%
TOTAL AGREE	977 39%	110 34%	165 32%	242 37%	305 46% ab	155 49% abc	110 34%	712 39%	155 49% ab	502 41%	474 39%	59 29%	416 36%	471 45% ab
TOTAL NEITHER/ DON'T KNOW	415 17%	53 16%	79 15%	98 15%	115 17%	71 22%	53 16%	292 16%	71 22% b	239 19%	176 14%	38 19%	171 15%	185 18%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 76

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Strongly disagree	544 22%	40 24%	59 36% eghij	67 26% ij	72 28% hij	63 19% ij	84 27% ij	60 18%	49 15%	22 14%	21 13%	455 22%	45 24%	25 21%	19 24%	544 22%
Slightly disagree	544 22%	34 21% i	31 19%	53 20% i	81 32% i	82 25% i	76 24% i	63 19%	61 19%	14 9%	35 22% i	453 22%	43 23%	28 24%	19 25%	544 22%
Neither agree nor disagree	397 16%	24 14%	25 15%	48 18%	31 12%	52 16%	40 13%	68 21%	44 14%	38 24% df	28 18%	338 16%	29 15%	19 16%	11 15%	397 16%
Slightly agree	661 27%	46 28%	37 22%	54 21%	55 21%	103 31%	67 21%	91 28%	116 36% cdf	54 34% cd	38 24%	567 27%	46 24%	30 25%	17 22%	661 27%
Strongly agree	316 13%	17 11%	11 6%	37 14%	19 7%	29 9%	44 14%	43 13%	55 17% b	28 18% bd	33 21% bde	266 13%	24 13%	15 13%	11 14%	316 13%
Don't know	18 1%	3 2%	1 1%	- -%	- -%	3 1%	3 1%	3 1%	- -%	1 1%	3 2%	15 1%	2 1%	1 *% *	* *% *	18 1%
SUMMARY																
TOTAL DISAGREE	1088 44%	74 45% i	91 55% ghij	120 46% i	154 59% ghij	145 44% i	160 51% hij	123 38% i	109 34%	37 23%	56 35% i	909 43%	88 47%	53 45%	38 49%	1088 44%
TOTAL AGREE	977 39%	63 39%	47 29%	91 35%	74 29%	132 40%	111 35%	134 41%	171 53% bcdf	82 52% bcdf	71 45% bd	834 40%	70 37%	45 38%	28 36%	977 39%
TOTAL NEITHER/ DON'T KNOW	415 17%	27 16%	26 16%	48 18%	31 12%	54 16%	43 14%	70 22%	44 14%	40 25% d	31 20%	353 17%	31 16%	20 17%	12 15%	415 17%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 76

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Strongly disagree	544 22%	462 21%	82 29%	141 20%	157 23%	96 20%	149 25%	298 22%	245 23%	544 22%	77 15%	440 24% a	124 23%	188 23%	126 18%
Slightly disagree	544 22%	495 23%	49 17%	143 21%	163 24%	119 25%	111 19%	306 22%	231 22%	544 22%	111 21%	421 23%	106 20%	187 23%	168 24%
Neither agree nor disagree	397 16%	359 16%	38 13%	93 13%	99 14%	65 14%	127 21% ae	192 14%	193 18%	397 16%	73 14%	290 16%	99 19%	130 16%	83 12%
Slightly agree	661 27%	585 27%	76 27%	213 31%	181 26%	130 28%	131 22%	394 28%	261 25%	661 27%	175 33% b	448 25%	122 23%	213 26%	212 30%
Strongly agree	316 13%	278 13%	37 13%	104 15%	87 13%	59 13%	66 11%	191 14%	125 12%	316 13%	86 16%	219 12%	78 15%	89 11%	105 15%
Don't know	18 1%	18 1%	- -%	- -%	3 *%	1 *%	11 2% ae	3 *%	12 1%	18 1%	2 *%	2 *%	3 1%	2 *%	3 *%
SUMMARY															
TOTAL DISAGREE	1088 44%	957 44%	131 46%	284 41%	320 46%	216 46%	260 44%	604 44%	476 45%	1088 44%	188 36%	861 47% a	230 43%	376 46%	294 42%
TOTAL AGREE	977 39%	863 39%	113 40%	317 46% df	267 39%	189 40%	197 33%	584 42% d	386 36%	977 39%	261 50% b	667 37%	200 38%	302 37%	317 46%
TOTAL NEITHER/ DON'T KNOW	415 17%	377 17%	38 13%	93 13%	102 15%	66 14%	138 23% abe	195 14%	204 19%	415 17%	75 14%	293 16%	102 19%	132 16%	86 12%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 76

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Strongly disagree	544 22%	87 23%	266 20%	162 24%
Slightly disagree	544 22%	75 20%	321 24%	134 20%
Neither agree nor disagree	397 16%	65 17%	201 15%	107 16%
Slightly agree	661 27%	97 26%	383 29%	165 25%
Strongly agree	316 13%	50 13%	168 13%	87 13%
Don't know	18 1%	* *%	4 *%	8 1%
SUMMARY				
TOTAL DISAGREE	1088 44%	162 43%	586 44%	295 45%
TOTAL AGREE	977 39%	146 39%	552 41%	251 38%
TOTAL NEITHER/ DON'T KNOW	415 17%	65 17%	205 15%	115 17%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 78

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Strongly disagree	160 6%	12 4%	15 3%	44 7%	58 9%	32 10%	12 4%	116 6%	32 10%	73 6%	86 7%	6 3%	54 5%	94 9%
					b	ab			a					b
Slightly disagree	397 16%	28 9%	84 16%	106 16%	124 19%	55 17%	28 9%	314 17%	55 17%	191 15%	203 17%	12 6%	188 16%	189 18%
			a	a	a	a		a	a				a	a
Neither agree nor disagree	360 15%	43 13%	69 13%	84 13%	111 17%	53 17%	43 13%	265 14%	53 17%	191 15%	169 14%	34 17%	148 13%	168 16%
Slightly agree	787 32%	89 27%	148 28%	233 36%	218 33%	99 31%	89 27%	598 33%	99 31%	407 33%	370 30%	58 29%	361 31%	351 34%
Strongly agree	762 31%	153 47%	204 39%	181 28%	149 23%	75 24%	153 47%	535 29%	75 24%	371 30%	381 31%	90 44%	414 35%	236 23%
		cde	cde				bc					c	c	
Don't know	14 1%	3 1%	* *%	6 1%	* *%	4 1%	3 1%	7 *%	4 1%	5 *%	9 1%	3 2%	3 *%	2 *%
SUMMARY														
TOTAL DISAGREE	557 22%	40 12%	98 19%	149 23%	182 28%	87 27%	40 12%	430 23%	87 27%	264 21%	290 24%	18 9%	242 21%	283 27%
				a	a	a		a	a				a	a
TOTAL AGREE	1549 62%	242 74%	351 68%	414 63%	367 56%	174 55%	242 74%	1133 62%	174 55%	779 63%	751 62%	147 73%	775 66%	587 56%
		de	de				bc					c	c	
TOTAL NEITHER/ DON'T KNOW	374 15%	46 14%	70 13%	90 14%	112 17%	57 18%	46 14%	271 15%	57 18%	196 16%	178 15%	37 18%	151 13%	170 16%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 78

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Strongly disagree	160 6%	5 3%	7 4%	6 2%	9 3%	22 7%	22 7%	25 8%	32 10%	15 10%	16 10%	141 7%	10 5%	4 4%	4 5%	160 6%
Slightly disagree	397 16%	11 6%	18 11%	40 15%	44 17%	48 14%	58 18%	64 19%	58 18%	30 19%	25 16%	337 16%	35 18%	15 12%	11 14%	397 16%
Neither agree nor disagree	360 15%	25 15%	18 11%	36 14%	33 13%	50 15%	34 11%	51 16%	60 19%	30 19%	23 15%	310 15%	21 11%	18 15%	11 14%	360 15%
Slightly agree	787 32%	48 29%	41 25%	73 28%	75 29%	123 37%	106 34%	115 35%	97 30%	48 30%	51 33%	654 31%	64 34%	42 36%	27 35%	787 32%
Strongly agree	762 31%	74 45%	79 48%	103 40%	98 38%	85 26%	90 29%	72 22%	77 24%	37 23%	37 23%	640 31%	59 31%	39 33%	25 32%	762 31%
Don't know	14 1%	2 1%	1 1%	- -%	* *%	3 1%	3 1%	* *%	- -%	- -%	4 3%	13 1%	* *%	* *%	- -%	14 1%
SUMMARY																
TOTAL DISAGREE	557 22%	15 9%	25 15%	46 18%	53 20%	69 21%	80 25%	89 27%	91 28%	45 28%	42 26%	478 23%	45 24%	19 16%	15 19%	557 22%
TOTAL AGREE	1549 62%	122 74%	120 73%	176 68%	173 67%	209 63%	196 63%	187 57%	174 53%	85 53%	89 56%	1293 62%	122 65%	80 68%	53 67%	1549 62%
TOTAL NEITHER/ DON'T KNOW	374 15%	27 16%	19 12%	36 14%	33 13%	52 16%	38 12%	51 16%	60 19%	30 19%	28 18%	324 15%	22 12%	18 15%	11 14%	374 15%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 78

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Strongly disagree	160 6%	142 6%	17 6%	46 7%	35 5%	28 6%	48 8%	81 6%	76 7%	160 6%	51 10% b	97 5%	40 7%	48 6%	40 6%
Slightly disagree	397 16%	349 16%	48 17%	125 18%	97 14%	91 19%	82 14%	222 16%	173 16%	397 16%	95 18%	289 16%	101 19%	118 15%	119 17%
Neither agree nor disagree	360 15%	330 15%	31 11%	80 12%	94 14%	62 13%	117 20% ae	174 13%	179 17%	360 15%	74 14%	247 14%	82 15%	117 14%	74 11%
Slightly agree	787 32%	699 32%	88 31%	218 31%	235 34%	145 31%	177 30%	453 33%	323 30%	787 32%	180 34%	569 31%	151 28%	277 34%	225 32%
Strongly agree	762 31%	663 30%	99 35%	225 32%	227 33%	144 31%	163 27%	452 33%	307 29%	762 31%	122 23%	617 34% a	158 30%	249 31%	235 34%
Don't know	14 1%	14 1%	- -%	1 *%	2 *%	1 *%	8 1%	3 *%	9 1%	14 1%	2 *%	2 *%	1 *%	1 *%	4 1%
SUMMARY															
TOTAL DISAGREE	557 22%	491 22%	66 23%	171 25%	131 19%	119 25%	130 22%	302 22%	249 23%	557 22%	146 28%	386 21%	141 27%	166 21%	159 23%
TOTAL AGREE	1549 62%	1363 62%	186 66%	443 64%	462 67%	289 61%	340 57%	905 65%	629 59%	1549 62%	302 58%	1185 65%	308 58%	526 65%	461 66%
TOTAL NEITHER/ DON'T KNOW	374 15%	344 16%	31 11%	81 12%	96 14%	63 13%	125 21% ae	177 13%	188 18% a	374 15%	76 14%	249 14%	83 16%	118 15%	78 11%
Columns Tested: a,b - a,b,c,d,e,f,g - a,b - a,b,c															

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 78

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Strongly disagree	160 6%	13 4%	87 6%	53 8%
Slightly disagree	397 16%	58 16%	217 16%	107 16%
Neither agree nor disagree	360 15%	53 14%	177 13%	104 16%
Slightly agree	787 32%	97 26%	459 34%	210 32%
Strongly agree	762 31%	152 41%	401 30%	182 28%
Don't know	14 1%	- -%	2 *%	6 1%
SUMMARY				
TOTAL DISAGREE	557 22%	71 19%	304 23%	159 24%
TOTAL AGREE	1549 62%	249 67%	860 64%	392 59%
TOTAL NEITHER/ DON'T KNOW	374 15%	53 14%	179 13%	110 17%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 80

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Strongly disagree	506 20%	66 20%	95 18%	120 18%	160 24%	65 21%	66 20%	375 20%	65 21%	263 21%	240 20%	40 20%	213 18%	236 23%
Slightly disagree	533 22%	46 14%	95 18%	153 23%	167 25%	73 23%	46 14%	415 23%	73 23%	259 21%	271 22%	31 15%	234 20%	258 25%
Neither agree nor disagree	405 16%	54 17%	82 16%	109 17%	97 15%	62 20%	54 17%	289 16%	62 20%	196 16%	205 17%	35 17%	200 17%	159 15%
Slightly agree	689 28%	99 30%	144 28%	187 29%	182 28%	78 24%	99 30%	513 28%	78 24%	353 29%	331 27%	61 30%	329 28%	283 27%
Strongly agree	333 13%	63 19%	102 20%	81 12%	51 8%	36 11%	63 19%	235 13%	36 11%	161 13%	167 14%	36 18%	191 16%	99 10%
Don't know	12 *% *%	* *% *%	1 *% *%	3 *% *%	4 1% 1%	4 1% 1%	* *% *%	8 *% *%	4 1% 1%	7 1% 1%	4 *% *%	* *% *%	1 *% *%	6 1% 1%
SUMMARY														
TOTAL DISAGREE	1040 42%	112 34%	191 37%	272 42%	327 49% ab	138 43%	112 34%	790 43%	138 43%	521 42%	511 42%	71 35%	447 38%	494 48% ab
TOTAL AGREE	1023 41%	162 49% de	246 47% de	269 41%	233 35%	114 36%	162 49% c	747 41%	114 36%	514 41%	498 41%	97 48%	521 45% c	381 37%
TOTAL NEITHER/ DON'T KNOW	418 17%	54 17%	83 16%	112 17%	101 15%	67 21%	54 17%	297 16%	67 21%	203 16%	210 17%	35 17%	201 17%	164 16%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 80

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Strongly disagree	506 20%	35 21%	30 18%	47 18%	48 19%	66 20%	51 16%	84 26%	76 23%	31 19%	35 22%	432 21%	38 20%	24 20%	13 17%	506 20%
Slightly disagree	533 22%	19 11%	28 17%	47 18%	49 19%	78 24%	71 23%	85 26%	81 25%	30 19%	42 27%	447 21%	42 22%	27 23%	17 21%	533 22%
Neither agree nor disagree	405 16%	25 16%	29 18%	46 18%	36 14%	47 14%	62 20%	39 12%	55 17%	39 25%	23 15%	349 17%	25 13%	19 16%	13 16%	405 16%
Slightly agree	689 28%	53 32%	46 28%	52 20%	89 34%	108 33%	79 25%	94 29%	86 26%	46 29%	31 20%	575 27%	58 31%	33 28%	24 30%	689 28%
Strongly agree	333 13%	32 19%	31 19%	67 26%	36 14%	28 8%	51 16%	22 7%	27 8%	12 8%	23 14%	282 13%	24 13%	15 13%	12 15%	333 13%
Don't know	12 *%	- -%	* *%	* *%	1 *%	3 1%	- -%	4 1%	- -%	1 *%	4 2%	10 *%	1 1%	* *%	* 1%	12 *%
SUMMARY																
TOTAL DISAGREE	1040 42%	54 33%	58 35%	94 36%	97 38%	144 44%	122 39%	169 52%	157 48%	61 38%	77 49%	879 42%	80 42%	51 43%	30 38%	1040 42%
TOTAL AGREE	1023 41%	85 52%	77 47%	119 46%	125 48%	136 41%	130 41%	116 36%	112 35%	58 37%	54 34%	857 41%	82 44%	48 41%	35 45%	1023 41%
TOTAL NEITHER/ DON'T KNOW	418 17%	25 16%	29 18%	46 18%	37 14%	50 15%	62 20%	42 13%	55 17%	40 25%	27 17%	359 17%	27 14%	19 16%	13 17%	418 17%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 80

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Strongly disagree	506 20%	433 20%	73 26%	157 23%	118 17%	102 22%	123 21%	276 20%	225 21%	506 20%	99 19%	391 21%	118 22%	166 21%	140 20%
Slightly disagree	533 22%	493 22%	40 14%	142 20%	145 21%	122 26%	117 20%	286 21%	239 22%	533 22%	103 20%	415 23%	90 17%	174 21%	172 25%
Neither agree nor disagree	405 16%	366 17%	40 14%	89 13%	99 14%	72 15%	136 23%	188 14%	209 20%	405 16%	86 16%	281 15%	104 20%	129 16%	65 9%
							abeg		ae				c	c	
Slightly agree	689 28%	600 27%	89 32%	218 31%	194 28%	118 25%	155 26%	413 30%	273 26%	689 28%	153 29%	490 27%	140 26%	226 28%	218 31%
Strongly agree	333 13%	293 13%	40 14%	87 13%	129 19%	55 12%	61 10%	217 16%	116 11%	333 13%	81 16%	239 13%	79 15%	114 14%	103 15%
Don't know	12 *%	12 1%	- -%	1 *%	4 1%	1 *%	3 1%	5 *%	4 *%	12 *%	2 *%	5 *%	1 *%	1 *%	- -%
SUMMARY															
TOTAL DISAGREE	1040 42%	926 42%	114 40%	299 43%	263 38%	224 48%	240 40%	562 41%	464 44%	1040 42%	202 39%	806 44%	208 39%	340 42%	312 45%
TOTAL AGREE	1023 41%	893 41%	129 46%	306 44%	324 47%	173 37%	216 36%	629 45%	389 37%	1023 41%	234 45%	728 40%	219 41%	340 42%	321 46%
TOTAL NEITHER/ DON'T KNOW	418 17%	378 17%	40 14%	90 13%	103 15%	73 16%	139 23%	192 14%	213 20%	418 17%	88 17%	286 16%	105 20%	130 16%	65 9%
							abeg		ae				c	c	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 80

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Strongly disagree	506 20%	99 26%	256 19%	136 21%
Slightly disagree	533 22%	62 17%	325 24%	127 19%
Neither agree nor disagree	405 16%	46 12%	214 16%	114 17%
Slightly agree	689 28%	109 29%	375 28%	188 28%
Strongly agree	333 13%	56 15%	173 13%	94 14%
Don't know	12 *%	1 *%	2 *%	2 *%
SUMMARY				
TOTAL DISAGREE	1040 42%	161 43%	581 43%	263 40%
TOTAL AGREE	1023 41%	165 44%	547 41%	282 43%
TOTAL NEITHER/ DON'T KNOW	418 17%	47 13%	215 16%	117 18%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 82

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Strongly disagree	102 4%	11 3%	22 4%	29 4%	30 5%	11 3%	11 3%	81 4%	11 3%	39 3%	64 5%	8 4%	47 4%	46 4%
Slightly disagree	341 14%	42 13%	83 16%	108 16%	74 11%	34 11%	42 13%	265 14%	34 11%	171 14%	166 14%	30 15%	181 15%	127 12%
Neither agree nor disagree	419 17%	55 17%	98 19%	137 21%	87 13%	42 13%	55 17%	322 18%	42 13%	214 17%	200 16%	37 18%	229 20%	142 14%
Slightly agree	853 34%	117 36%	161 31%	224 34%	231 35%	120 38%	117 36%	616 34%	120 38%	418 34%	429 35%	70 35%	391 33%	371 36%
Strongly agree	752 30%	100 30%	155 30%	153 23%	236 36%	108 34%	100 30%	544 30%	108 34%	388 31%	357 29%	55 27%	320 27%	351 34%
Don't know	13 1%	3 1%	* *%	3 1%	4 1%	3 1%	3 1%	7 *%	3 1%	10 1%	3 *%	3 1%	1 *%	4 *%
SUMMARY														
TOTAL DISAGREE	444 18%	53 16%	105 20%	136 21%	104 16%	45 14%	53 16%	346 19%	45 14%	210 17%	230 19%	38 19%	228 20%	172 17%
TOTAL AGREE	1605 65%	217 66%	317 61%	376 58%	467 71%	228 72%	217 66%	1159 63%	228 72%	806 65%	786 64%	125 62%	711 61%	722 69%
TOTAL NEITHER/ DON'T KNOW	431 17%	58 18%	98 19%	141 22%	90 14%	45 14%	58 18%	329 18%	45 14%	223 18%	203 17%	39 19%	229 20%	145 14%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 82

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Strongly disagree	102 4%	5 3%	6 4%	12 5%	10 4%	7 2%	22 7%	12 4%	18 6%	3 2%	8 5%	86 4%	9 5%	4 4%	3 4%	102 4%
Slightly disagree	341 14%	20 12%	23 14%	43 17%	38 15%	45 14%	62 20% j	43 13%	30 9%	21 13%	13 8%	290 14%	24 13%	15 13%	12 15%	341 14%
Neither agree nor disagree	419 17%	30 18%	25 15%	33 13%	64 25% hj	76 23% hj	58 19%	50 15%	35 11%	24 15%	18 11%	359 17%	27 14%	19 16%	13 17%	419 17%
Slightly agree	853 34%	56 34%	61 37%	90 35%	71 27%	112 34%	109 35%	99 30%	129 40%	61 38%	59 37%	721 34%	68 36%	39 33%	25 32%	853 34%
Strongly agree	752 30%	51 31%	49 30%	79 31%	76 29%	88 27%	61 20%	120 37% f	113 35% f	50 32%	57 36% f	629 30%	60 32%	39 33%	24 31%	752 30%
Don't know	13 1%	3 2%	- -%	* *% *	* *% *	3 1%	* *% *	4 1%	- -% -	- -% -	3 2%	11 1%	* *% *	1 1%	* *% *	13 1%
SUMMARY																
TOTAL DISAGREE	444 18%	24 15%	29 18%	55 21%	47 18%	52 16%	84 27% ij	55 17%	48 15%	23 15%	21 13%	376 18%	33 18%	19 17%	15 19%	444 18%
TOTAL AGREE	1605 65%	107 65%	110 67%	170 66%	147 57%	199 60%	171 54%	219 67%	242 75% df	111 70% f	116 73% df	1349 64%	128 68%	78 66%	50 63%	1605 65%
TOTAL NEITHER/ DON'T KNOW	431 17%	33 20%	25 15%	34 13%	64 25% hj	79 24% h	58 19%	54 16%	35 11%	24 15%	21 13%	370 18%	27 15%	20 17%	13 17%	431 17%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 82

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Strongly disagree	102 4%	95 4%	8 3%	22 3%	26 4%	17 4%	35 6%	47 3%	52 5%	102 4%	22 4%	73 4%	25 5%	40 5%	25 4%
Slightly disagree	341 14%	289 13%	52 18%	105 15%	114 17%	62 13%	56 9%	220 16% d	118 11%	341 14%	78 15%	248 14%	82 15%	103 13%	112 16%
Neither agree nor disagree	419 17%	376 17%	42 15%	85 12%	96 14%	90 19%	141 24% abeg	181 13%	231 22% abe	419 17%	93 18%	288 16%	105 20% c	142 18%	80 11%
Slightly agree	853 34%	749 34%	104 37%	243 35%	255 37%	162 34%	186 31%	498 36%	348 33%	853 34%	184 35%	626 34%	158 30%	287 35%	258 37%
Strongly agree	752 30%	675 31%	77 27%	239 34%	194 28%	139 29%	173 29%	433 31%	312 29%	752 30%	146 28%	581 32%	161 30%	239 29%	220 32%
Don't know	13 1%	13 1%	- -%	1 *%	4 1%	1 *%	4 1%	5 *%	5 *%	13 1%	2 *%	4 *%	2 *%	- -%	3 *%
SUMMARY															
TOTAL DISAGREE	444 18%	384 17%	59 21%	127 18%	140 20%	79 17%	91 15%	267 19%	170 16%	444 18%	100 19%	322 18%	106 20%	143 18%	137 20%
TOTAL AGREE	1605 65%	1424 65%	181 64%	482 69%	449 65%	301 64%	359 60%	931 67%	660 62%	1605 65%	330 63%	1207 66%	319 60%	525 65%	478 68%
TOTAL NEITHER/ DON'T KNOW	431 17%	389 18%	42 15%	86 12%	100 15%	91 19%	145 24% abeg	186 13%	236 22% abe	431 17%	95 18%	292 16%	107 20% c	142 18%	83 12%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 82

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Strongly disagree	102 4%	11 3%	59 4%	32 5%
Slightly disagree	341 14%	47 13%	186 14%	90 14%
Neither agree nor disagree	419 17%	39 10%	220 16%	131 20%
Slightly agree	853 34%	119 32%	485 36%	225 34%
Strongly agree	752 30%	157 42%	393 29%	180 27%
Don't know	13 1%	- -%	* *%	3 1%
SUMMARY				
TOTAL DISAGREE	444 18%	58 16%	244 18%	122 18%
TOTAL AGREE	1605 65%	276 74%	878 65%	405 61%
TOTAL NEITHER/ DON'T KNOW	431 17%	39 10%	220 16%	135 20%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 84

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
BOTH CHILD AND PARENT HARD TO CONTROL	191	29	60	57	35	11	29	151	11	88	97	18	109	63
	8%	9%	12%	9%	5%	3%	9%	8%	3%	7%	8%	9%	9%	6%
		e	de	e			c	c						
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1105	130	197	281	332	166	130	809	166	566	533	85	473	509
	45%	40%	38%	43%	50%	52%	40%	44%	52%	46%	44%	42%	40%	49%
				b	ab			ab						b
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	352	36	77	104	96	39	36	277	39	158	188	21	175	149
	14%	11%	15%	16%	15%	12%	11%	15%	12%	13%	15%	10%	15%	14%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	832	133	186	212	198	103	133	596	103	426	402	79	412	318
	34%	40%	36%	32%	30%	32%	40%	32%	32%	34%	33%	39%	35%	31%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 84

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
BOTH CHILD AND PARENT HARD TO CONTROL	191	18	11	21	37	27	30	19	12	3	8	156	16	10	9	191
	8%	11%	7%	8%	14%	8%	9%	6%	4%	2%	5%	7%	8%	8%	12%	8%
		i		i	hij	i	i									
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1105	63	66	108	89	140	138	167	163	89	77	941	80	51	33	1105
	45%	39%	41%	42%	34%	42%	44%	51%	50%	56%	49%	45%	42%	43%	42%	45%
								d	d	abd	d					
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	352	16	21	32	45	55	46	44	49	12	27	297	27	18	10	352
	14%	10%	13%	12%	17%	17%	15%	13%	15%	7%	17%	14%	14%	16%	13%	14%
					i						i					
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	832	66	66	98	88	109	100	97	101	56	46	701	66	38	26	832
	34%	41%	40%	38%	34%	33%	32%	30%	31%	35%	29%	33%	35%	33%	33%	34%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 84

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
BOTH CHILD AND PARENT HARD TO CONTROL	191 8%	171 8%	20 7%	57 8%	63 9%	27 6%	43 7%	121 9%	70 7%	191 8%	41 8%	143 8%	38 7%	67 8%	60 9%
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1105 45%	980 45%	125 44%	303 44%	267 39%	206 44%	311 52% be	569 41%	517 48% b	1105 45%	220 42%	814 45%	245 46%	350 43%	269 39%
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	352 14%	324 15%	28 10%	86 12%	99 14%	92 20%	68 11%	185 13%	160 15%	352 14%	70 13%	278 15%	68 13%	120 15%	108 15%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	832 34%	722 33%	109 39%	248 36%	260 38%	146 31%	173 29%	509 37%	319 30%	832 34%	193 37%	585 32%	181 34%	273 34%	261 37%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 84

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
BOTH CHILD AND PARENT HARD TO CONTROL	191 8%	29 8%	103 8%	58 9%
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1105 45%	162 43%	578 43%	304 46%
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	352 14%	46 12%	218 16%	76 11%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	832 34%	136 36%	444 33%	225 34%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 85

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
BOTH CHILD AND PARENT HAVE GOOD BALANCE	215	14	45	51	71	35	14	167	35	102	113	4	100	106
	9%	4%	9%	8%	11%	11%	4%	9%	11%	8%	9%	2%	9%	10%
				a	a				a				a	a
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	693	96	164	222	141	69	96	527	69	343	342	70	369	235
	28%	29%	32%	34%	21%	22%	29%	29%	22%	28%	28%	35%	32%	23%
			de	de								c	c	
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	182	15	39	55	53	20	15	147	20	89	91	7	88	83
	7%	4%	8%	8%	8%	6%	4%	8%	6%	7%	7%	4%	8%	8%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1390	204	272	325	395	194	204	993	194	704	673	121	611	616
	56%	62%	52%	50%	60%	61%	62%	54%	61%	57%	55%	60%	52%	59%
		c				c								

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 85

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
BOTH CHILD AND PARENT HAVE GOOD BALANCE	215	4	10	25	20	27	24	26	45	20	14	178	23	8	6	215
	9%	2%	6%	10%	8%	8%	8%	8%	14% a	13% a	9%	9%	12%	7%	8%	9%
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	693	50	46	74	87	110	109	71	69	38	31	588	49	33	24	693
	28%	31%	28%	29%	34% j	33% j	35% j	22%	21%	24%	20%	28%	26%	28%	31%	28%
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	182	7	8	15	24	21	34	38	13	9	11	158	12	7	5	182
	7%	4%	5%	6%	9%	6%	11%	12%	4%	6%	7%	8%	6%	6%	6%	7%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1390	103	100	145	127	173	147	193	197	91	102	1171	106	70	43	1390
	56%	63%	61%	56%	49%	52%	47%	59%	61%	57%	64% df	56%	56%	60%	55%	56%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 85

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
BOTH CHILD AND PARENT HAVE GOOD BALANCE	215 9%	183 8%	32 11%	72 10%	46 7%	48 10%	50 8%	118 9%	97 9%	215 9%	51 10%	160 9%	48 9%	55 7%	71 10%
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	693 28%	607 28%	86 30%	159 23%	190 28%	127 27%	203 34%	349 25%	331 31%	693 28%	150 29%	485 27%	160 30%	222 27%	172 25%
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	182 7%	166 8%	16 6%	53 8%	50 7%	43 9%	33 5%	104 8%	76 7%	182 7%	44 8%	129 7%	53 10%	63 8%	48 7%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1390 56%	1241 56%	149 53%	410 59%	403 58%	253 54%	310 52%	813 59%	563 53%	1390 56%	279 53%	1047 57%	271 51%	470 58%	407 58%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 85

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
BOTH CHILD AND PARENT HAVE GOOD BALANCE	215	34	125	50
	9%	9%	9%	8%
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	693	73	373	200
	28%	20%	28%	30%
				a
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	182	24	92	57
	7%	6%	7%	9%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1390	242	753	355
	56%	65%	56%	54%
		c		

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 86

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
I talk to my child	985	70	165	318	299	133	70	782	133	493	479	40	456	467
	40%	21%	32%	49%	45%	42%	21%	43%	42%	40%	39%	20%	39%	45%
			a	ab	ab	ab		a	a				a	a
I can trust my child to be sensible	585	31	74	118	226	135	31	419	135	272	308	17	184	357
	24%	10%	14%	18%	34%	42%	10%	23%	42%	22%	25%	8%	16%	34%
			a	abc	abc	abc		a	ab					ab
I directly supervise my child	480	149	182	92	42	15	149	315	15	262	217	101	309	63
	19%	46%	35%	14%	6%	5%	46%	17%	5%	21%	18%	50%	26%	6%
		cde	cde	de			bc	c				bc	c	
I use technical tools or controls	329	53	71	107	79	18	53	258	18	167	158	29	174	124
	13%	16%	14%	16%	12%	6%	16%	14%	6%	14%	13%	14%	15%	12%
		e	e	e	e	e	c	c						
Another approach	11	2	1	5	2	1	2	8	1	2	9	1	4	5
	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%	1%	1%	*%	*%
I don't have an approach	49	14	15	4	6	10	14	24	10	21	28	9	22	13
	2%	4%	3%	1%	1%	3%	4%	1%	3%	2%	2%	4%	2%	1%
		c					b							
Don't know	42	8	11	9	7	6	8	28	6	21	20	7	19	11
	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 86

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
I talk to my child	985	39	31	81	82	164	147	139	158	71	61	834	71	52	28	985
	40%	24%	19%	31%	32%	50%	47%	42%	49%	44%	39%	40%	37%	44%	36%	40%
						abcd	abc	ab	abcd	ab	ab					
I can trust my child to be sensible	585	19	12	32	42	49	66	108	116	63	71	492	50	25	18	585
	24%	12%	7%	13%	16%	15%	21%	33%	36%	40%	45%	23%	26%	22%	23%	24%
							b	abcde	abcdef	abcdef	abcdef					
I directly supervise my child	480	68	82	94	88	61	31	31	11	9	6	403	38	21	18	480
	19%	41%	50%	36%	34%	18%	10%	9%	3%	6%	4%	19%	20%	18%	23%	19%
		efghij	defghij	efghij	efghij	hij										
I use technical tools or controls	329	26	27	42	30	46	61	46	29	8	10	277	27	15	11	329
	13%	16%	17%	16%	12%	14%	20%	14%	9%	5%	6%	13%	14%	13%	14%	13%
		i	ij	ij		i	ij	i								
Another approach	11	1	1	*	*	1	4	-	2	-	1	9	1	1	1	11
	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%
I don't have an approach	49	6	9	6	9	3	*	1	5	5	5	43	2	3	2	49
	2%	3%	5%	2%	3%	1%	1%	1%	2%	3%	3%	2%	1%	2%	2%	2%
			f													
Don't know	42	5	2	3	8	6	3	4	3	3	4	38	2	1	1	42
	2%	3%	1%	1%	3%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 86

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
I talk to my child	985 40%	881 40%	104 37%	259 37%	271 39%	214 45%	232 39%	531 38%	447 42%	985 40%	206 39%	744 41%	217 41%	324 40%	279 40%
I can trust my child to be sensible	585 24%	519 24%	66 23%	163 23%	175 25%	94 20%	146 25%	338 24%	240 22%	585 24%	123 24%	423 23%	115 22%	202 25%	164 24%
I directly supervise my child	480 19%	412 19%	68 24%	133 19%	140 20%	78 17%	126 21%	273 20%	205 19%	480 19%	87 17%	370 20%	122 23%	151 19%	123 18%
I use technical tools or controls	329 13%	289 13%	40 14%	112 16%	83 12%	69 15%	62 10%	195 14%	131 12%	329 13%	90 17%	220 12%	62 12%	106 13%	107 15%
Another approach	11 *%	11 *%	* *%	6 1%	1 *%	2 *%	3 *%	7 *%	4 *%	11 *%	1 *%	10 1%	1 *%	5 1%	5 1%
I don't have an approach	49 2%	44 2%	5 2%	17 2%	14 2%	8 2%	10 2%	31 2%	18 2%	49 2%	12 2%	32 2%	11 2%	13 2%	16 2%
Don't know	42 2%	41 2%	1 *%	4 1%	6 1%	6 1%	16 3%	10 1%	22 2%	42 2%	4 1%	21 1%	5 1%	9 1%	3 *%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 86

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
I talk to my child	985 40%	132 35%	547 41%	266 40%
I can trust my child to be sensible	585 24%	104 28%	311 23%	142 21%
I directly supervise my child	480 19%	67 18%	273 20%	125 19%
I use technical tools or controls	329 13%	56 15%	174 13%	92 14%
Another approach	11 *%	2 *%	6 *%	3 *%
I don't have an approach	49 2%	9 2%	22 2%	17 3%
Don't know	42 2%	3 1%	11 1%	17 3%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 87

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
PRE-SCHOOL	202	202	-	-	-	-	202	-	-	100	102	202	-	-
	8%	62%	-%	-%	-%	-%	62%	-%	-%	8%	8%	100%	-%	-%
		bcde					bc					bc		
PRIMARY	1168	117	519	532	-	-	117	1051	-	594	566	-	1168	-
	47%	36%	100%	81%	-%	-%	36%	57%	-%	48%	46%	-%	100%	-%
		de	acde	ade			c	ac					ac	
SECONDARY	1040	-	-	113	661	266	-	774	266	509	521	-	-	1040
	42%	-%	-%	17%	100%	83%	-%	42%	83%	41%	43%	-%	-%	100%
				ab	abce	abc		a	ab					ab
POST-SCHOOL	30	-	-	-	-	30	-	-	30	16	13	-	-	-
	1%	-%	-%	-%	-%	10%	-%	-%	10%	1%	1%	-%	-%	-%
						abcd			ab					
UNKNOWN	39	8	-	8	-	22	8	8	22	20	16	-	-	-
	2%	3%	-%	1%	-%	7%	3%	*%	7%	2%	1%	-%	-%	-%
		bd				abcd	b		ab					

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 87

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
PRE-SCHOOL	202	100	102	-	-	-	-	-	-	-	-	163	23	9	7	202
	8%	61%	62%	-%	-%	-%	-%	-%	-%	-%	-%	8%	12%	8%	9%	8%
		cdefghij	cdefghij													
PRIMARY	1168	57	60	258	258	278	247	-	-	-	-	988	89	55	37	1168
	47%	35%	36%	100%	100%	84%	79%	-%	-%	-%	-%	47%	47%	47%	47%	47%
		ghij	ghij	abefghij	abefghij	abghij	abghij									
SECONDARY	1040	-	-	-	-	49	64	327	325	133	133	889	69	50	32	1040
	42%	-%	-%	-%	-%	15%	20%	100%	100%	84%	84%	42%	36%	43%	41%	42%
						abcd	abcd	abcdefij	abcdefij	abcdef	abcdef					
POST-SCHOOL	30	-	-	-	-	-	-	-	-	16	13	26	3	*	*	30
	1%	-%	-%	-%	-%	-%	-%	-%	-%	10%	9%	1%	2%	*%	1%	1%
										abcdefgh	abcdefgh					
UNKNOWN	39	6	2	-	-	3	2	-	-	10	12	29	6	3	1	39
	2%	4%	1%	-%	-%	1%	1%	-%	-%	7%	8%	1%	3%	3%	2%	2%
										cdefgh	bcdefgh					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 87

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
PRE-SCHOOL	202	176	26	51	71	36	44	123	80	202	20	166	49	59	64
	8%	8%	9%	7%	10%	8%	7%	9%	7%	8%	4%	9% a	9%	7%	9%
PRIMARY	1168	1035	134	310	316	231	300	627	532	1168	231	877	265	377	324
	47%	47%	47%	45%	46%	49%	50%	45%	50%	47%	44%	48%	50%	47%	46%
SECONDARY	1040	927	112	322	288	192	222	610	413	1040	251	740	199	346	304
	42%	42%	40%	46%	42%	41%	37%	44%	39%	42%	48%	41%	37%	43%	44%
POST-SCHOOL	30	26	4	4	6	4	16	10	20	30	13	17	12	10	5
	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	3%	1%	2%	1%	1%
UNKNOWN	39	33	6	6	8	9	13	14	22	39	10	20	8	19	*
	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	*%
														c	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 87

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
PRE-SCHOOL	202 8%	27 7%	111 8%	60 9%
PRIMARY	1168 47%	171 46%	628 47%	322 49%
SECONDARY	1040 42%	167 45%	582 43%	248 37%
POST-SCHOOL	30 1%	4 1%	9 1%	17 3%
UNKNOWN	39 2%	4 1%	13 1%	15 2%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 88

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Yes	2214	281	448	604	591	290	281	1643	290	1104	1092	173	1038	944
	89%	86%	86%	92%	89%	91%	86%	90%	91%	89%	90%	85%	89%	91%
No	62	11	20	11	13	6	11	44	6	30	31	8	35	18
	2%	3%	4%	2%	2%	2%	3%	2%	2%	2%	3%	4%	3%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	186	32	50	33	50	21	32	133	21	95	87	18	92	71
	8%	10%	10%	5%	8%	7%	10%	7%	7%	8%	7%	9%	8%	7%
Prefer not to say	19	5	1	5	7	1	5	13	1	10	8	3	3	7
	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%	2%	*%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 88

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Yes	2214	136	144	222	224	303	295	297	285	146	143	1867	174	102	71	2214
	89%	83%	88%	86%	87%	92%	94%	91%	88%	92%	90%	89%	92%	86%	92%	89%
No	62	6	5	8	13	6	6	7	6	4	3	54	3	3	1	62
	2%	4%	3%	3%	5%	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	186	20	12	29	21	17	13	20	30	9	12	158	11	12	5	186
	8%	12%	7%	11%	8%	5%	4%	6%	9%	6%	7%	8%	6%	11%	6%	8%
Prefer not to say	19	2	3	-	1	5	*	3	3	-	1	17	1	*	*	19
	1%	1%	2%	-%	*%	1%	*%	1%	1%	-%	1%	1%	1%	*%	*%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 88

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Yes	2214	1947	267	624	608	435	522	1232	957	2214	491	1631	466	755	627
	89%	89%	94%	90%	88%	92%	88%	89%	90%	89%	94%	90%	88%	93%	90%
No	62	57	5	11	24	7	19	35	27	62	9	42	20	13	13
	2%	3%	2%	2%	4%	2%	3%	3%	3%	2%	2%	2%	4%	2%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	186	176	10	57	57	26	43	114	69	186	24	145	46	41	56
	8%	8%	4%	8%	8%	6%	7%	8%	7%	8%	5%	8%	9%	5%	8%
Prefer not to say	19	18	1	3	*	3	10	3	13	19	-	3	*	1	2
	1%	1%	*%	*%	*%	1%	2%	*%	1%	1%	-%	*%	*%	*%	*%

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

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Yes	2214	324	1238	595
	89%	87%	92%	90%
No	62	7	25	17
	2%	2%	2%	3%
Child is bilingual/ trilingual – using English equally with one or more other languages	186	41	79	47
	8%	11%	6%	7%
Prefer not to say	19	1	*	3
	1%	*%	*%	1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 89

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	1836 74%	233 71%	380 73%	476 73%	500 76%	247 78%	233 71%	1356 74%	247 78%	919 74%	904 74%	142 70%	846 72%	795 76%
Irish	25 1%	5 1%	3 1%	11 2%	4 1%	2 1%	5 1%	18 1%	2 1%	13 1%	12 1%	3 1%	10 1%	11 1%
Gypsy, Traveller or Irish Traveller	3 *%	1 *%	1 *%	- -%	- -%	* *%	1 *%	1 *%	* *%	3 *%	* *%	1 1%	1 *%	* *%
Any other white background	89 4%	9 3%	30 6%	30 5%	16 2%	5 1%	9 3%	75 4%	5 1%	52 4%	35 3%	6 3%	59 5%	23 2%
MIXED OR MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	60 2%	4 1%	16 3%	20 3%	11 2%	9 3%	4 1%	46 3%	9 3%	28 2%	32 3%	2 1%	37 3%	20 2%
White and Black African	15 1%	3 1%	3 1%	4 1%	4 1%	1 *%	3 1%	11 1%	1 *%	9 1%	6 1%	* *%	9 1%	5 *%
White and Asian	59 2%	5 2%	17 3%	14 2%	18 3%	4 1%	5 2%	49 3%	4 1%	21 2%	37 3%	5 2%	30 3%	24 2%
Any other mixed/ multiple ethnic background	31 1%	8 2%	2 *%	8 1%	9 1%	4 1%	8 2%	19 1%	4 1%	17 1%	14 1%	7 3%	9 1%	15 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 89

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
ASIAN AND BRITISH ASIAN														
Indian	89 4%	8 2%	12 2%	26 4%	35 5%	8 2%	8 2%	73 4%	8 2%	55 4%	34 3%	4 2%	36 3%	49 5%
Pakistani	55 2%	13 4%	12 2%	14 2%	6 1%	10 3%	13 4%	32 2%	10 3%	25 2%	27 2%	7 4%	29 2%	15 1%
Bangladeshi	26 1%	2 *%	8 1%	3 *%	12 2%	2 *%	2 *%	23 1%	2 *%	19 2%	7 1%	1 1%	11 1%	13 1%
Chinese	17 1%	5 2%	4 1%	- -%	6 1%	2 1%	5 2%	10 1%	2 1%	4 *%	13 1%	5 2%	4 *%	8 1%
Any other Asian background	35 1%	7 2%	10 2%	3 *%	9 1%	6 2%	7 2%	22 1%	6 2%	16 1%	19 2%	5 2%	15 1%	14 1%
BLACK AND BLACK BRITISH														
Caribbean	12 *%	1 *%	2 *%	4 1%	4 1%	2 1%	1 *%	10 1%	2 1%	4 *%	8 1%	1 *%	5 *%	6 1%
African	62 2%	15 5%	9 2%	14 2%	15 2%	9 3%	15 5%	38 2%	9 3%	23 2%	38 3%	9 5%	26 2%	24 2%
Any other black/ African/ Caribbean background	7 *%	2 1%	- -%	3 1%	- -%	2 1%	2 1%	3 *%	2 1%	5 *%	2 *%	1 *%	4 *%	1 *%
OTHER ETHNIC GROUPS														
Arab	11 *%	2 *%	2 *%	1 *%	4 1%	2 1%	2 *%	7 *%	2 1%	4 *%	6 1%	2 1%	3 *%	6 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 89

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Any other ethnic background	4 *%	1 *%	- -%	3 *%	* *%	- -%	1 *%	3 *%	- -%	1 *%	3 *%	- -%	4 *%	* *%
Prefer not to say	46 2%	5 2%	10 2%	20 3%	9 1%	3 1%	5 2%	38 2%	3 1%	22 2%	21 2%	1 *%	29 2%	11 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 89

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
WHITE																
English/ Welsh/ Scottish/ Northern Irish/ British	1836	115	117	184	193	240	233	253	240	126	121	1512	167	100	57	1836
	74%	71%	72%	71%	75%	73%	74%	77%	74%	79%	76%	72%	88% ade	85% ade	73%	74%
Irish	25	4	1	2	1	3	7	3	1	1	1	9	1	1	13	25
	1%	2%	1%	1%	*%	1%	2%	1%	*%	1%	1%	*%	1%	1%	16% abce	1%
Gypsy, Traveller or Irish Traveller	3	1	-	1	-	-	-	-	-	-	*	3	*	-	-	3
	*%	1%	-%	1%	-%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	*%
Any other white background	89	5	4	15	15	16	14	13	1	3	1	80	4	3	2	89
	4%	3%	3%	6% h	6% h	5%	4%	4%	*%	2%	1%	4%	2%	2%	3%	4%
MIXED OR MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	60	3	1	6	10	8	12	7	4	4	5	58	-	2	*	60
	2%	2%	1%	2%	4%	2%	4%	2%	1%	3%	3%	3% bd	-%	1%	*%	2% b
White and Black African	15	*	3	3	*	3	1	2	2	-	1	13	1	1	*	15
	1%	*%	2%	1%	*%	1%	*%	1%	1%	-%	1%	1%	1%	1%	*%	1%
White and Asian	59	2	3	7	10	5	9	5	13	2	2	56	1	1	*	59
	2%	1%	2%	3%	4%	2%	3%	1%	4%	1%	1%	3% d	1%	1%	*%	2%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Significance Level: 99%																
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Any other mixed/ multiple ethnic background	31	6	1	1	1	6	2	4	6	-	4	27	1	2	1	31
	1%	4%	1%	*%	*%	2%	1%	1%	2%	-%	2%	1%	*%	2%	1%	1%
ASIAN AND BRITISH ASIAN																
Indian	89	6	2	10	2	15	11	20	15	4	4	85	2	2	*	89
	4%	3%	1%	4%	1%	5%	3%	6%	5%	2%	3%	4%	1%	1%	*%	4%
												bd				d
Pakistani	55	5	8	7	5	7	4	-	6	6	4	50	4	1	*	55
	2%	3%	5%	3%	2%	2%	1%	-%	2%	4%	3%	2%	2%	1%	*%	2%
												d				
Bangladeshi	26	1	*	7	*	-	3	10	2	1	1	25	1	*	-	26
	1%	1%	*%	3%	*%	-%	1%	3%	1%	1%	*%	1%	*%	*%	-%	1%
Chinese	17	2	3	-	4	-	-	-	6	2	-	17	-	*	-	17
	1%	1%	2%	-%	2%	-%	-%	-%	2%	1%	-%	1%	-%	*%	-%	1%
Any other Asian background	35	5	2	5	5	-	3	2	7	3	3	33	1	1	*	35
	1%	3%	1%	2%	2%	-%	1%	1%	2%	2%	2%	2%	1%	1%	*%	1%
BLACK AND BLACK BRITISH																
Caribbean	12	*	1	-	2	*	3	3	2	1	1	10	1	1	*	12
	*%	*%	*%	-%	1%	*%	1%	1%	1%	1%	*%	*%	*%	1%	*%	*%
African	62	5	10	3	6	9	6	5	9	2	7	57	3	1	1	62
	2%	3%	6%	1%	2%	3%	2%	1%	3%	1%	5%	3%	1%	1%	2%	2%
Any other black/ African/ Caribbean background	7	-	2	-	-	3	-	-	-	2	-	7	-	-	-	7
	*%	-%	1%	-%	-%	1%	-%	-%	-%	1%	-%	*%	-%	-%	-%	*%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
OTHER ETHNIC GROUPS																
Arab	11	-	2	2	-	1	-	-	4	1	1	10	1	-	-	11
	*%	-%	1%	1%	-%	*%	-%	-%	1%	1%	1%	*%	1%	-%	-%	*%
Any other ethnic background	4	1	-	-	-	-	3	*	*	-	-	4	-	*	*	4
	*%	1%	-%	-%	-%	-%	1%	*%	*%	-%	-%	*%	-%	*%	*%	*%
Prefer not to say	46	2	3	5	4	13	4	1	8	1	2	42	1	1	1	46
	2%	1%	2%	2%	2%	4%	1%	*%	2%	1%	1%	2%	1%	1%	2%	2%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	1836 74%	1590 72%	245 87% a	494 71%	515 75%	362 77%	443 74%	1009 73%	805 76%	1836 74%	421 80%	1335 73%	405 76%	642 79%	520 75%
Irish	25 1%	20 1%	5 2%	10 2%	9 1%	2 1%	2 *%	20 1%	5 *%	25 1%	5 1%	19 1%	3 1%	9 1%	9 1%
Gypsy, Traveller or Irish Traveller	3 *%	3 *%	- -%	2 *%	- -%	- -%	1 *%	2 *%	1 *%	3 *%	2 *%	1 *%	1 *%	- -%	* *%
Any other white background	89 4%	80 4%	9 3%	21 3%	31 5%	15 3%	22 4%	52 4%	37 3%	89 4%	9 2%	76 4%	22 4%	27 3%	30 4%
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	60 2%	57 3%	2 1%	9 1%	13 2%	16 3%	21 4%	22 2%	38 4%	60 2%	18 3%	34 2%	9 2%	29 4% c	4 1%
White and Black African	15 1%	15 1%	- -%	8 1%	1 *%	3 1%	3 1%	10 1%	6 1%	15 1%	3 1%	11 1%	7 1%	2 *%	7 1%
White and Asian	59 2%	51 2%	8 3%	31 4% df	19 3%	4 1%	6 1%	49 4% f	9 1%	59 2%	10 2%	44 2%	8 1%	17 2%	26 4%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 89

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Any other mixed/ multiple ethnic background	31 1%	30 1%	1 *	9 1%	9 1%	9 2%	4 1%	18 1%	13 1%	31 1%	1 *	29 2%	4 1%	10 1%	6 1%
ASIAN AND BRITISH ASIAN															
Indian	89 4%	83 4%	6 2%	37 5%	21 3%	9 2%	21 4%	59 4%	30 3%	89 4%	11 2%	71 4%	11 2%	9 1%	33 5% b
Pakistani	55 2%	54 2%	1 *	17 2%	13 2%	10 2%	11 2%	30 2%	21 2%	55 2%	7 1%	43 2%	12 2%	19 2%	11 2%
Bangladeshi	26 1%	26 1%	- -%	9 1%	4 1%	4 1%	10 2%	12 1%	14 1%	26 1%	6 1%	15 1%	9 2%	7 1%	3 *
Chinese	17 1%	17 1%	- -%	2 *	11 2%	1 *	2 *	14 1%	3 *	17 1%	2 *	15 1%	- -%	4 *	7 1%
Any other Asian background	35 1%	32 1%	3 1%	3 *	10 2%	4 1%	16 3% a	13 1%	20 2%	35 1%	5 1%	22 1%	4 1%	6 1%	10 1%
BLACK AND BLACK BRITISH															
Caribbean	12 *	12 1%	- -%	4 1%	3 *	4 1%	1 *	7 1%	5 *	12 *	3 1%	9 1%	* *	4 *	4 1%
African	62 2%	61 3%	1 *	23 3%	19 3%	10 2%	10 2%	42 3%	20 2%	62 2%	8 2%	51 3%	22 4%	23 3%	13 2%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Any other black/ African/ Caribbean background	7	7	-	3	-	3	1	3	5	7	-	7	1	-	2
	*%	*%	-%	*%	-%	1%	*%	*%	*%	*%	-%	*%	*%	-%	*%
OTHER ETHNIC GROUPS															
Arab	11	10	1	1	4	3	4	4	6	11	7	4	4	1	4
	*%	*%	*%	*%	1%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%
Any other ethnic background	4	4	*	1	-	3	-	1	3	4	-	4	*	-	1
	*%	*%	*%	*%	-%	1%	-%	*%	*%	*%	-%	*%	*%	-%	*%
Prefer not to say	46	45	1	10	7	9	17	17	26	46	6	31	9	2	5
	2%	2%	*%	1%	1%	2%	3%	1%	2%	2%	1%	2%	2%	*%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 89

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
WHITE				
English/ Welsh/ Scottish/ Northern Irish/ British	1836	241	1040	520
	74%	65%	77%	79%
Irish	25	5	12	7
	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	3	2	-	1
	*%	1%	-%	*%
Any other white background	89	15	37	30
	4%	4%	3%	5%
MIXED OR MULTIPLE ETHNIC GROUPS				
White and Black Caribbean	60	13	24	15
	2%	3%	2%	2%
White and Black African	15	6	7	2
	1%	2%	1%	*%
White and Asian	59	18	31	7
	2%	5%	2%	1%
		c		
Any other mixed/ multiple ethnic background	31	2	18	8
	1%	1%	1%	1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 89

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
ASIAN AND BRITISH ASIAN				
Indian	89 4%	23 6%	45 3%	13 2%
Pakistani	55 2%	7 2%	26 2%	18 3%
Bangladeshi	26 1%	2 1%	6 *	12 2%
Chinese	17 1%	6 2%	9 1%	- -%
Any other Asian background	35 1%	8 2%	16 1%	7 1%
BLACK AND BLACK BRITISH				
Caribbean	12 *%	3 1%	8 1%	1 *%
African	62 2%	13 3%	38 3%	12 2%
Any other black/ African/ Caribbean background	7 *%	2 *%	2 *%	- -%
OTHER ETHNIC GROUPS				
Arab	11 *%	6 2%	4 *%	1 *%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Any other ethnic background	4 *%	1 *%	* *%	- -%
Prefer not to say	46 2%	2 *%	21 2%	8 1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 90

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Hearing? Poor hearing, partial hearing, or are deaf	44 2%	7 2%	15 3%	8 1%	8 1%	6 2%	7 2%	31 2%	6 2%	24 2%	20 2%	4 2%	26 2%	14 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	112 5%	9 3%	28 5%	34 5%	26 4%	16 5%	9 3%	88 5%	16 5%	71 6%	41 3%	4 2%	64 5%	39 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	50 2%	6 2%	13 3%	13 2%	12 2%	6 2%	6 2%	39 2%	6 2%	26 2%	24 2%	* **%	29 2%	20 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	5 2%	4 1%	8 1%	9 1%	4 1%	5 2%	21 1%	4 1%	21 2%	8 1%	3 2%	13 1%	12 1%
Breathing? Breathlessness or chest pains	28 1%	7 2%	10 2%	5 1%	4 1%	3 1%	7 2%	19 1%	3 1%	21 2%	7 1%	2 1%	19 2%	6 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 90

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	119 5%	11 3%	13 2%	31 5%	42 6%	21 7%	11 3%	87 5%	21 7%	68 5%	51 4%	5 3%	46 4%	63 6%
Difficulty with speech? E.g. due to a stroke, stutter or stammer	25 1%	9 3%	5 1%	5 1%	3 *%	3 1%	9 3%	13 1%	3 1%	15 1%	10 1%	5 3%	14 1%	5 *%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	250 10%	20 6%	43 8%	76 12%	73 11%	38 12%	20 6%	192 10%	38 12%	151 12%	100 8%	10 5%	117 10%	112 11%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	138 6%	3 1%	10 2%	33 5% a	58 9% ab	35 11% abc	3 1%	100 5% a	35 11% ab	66 5%	72 6%	2 1%	33 3%	96 9% ab
Other illnesses/ conditions which impact or limit their daily activities	39 2%	4 1%	2 *%	13 2%	10 2%	10 3% b	4 1%	25 1%	10 3%	20 2%	18 1%	2 1%	13 1%	21 2%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

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Table 90

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Nothing – no impairments or conditions that impact or limit their daily activities	1821	259	401	482	466	213	259	1349	213	880	919	166	877	740
	73%	79%	77%	74%	70%	67%	79%	74%	67%	71%	75%	82%	75%	71%
		e	e				c					c		
Don't know	57	10	20	13	11	3	10	43	3	33	23	9	32	14
	2%	3%	4%	2%	2%	1%	3%	2%	1%	3%	2%	5%	3%	1%
Prefer not to say	79	13	13	17	26	10	13	56	10	31	47	7	28	36
	3%	4%	3%	3%	4%	3%	4%	3%	3%	3%	4%	3%	2%	3%
SUMMARY														
ANY IMPACTING OR LIMITING CONDITIONS	524	46	85	141	159	93	46	386	93	294	230	20	231	251
	21%	14%	16%	22%	24%	29%	14%	21%	29%	24%	19%	10%	20%	24%
				a	a	ab			ab				a	a
MULTIPLE IMPACTING OR LIMITING CONDITIONS	184	18	31	42	63	29	18	136	29	107	77	8	75	93
	7%	6%	6%	6%	9%	9%	6%	7%	9%	9%	6%	4%	6%	9%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

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Table 90

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Significance Level: 99%																
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Hearing? Poor hearing, partial hearing, or are deaf	44 2%	5 3%	2 1%	11 4%	5 2%	4 1%	4 1%	3 1%	5 1%	2 1%	4 3%	36 2%	4 2%	3 2%	1 2%	44 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	112 5%	6 3%	3 2%	19 8%	8 3%	17 5%	17 5%	18 6%	8 3%	11 7%	5 3%	95 5%	9 5%	6 5%	3 4%	112 5%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	50 2%	5 3%	* *%	8 3%	5 2%	11 3%	3 1%	1 *%	11 3%	1 *%	5 3%	41 2%	7 4%	2 2%	1 1%	50 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	3 2%	2 1%	4 1%	- -%	6 2%	2 1%	7 2%	2 1%	2 1%	2 1%	28 1%	1 *%	1 1%	* 1%	30 1%
Breathing? Breathlessness or chest pains	28 1%	5 3%	2 1%	9 3%	1 *%	4 1%	1 *%	3 1%	1 *%	* *%	3 2%	23 1%	3 1%	1 1%	1 1%	28 1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 90

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	119 5%	8 5%	3 2%	10 4%	3 1%	15 5%	16 5%	23 7%	20 6%	12 8% d	9 6%	99 5%	10 5%	6 5%	3 4%	119 5%
Difficulty with speech? E.g. due to a stroke, stutter or stammer	25 1%	7 4%	2 1%	4 2%	1 *% *	3 1%	3 1%	* *% *	3 1%	1 *% *	2 1%	18 1%	3 2%	2 2%	1 1%	25 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	250 10%	17 10% b	4 2%	29 11% b	13 5%	41 12% b	35 11% b	40 12% b	34 10% b	24 15% bd	14 9% b	217 10%	17 9%	10 8%	6 8%	250 10%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	138 6%	3 2%	* *% *	6 2%	5 2%	17 5%	16 5%	28 8% b	30 9% abd	13 8% abd	22 14% abcdef	114 5%	13 7%	8 7%	4 5%	138 6%
Other illnesses/ conditions which impact or limit their daily activities	39 2%	2 1%	2 1%	1 1%	* *% *	10 3%	3 1%	3 1%	7 2%	4 3%	6 4%	33 2%	3 1%	2 2%	* *% *	39 2%

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

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Nothing – no impairments or conditions that impact or limit their daily activities	1821	119	139	184	215	246	227	224	232	107	105	1537	136	88	60	1821
	73%	73%	85%	71%	83%	74%	72%	69%	72%	67%	66%	73%	72%	75%	77%	73%
			cghij		gij											
Don't know	57	8	2	11	9	5	8	6	4	2	1	48	6	2	1	57
	2%	5%	1%	4%	3%	2%	2%	2%	1%	1%	1%	2%	3%	2%	1%	2%
Prefer not to say	79	5	7	3	10	4	13	16	10	4	6	67	8	1	2	79
	3%	3%	5%	1%	4%	1%	4%	5%	3%	2%	4%	3%	4%	1%	3%	3%
													c			
SUMMARY																
ANY IMPACTING OR LIMITING CONDITIONS	524	31	15	61	25	76	65	81	78	46	47	445	39	26	15	524
	21%	19%	9%	23%	10%	23%	21%	25%	24%	29%	29%	21%	21%	22%	19%	21%
				bd		bd	b	bd	bd	bd	bd					
MULTIPLE IMPACTING OR LIMITING CONDITIONS	184	15	3	23	8	21	21	31	32	17	13	155	16	9	4	184
	7%	9%	2%	9%	3%	6%	7%	10%	10%	10%	8%	7%	8%	8%	5%	7%
								b	b	bd						

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

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Table 90

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Hearing? Poor hearing, partial hearing, or are deaf	44 2%	39 2%	5 2%	10 1%	17 2%	5 1%	8 1%	27 2%	14 1%	44 2%	44 8% b	- -%	9 2%	18 2%	10 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	112 5%	86 4%	27 9% a	23 3%	33 5%	21 4%	35 6%	55 4%	56 5%	112 5%	112 21% b	- -%	21 4%	39 5%	27 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	50 2%	40 2%	10 4%	12 2%	8 1%	11 2%	19 3%	20 1%	30 3%	50 2%	50 10% b	- -%	10 2%	23 3%	10 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	24 1%	6 2%	10 1%	10 1%	3 1%	4 1%	20 1%	7 1%	30 1%	30 6% b	- -%	8 1%	7 1%	9 1%

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

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Breathing? Breathlessness or chest pains	28 1%	26 1%	2 1%	2 **	7 1%	9 2%	7 1%	10 1%	17 2%	28 1%	28 5%	- -%	12 2%	9 1%	2 **
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	119 5%	102 5%	16 6%	23 3%	22 3%	24 5%	49 8%	46 3%	73 7%	119 5%	119 23%	- -%	34 6%	41 5%	18 3%
Difficulty with speech? E.g. due to a stroke, stutter or stammer	25 1%	21 1%	4 2%	9 1%	7 1%	2 **	7 1%	16 1%	9 1%	25 1%	25 5%	- -%	3 1%	7 1%	11 2%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	250 10%	217 10%	33 12%	50 7%	64 9%	60 13%	75 13%	114 8%	135 13%	250 10%	250 48%	- -%	73 14%	69 9%	62 9%

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

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Their mental health? Anxiety, depression, or trauma-related conditions, for example	138 6%	124 6%	14 5%	19 3%	38 5%	30 6%	52 9%	57 4%	82 8%	138 6%	138 26%	- -%	34 6%	46 6%	33 5%
Other illnesses/ conditions which impact or limit their daily activities	39 2%	34 2%	5 2%	6 1%	13 2%	5 1%	12 2%	19 1%	18 2%	39 2%	39 7%	- -%	6 1%	12 2%	8 1%
Nothing – no impairments or conditions that impact or limit their daily activities	1821 73%	1613 73%	207 73%	553 80% dfg	519 75%	338 72%	394 66%	1072 77% df	732 69%	1821 73%	- -%	1821 100% a	384 72%	614 76%	540 78%
Don't know	57 2%	56 3%	1 *%	13 2%	6 1%	15 3%	22 4%	19 1%	37 3%	57 2%	- -%	- -%	14 3%	16 2%	16 2%
Prefer not to say	79 3%	73 3%	6 2%	20 3%	11 2%	11 2%	31 5%	31 2%	42 4%	79 3%	- -%	- -%	6 1%	10 1%	4 1%
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	524 21%	455 21%	69 24%	108 16%	153 22%	107 23%	149 25% a	261 19%	256 24% a	524 21% a	524 100% b	- -%	128 24%	169 21%	137 20%

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

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
MULTIPLE IMPACTING OR LIMITING CONDITIONS	184	155	29	35	40	42	62	74	105	184	184	-	56	52	35
	7%	7%	10%	5%	6%	9%	10%	5%	10%	7%	35%	-%	11%	6%	5%
							ae		ae		b		c		

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 90

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Hearing? Poor hearing, partial hearing, or are deaf	44 2%	14 4%	19 1%	11 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	112 5%	17 5%	59 4%	33 5%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	50 2%	15 4%	25 2%	10 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	5 1%	14 1%	11 2%
Breathing? Breathlessness or chest pains	28 1%	4 1%	13 1%	11 2%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 90

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	119 5%	17 4%	57 4%	43 7%
Difficulty with speech? E.g. due to a stroke, stutter or stammer	25 1%	7 2%	11 1%	7 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	250 10%	13 4%	144 11%	90 14%
			a	a
Their mental health? Anxiety, depression, or trauma-related conditions, for example	138 6%	9 2%	79 6%	48 7%
Other illnesses/ conditions which impact or limit their daily activities	39 2%	5 1%	19 1%	12 2%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 90

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Nothing – no impairments or conditions that impact or limit their daily activities	1821 73%	294 79%	1005 75%	454 69%
Don't know	57 2%	9 2%	26 2%	16 2%
Prefer not to say	79 3%	8 2%	30 2%	23 3%
SUMMARY				
ANY IMPACTING OR LIMITING CONDITIONS	524 21%	63 17%	282 21%	169 26%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	184 7%	26 7%	91 7%	65 10%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 91

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
16 TO 24	27 1%	19 6%	8 2%	- -%	- -%	- -%	19 6%	8 *%	- -%	15 1%	11 1%	10 5%	15 1%	- -%
		cde					bc					bc		
25 TO 34	465 19%	145 44%	156 30%	118 18%	25 4%	20 6%	145 44%	299 16%	20 6%	232 19%	232 19%	91 45%	314 27%	54 5%
		bcde	cde	de			bc	c				bc	c	
35 TO 44	1111 45%	133 41%	271 52%	345 53%	261 39%	102 32%	133 41%	876 48%	102 32%	543 44%	557 46%	86 43%	605 52%	399 38%
			ade	ade				c					c	
45 TO 54	619 25%	20 6%	59 11%	157 24%	246 37%	136 43%	20 6%	462 25%	136 43%	318 26%	296 24%	11 5%	179 15%	405 39%
				ab	abc	abc		a	ab				a	ab
55 TO 64	145 6%	1 *%	11 2%	6 1%	80 12%	47 15%	1 *%	97 5%	47 15%	78 6%	65 5%	* *%	17 1%	117 11%
					abc	abc		a	ab					ab
65 TO 74	2 *%	- -%	- -%	* *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	2 *%
80+	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%
Refused	111 4%	10 3%	15 3%	27 4%	48 7%	10 3%	10 3%	91 5%	10 3%	51 4%	57 5%	4 2%	39 3%	62 6%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 91

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
16 TO 24	27 1%	10 6%	8 5%	5 2%	3 1%	- -%	- -%	- -%	- -%	- -%	- -%	20 1%	3 2%	2 2%	2 2%	27 1%
		efghij	efghij													
25 TO 34	465 19%	68 41%	77 47%	86 33%	70 27%	62 19%	56 18%	9 3%	17 5%	7 5%	13 8%	386 18%	35 18%	30 25%	15 19%	465 19%
		efghij	defghij	efghij	ghij	ghij	ghi							ae		
35 TO 44	1111 45%	71 43%	62 38%	124 48%	144 56%	162 49%	177 56%	137 42%	122 37%	50 31%	52 33%	944 45%	87 46%	48 41%	33 42%	1111 45%
				ij	bhij	ij	bhij									
45 TO 54	619 25%	8 5%	12 8%	35 14%	24 9%	89 27%	68 22%	114 35%	128 39%	72 45%	63 40%	517 25%	52 28%	30 25%	20 25%	619 25%
						abcd	abd	abcd	abcdef	abcdef	abcdef					
55 TO 64	145 6%	* *%	* *%	2 1%	8 3%	3 1%	3 1%	50 15%	28 9%	23 14%	25 16%	130 6%	6 3%	4 4%	4 6%	145 6%
								abcdef	abcef	abcdef	abcdef					
65 TO 74	2 *%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	1 1%	* *%	2 *%
														e		
80+	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%
Refused	111 4%	6 4%	4 2%	6 2%	9 4%	15 5%	9 3%	18 6%	30 9%	6 4%	4 3%	98 5%	6 3%	3 2%	5 6%	111 4%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 91

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
16 TO 24	27 1%	26 1%	1 *%	5 1%	3 *%	5 1%	14 2%	8 1%	19 2%	27 1%	5 1%	17 1%	8 1%	11 1%	5 1%
25 TO 34	465 19%	409 19%	55 20%	86 12%	141 21% a	102 22% a	130 22% a	228 16%	233 22% a	465 19% a	114 22%	324 18%	126 24% c	151 19%	97 14%
35 TO 44	1111 45%	998 45%	112 40%	315 45%	309 45%	227 48%	250 42%	624 45%	477 45%	1111 45%	247 47%	815 45%	246 46%	357 44%	340 49%
45 TO 54	619 25%	543 25%	76 27%	228 33% bcd	167 24% fg	98 21%	121 20%	395 29% df	219 21%	619 25%	126 24%	469 26%	110 21%	217 27%	212 30% a
55 TO 64	145 6%	121 6%	23 8%	41 6%	36 5%	26 6%	41 7%	77 6%	68 6%	145 6%	20 4%	112 6%	27 5%	50 6%	37 5%
65 TO 74	2 *%	2 *%	* *%	* *%	- -%	* *%	1 *%	* *%	2 *%	2 *%	* *%	2 *%	- -%	1 *%	* *%
80+	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	- -%
Refused	111 4%	98 4%	14 5%	19 3%	33 5%	12 2%	37 6%	52 4%	49 5%	111 4%	11 2%	82 5%	16 3%	23 3%	6 1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 91

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
16 TO 24	27 1%	6 2%	10 1%	11 2%
25 TO 34	465 19%	73 19%	236 18%	131 20%
35 TO 44	1111 45%	145 39%	623 46%	320 48%
45 TO 54	619 25%	114 31%	348 26%	142 21%
55 TO 64	145 6%	25 7%	78 6%	39 6%
65 TO 74	2 *%	1 *%	1 *%	- -%
80+	1 *%	- -%	- -%	- -%
Refused	111 4%	10 3%	48 4%	20 3%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 92

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Man	726 29%	85 26%	138 27%	188 29%	216 33%	99 31%	85 26%	541 30%	99 31%	376 30%	338 28%	52 26%	332 28%	321 31%
Woman	1735 70%	239 73%	381 73%	457 70%	442 67%	216 68%	239 73%	1280 70%	216 68%	852 69%	876 72%	149 73%	829 71%	713 69%
Non-binary	2 *%	- -%	* *%	- -%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	* *%	1 *%
Prefer not to say	17 1%	4 1%	1 *%	8 1%	3 *%	1 *%	4 1%	12 1%	1 *%	10 1%	4 *%	2 1%	8 1%	5 *%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 92

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Man	726	51	34	61	74	94	91	118	91	52	48	613	57	32	23	726
	29%	31%	21%	24%	29%	28%	29%	36%	28%	33%	30%	29%	30%	27%	30%	29%
Woman	1735	112	127	197	184	231	223	206	233	106	109	1466	130	84	54	1735
	70%	68%	77%	76%	71%	70%	71%	63%	72%	67%	69%	70%	69%	72%	70%	70%
Non-binary	2	-	-	*	-	-	-	-	1	1	1	1	1	-	*	2
	*%	-%	-%	*%	-%	-%	-%	-%	*%	*%	*%	*%	1%	-%	*%	*%
Prefer not to say	17	1	3	*	*	5	*	3	-	1	1	15	1	1	*	17
	1%	1%	2%	*%	*%	2%	*%	1%	-%	*%	*%	1%	1%	1%	1%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 92

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Man	726	645	80	275	216	129	98	491	227	726	123	556	106	236	283
	29%	29%	28%	40%	31%	27%	16%	35%	21%	29%	23%	31%	20%	29%	41%
				cd	fg	d		dfg		df				a	ab
Woman	1735	1534	201	413	468	340	495	881	835	1735	400	1254	425	573	413
	70%	70%	71%	60%	68%	72%	83%	64%	78%	70%	76%	69%	80%	71%	59%
						a	abceg		abeg	ae			bc	c	
Non-binary	2	2	-	1	-	1	-	1	1	2	1	1	1	-	1
	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%
Prefer not to say	17	16	1	5	5	1	2	10	3	17	-	10	*	*	1
	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%	-%	1%	*%	*%	*%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 92

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Man	726	158	394	146
	29%	42%	29%	22%
		bc		
Woman	1735	214	945	515
	70%	57%	70%	78%
			a	a
Non-binary	2	1	1	-
	*%	*%	*%	-%
Prefer not to say	17	*	4	1
	1%	*%	*%	*%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 93

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
In full time employment	1286	149	245	359	356	177	149	959	177	655	617	100	594	563
	52%	46%	47%	55%	54%	56%	46%	52%	56%	53%	51%	50%	51%	54%
In part time employment	603	89	139	162	151	60	89	453	60	282	320	47	305	241
	24%	27%	27%	25%	23%	19%	27%	25%	19%	23%	26%	23%	26%	23%
Unemployed	140	22	33	27	38	20	22	98	20	73	67	12	66	55
	6%	7%	6%	4%	6%	6%	7%	5%	6%	6%	6%	6%	6%	5%
A student	40	8	12	14	4	2	8	30	2	23	18	3	25	11
	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%
Full-time responsibility for home/ family	297	53	79	58	73	35	53	209	35	142	153	37	142	110
	12%	16%	15%	9%	11%	11%	16%	11%	11%	11%	13%	18%	12%	11%
Retired	23	2	2	1	9	10	2	11	10	16	7	-	4	15
	1%	1%	*%	*%	1%	3%	1%	1%	3%	1%	1%	-%	*%	1%
						bc			b					
Other	51	3	10	17	11	10	3	38	10	27	23	3	21	22
	2%	1%	2%	3%	2%	3%	1%	2%	3%	2%	2%	2%	2%	2%
Prefer not to say	39	1	-	15	19	3	1	34	3	22	13	1	10	23
	2%	*%	-%	2%	3%	1%	*%	2%	1%	2%	1%	1%	1%	2%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 93

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
In full time employment	1286	80	69	120	122	185	168	183	168	87	90	1069	108	66	43	1286
	52%	49%	42%	46%	47%	56%	53%	56%	52%	55%	57%	51%	57%	56%	55%	52%
In part time employment	603	36	52	72	68	79	83	64	87	30	30	515	45	25	18	603
	24%	22%	32%	28%	26%	24%	26%	20%	27%	19%	19%	25%	24%	21%	23%	24%
Unemployed	140	12	10	24	9	11	16	19	19	7	12	121	7	7	5	140
	6%	7%	6%	9%	4%	3%	5%	6%	6%	5%	8%	6%	4%	6%	7%	6%
A student	40	6	2	3	9	11	3	2	2	1	2	31	7	1	1	40
	2%	4%	1%	1%	3%	3%	1%	1%	1%	*%	1%	1%	4%	1%	1%	2%
Full-time responsibility for home/ family	297	25	28	33	46	31	27	31	40	22	13	265	12	12	7	297
	12%	15%	17%	13%	18%	9%	9%	9%	12%	14%	8%	13%	6%	11%	10%	12%
Retired	23	2	-	-	2	1	*	7	1	6	3	18	2	2	1	23
	1%	1%	-%	-%	1%	*%	*%	2%	*%	4%	2%	1%	1%	2%	1%	1%
Other	51	2	1	7	3	4	13	8	1	5	5	42	5	2	1	51
	2%	1%	1%	3%	1%	1%	4%	3%	*%	3%	3%	2%	3%	2%	2%	2%
Prefer not to say	39	*	1	-	-	9	3	12	6	1	3	33	3	1	1	39
	2%	*%	1%	-%	-%	3%	1%	4%	2%	1%	2%	2%	2%	1%	2%	2%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 93

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	ANY	NONE	MOST	POTENTIALITY	LEAST
		a	b	a	b	c	d	e	f	g	a	b	a	b	c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
In full time employment	1286	1144	142	498	434	229	112	931	341	1286	241	984	162	447	504
	52%	52%	50%	72%	63%	49%	19%	67%	32%	52%	46%	54%	31%	55%	72%
				cdfg	cdfg	df		cdfg	d	df				a	ab
In part time employment	603	518	85	119	169	144	169	288	313	603	127	448	148	206	135
	24%	24%	30%	17%	24%	31%	28%	21%	29%	24%	24%	25%	28%	25%	19%
						ae	ae		ae	a					
Unemployed	140	128	13	6	15	12	107	21	119	140	40	91	64	32	4
	6%	6%	4%	1%	2%	3%	18%	2%	11%	6%	8%	5%	12%	4%	1%
							abcefg		abcefg	ae			bc	c	
A student	40	38	2	4	29	5	2	33	7	40	5	35	17	12	7
	2%	2%	1%	1%	4%	1%	1%	2%	1%	2%	1%	2%	3%	1%	1%
					adfg										
Full-time responsibility for home/ family	297	268	29	43	32	62	153	75	214	297	84	195	107	86	34
	12%	12%	10%	6%	5%	13%	26%	5%	20%	12%	16%	11%	20%	11%	5%
						abe	abcefg		abeg	abe			bc	c	
Retired	23	18	5	7	3	3	10	10	13	23	3	19	10	9	1
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
Other	51	45	6	13	3	9	26	17	35	51	15	34	22	14	12
	2%	2%	2%	2%	1%	2%	4%	1%	3%	2%	3%	2%	4%	2%	2%
							be		b						
Prefer not to say	39	38	1	4	4	8	16	8	24	39	10	14	2	4	-
	2%	2%	1%	1%	1%	2%	3%	1%	2%	2%	2%	1%	1%	1%	0%
							e		e						

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 93

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
In full time employment	1286	259	747	244
	52%	69%	56%	37%
		bc	c	
In part time employment	603	74	347	160
	24%	20%	26%	24%
Unemployed	140	5	59	66
	6%	1%	4%	10%
				ab
A student	40	4	22	13
	2%	1%	2%	2%
Full-time responsibility for home/ family	297	22	125	134
	12%	6%	9%	20%
				ab
Retired	23	3	10	10
	1%	1%	1%	1%
Other	51	4	21	26
	2%	1%	2%	4%
Prefer not to say	39	1	12	9
	2%	*%	1%	1%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 94

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Income Support	57 2%	10 3%	11 2%	8 1%	18 3%	9 3%	10 3%	37 2%	9 3%	32 3%	24 2%	6 3%	23 2%	26 2%
Income-based Jobseeker's Allowance	26 1%	3 1%	6 1%	5 1%	9 1%	2 1%	3 1%	20 1%	2 1%	14 1%	11 1%	* *%	14 1%	11 1%
Pensions Credit (Guaranteed Credit)	17 1%	4 1%	3 1%	4 1%	4 1%	4 1%	4 1%	10 1%	4 1%	12 1%	5 *%	2 1%	5 *%	10 1%
Pensions Credit (no Guaranteed Credit)	14 1%	3 1%	8 1%	2 *%	1 *%	* *%	3 1%	11 1%	* *%	9 1%	5 *%	1 1%	10 1%	2 *%
Employment and Support Allowance (ESA)	74 3%	19 6% c	12 2%	2 *% c	26 4% c	15 5% c	19 6% b	40 2%	15 5%	43 3%	31 3%	9 4%	24 2%	36 3%
Universal Credit (and household has other earnings)	399 16%	65 20% d	88 17%	128 20% d	73 11%	46 15%	65 20%	289 16%	46 15%	177 14%	220 18%	41 20%	204 17%	144 14%
Universal Credit (and household has no other earnings)	203 8%	37 11%	54 10%	39 6%	47 7%	26 8%	37 11%	140 8%	26 8%	99 8%	102 8%	19 9%	98 8%	79 8%
Personal Independence Payment (PIP)	157 6%	16 5%	29 6%	36 5%	42 6%	34 11% a	16 5%	106 6%	34 11% ab	77 6%	80 7%	7 4%	62 5%	76 7%
Carer's allowance	112 5%	9 3%	17 3%	39 6%	32 5%	14 4%	9 3%	88 5%	14 4%	55 4%	55 5%	7 3%	48 4%	52 5%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 94

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Disability Living Allowance (DLA)	120	11	21	34	37	17	11	92	17	60	60	5	54	58
	5%	3%	4%	5%	6%	5%	3%	5%	5%	5%	5%	3%	5%	6%
Other	58	5	8	24	14	7	5	47	7	38	20	4	24	28
	2%	1%	2%	4%	2%	2%	1%	3%	2%	3%	2%	2%	2%	3%
None of these - Do not receive any of these benefits	1417	180	300	372	386	180	180	1058	180	701	703	118	669	600
	57%	55%	58%	57%	58%	56%	55%	58%	56%	57%	58%	58%	57%	58%
Don't know	40	6	14	3	15	2	6	32	2	19	21	6	17	16
	2%	2%	3%	*%	2%	1%	2%	2%	1%	2%	2%	3%	1%	2%
Prefer not to say	137	9	18	42	51	17	9	111	17	82	51	3	61	63
	6%	3%	3%	6%	8%	5%	3%	6%	5%	7%	4%	2%	5%	6%
					a									
SUMMARY														
ANY BENEFITS	887	134	187	236	210	119	134	633	119	437	445	75	421	361
	36%	41%	36%	36%	32%	37%	41%	35%	37%	35%	36%	37%	36%	35%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 94

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Income Support	57 2%	8 5%	1 1%	8 3%	4 1%	6 2%	2 1%	8 2%	10 3%	2 2%	7 4%	45 2%	4 2%	6 5%	2 2%	57 2%
Income-based Jobseeker's Allowance	26 1%	- -%	3 2%	3 1%	2 1%	5 2%	- -%	5 1%	4 1%	1 1%	1 *%	21 1%	2 1%	2 1%	1 2%	26 1%
Pensions Credit (Guaranteed Credit)	17 1%	2 1%	2 1%	2 1%	* *%	3 1%	1 *%	3 1%	1 *%	2 1%	2 1%	13 1%	2 1%	1 1%	1 1%	17 1%
Pensions Credit (no Guaranteed Credit)	14 1%	1 1%	2 1%	5 2%	3 1%	2 1%	- -%	1 *%	1 *%	* *%	- -%	11 1%	2 1%	1 1%	1 1%	14 1%
Employment and Support Allowance (ESA)	74 3%	16 10%	3 2%	5 2%	7 3%	1 *%	1 *%	14 4%	12 4%	6 4%	9 6%	63 3%	4 2%	4 4%	3 4%	74 3%
Universal Credit (and household has other earnings)	399 16%	26 16%	39 24%	42 16%	46 18%	65 20%	62 20%	28 8%	43 13%	16 10%	30 19%	341 16%	29 15%	21 18%	8 11%	399 16%
Universal Credit (and household has no other earnings)	203 8%	18 11%	19 11%	31 12%	23 9%	9 3%	30 10%	27 8%	18 6%	14 9%	12 8%	176 8%	13 7%	9 7%	5 6%	203 8%
Personal Independence Payment (PIP)	157 6%	8 5%	8 5%	13 5%	16 6%	17 5%	19 6%	24 7%	18 5%	15 9%	20 12%	134 6%	6 3%	11 9%	6 8%	157 6%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 94

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Carer's allowance	112 5%	3 2%	6 4%	10 4%	8 3%	19 6%	20 7%	16 5%	14 4%	8 5%	7 4%	93 4%	9 5%	8 6%	3 3%	112 5%
Disability Living Allowance (DLA)	120 5%	3 2%	7 4%	11 4%	10 4%	17 5%	18 6%	19 6%	18 5%	10 6%	7 5%	101 5%	11 6%	5 5%	2 3%	120 5%
Other	58 2%	3 2%	2 1%	6 2%	2 1%	18 5%	7 2%	9 3%	5 2%	2 1%	4 3%	50 2%	5 3%	2 1%	1 1%	58 2%
None of these - Do not receive any of these benefits	1417 57%	90 55%	90 55%	146 57%	151 59%	181 55%	186 59%	191 58%	190 58%	93 59%	86 55%	1187 57%	113 60%	69 58%	48 62%	1417 57%
Don't know	40 2%	4 2%	2 1%	7 3%	7 3%	* *%	3 1%	7 2%	8 3%	2 1%	* *%	35 2%	3 2%	1 1%	* *%	40 2%
Prefer not to say	137 6%	4 3%	4 2%	9 3%	9 3%	26 8%	13 4%	31 10%	19 6%	11 7%	6 4%	111 5%	14 7%	5 4%	7 8%	137 6%
SUMMARY																
ANY BENEFITS	887 36%	66 40%	68 42%	97 37%	91 35%	123 37%	112 36%	98 30%	108 33%	52 33%	66 42%	762 36%	59 31%	43 36%	23 29%	887 36%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 94

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Income Support	57 2%	55 2%	2 1%	22 3%	10 1%	10 2%	15 3%	32 2%	25 2%	57 2%	25 5% b	29 2%	21 4%	19 2%	8 1%
Income-based Jobseeker's Allowance	26 1%	24 1%	2 1%	9 1%	9 1%	2 *%	7 1%	18 1%	8 1%	26 1%	14 3% b	12 1%	7 1%	11 1%	8 1%
Pensions Credit (Guaranteed Credit)	17 1%	17 1%	- -%	5 1%	4 1%	5 1%	3 1%	9 1%	8 1%	17 1%	5 1%	11 1%	5 1%	8 1%	4 1%
Pensions Credit (no Guaranteed Credit)	14 1%	14 1%	- -%	8 1%	3 1%	1 *%	1 *%	12 1%	3 *%	14 1%	8 2% b	4 *%	3 1%	6 1%	5 1%
Employment and Support Allowance (ESA)	74 3%	64 3%	10 4%	12 2%	7 1%	11 2%	44 7% abeg	19 1%	55 5% abe	74 3%	31 6% b	39 2%	22 4%	18 2%	16 2%
Universal Credit (and household has other earnings)	399 16%	361 16%	39 14%	36 5%	103 15% a	78 17% ae	180 30% abceg	139 10% a	258 24% abeg	399 16% ae	116 22% b	261 14%	175 33% bc	149 18% c	23 3%
Universal Credit (and household has no other earnings)	203 8%	190 9%	13 4%	12 2%	28 4%	23 5%	139 23% abcefg	40 3%	163 15% abceg	203 8% ae	65 12% b	120 7%	97 18% bc	57 7% c	9 1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 94

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Personal Independence Payment (PIP)	157 6%	132 6%	25 9%	26 4%	29 4%	20 4%	81 14%	56 4%	101 9%	157 6%	73 14%	83 5%	52 10%	59 7%	21 3%
							abceg		abe		b		c	c	
Carer's allowance	112 5%	95 4%	17 6%	8 1%	23 3%	19 4%	61 10%	31 2%	81 8%	112 5%	66 13%	45 2%	39 7%	38 5%	18 3%
							abceg		aeg	ae	b		c		
Disability Living Allowance (DLA)	120 5%	113 5%	7 2%	13 2%	34 5%	29 6%	44 7%	46 3%	73 7%	120 5%	84 16%	35 2%	34 6%	47 6%	21 3%
					a	ae		ae	ae	a	b				
Other	58 2%	56 3%	2 1%	4 1%	18 3%	12 3%	24 4%	21 2%	36 3%	58 2%	14 3%	43 2%	33 6%	21 3%	2 **%
							a		a				c	c	
None of these - Do not receive any of these benefits	1417 57%	1235 56%	182 64%	557 80%	450 65%	275 58%	129 22%	1007 73%	405 38%	1417 57%	179 34%	1195 66%	140 26%	485 60%	596 85%
				bcdefg	dfg	df		cdfg	d	df		a		a	ab
Don't know	40 2%	39 2%	1 **%	4 1%	7 1%	13 3%	9 2%	11 1%	22 2%	40 2%	6 1%	19 1%	9 2%	7 1%	9 1%
Prefer not to say	137 6%	121 6%	15 5%	22 3%	24 3%	28 6%	47 8%	46 3%	75 7%	137 6%	32 6%	73 4%	17 3%	12 2%	3 **%
							ae		ae				c		
SUMMARY															
ANY BENEFITS	887 36%	802 37%	84 30%	111 16%	209 30%	155 33%	409 69%	320 23%	564 53%	887 36%	307 59%	533 29%	367 69%	306 38%	89 13%
					a	ae	abcefg	a	abceg	ae	b		bc	c	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 94

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Income Support	57 2%	28 7%	11 1%	12 2%
		bc		
Income-based Jobseeker's Allowance	26 1%	9 3%	12 1%	5 1%
Pensions Credit (Guaranteed Credit)	17 1%	8 2%	9 1%	* *%
		c		
Pensions Credit (no Guaranteed Credit)	14 1%	6 1%	7 1%	2 *%
Employment and Support Allowance (ESA)	74 3%	20 5%	21 2%	31 5%
		b		b
Universal Credit (and household has other earnings)	399 16%	24 6%	170 13%	200 30%
			a	ab
Universal Credit (and household has no other earnings)	203 8%	9 3%	95 7%	94 14%
				ab
Personal Independence Payment (PIP)	157 6%	14 4%	64 5%	75 11%
				ab

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 94

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%				
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Carer's allowance	112 5%	12 3%	53 4%	47 7%
Disability Living Allowance (DLA)	120 5%	10 3%	73 5%	37 6%
Other	58 2%	3 1%	27 2%	28 4%
None of these - Do not receive any of these benefits	1417 57%	274 73%	872 65%	241 36%
Don't know	40 2%	6 2%	21 2%	6 1%
Prefer not to say	137 6%	8 2%	52 4%	29 4%
SUMMARY				
ANY BENEFITS	887 36%	86 23%	398 30%	386 58%
				ab

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 95

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b	a	b	c
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Up to £199 per week / Up to £10,399 per year	160 6%	25 8%	31 6%	48 7%	39 6%	17 5%	25 8%	118 6%	17 5%	83 7%	74 6%	15 7%	77 7%	58 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	156 6%	32 10%	37 7%	39 6%	31 5%	17 5%	32 10%	107 6%	17 5%	83 7%	73 6%	19 9%	76 6%	53 5%
From £300 to £499 per week / From £15,600 to £25,999 per year	387 16%	48 15%	73 14%	102 16%	113 17%	52 16%	48 15%	288 16%	52 16%	185 15%	200 16%	28 14%	179 15%	172 17%
From £500 to £699 per week / From £26,000 to £36,399 per year	322 13%	36 11%	66 13%	96 15%	70 11%	54 17%	36 11%	232 13%	54 17%	169 14%	150 12%	24 12%	156 13%	132 13%
From £700 to £999 per week / From £36,400 to £51,999 per year	340 14%	43 13%	69 13%	82 13%	93 14%	53 17%	43 13%	244 13%	53 17%	159 13%	182 15%	28 14%	158 13%	142 14%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	393 16%	51 16%	88 17%	117 18%	96 15%	41 13%	51 16%	300 16%	41 13%	191 15%	199 16%	30 15%	199 17%	160 15%
£1,500 and above per week / £78,000 and above per year	282 11%	40 12%	68 13%	60 9%	79 12%	34 11%	40 12%	207 11%	34 11%	146 12%	132 11%	28 14%	121 10%	131 13%
Don't know	99 4%	16 5%	29 6%	16 3%	23 3%	14 4%	16 5%	68 4%	14 4%	56 5%	42 3%	11 5%	48 4%	35 3%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 95

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Prefer not to say	342	36	60	92	118	36	36	270	36	168	167	20	154	156
	14%	11%	11%	14%	18%	11%	11%	15%	11%	14%	14%	10%	13%	15%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 95

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		FEMALE		FEMALE		FEMALE		MALE	FEMALE	MALE	FEMALE	ENGLAND	SCOTLAND	WALES	IRELAND	N
		MALE 3-4	3-4	MALE 5-7	5-7	MALE 8-11	8-11	12-15	12-15	16-17	16-17	a	b	c	d	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j					e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Up to £199 per week / Up to £10,399 per year	160	11	13	21	9	24	24	19	18	7	9	136	11	8	5	160
	6%	7%	8%	8%	4%	7%	8%	6%	5%	4%	6%	6%	6%	7%	7%	6%
From £200 to £299 per week / From £10,400 to £15,599 per year	156	16	16	22	15	20	18	18	14	8	10	126	12	12	7	156
	6%	10%	10%	8%	6%	6%	6%	5%	4%	5%	6%	6%	6%	10%	9%	6%
From £300 to £499 per week / From £15,600 to £25,999 per year	387	19	30	33	40	52	50	53	57	28	24	333	27	17	10	387
	16%	11%	18%	13%	15%	16%	16%	16%	18%	18%	15%	16%	15%	15%	13%	16%
From £500 to £699 per week / From £26,000 to £36,399 per year	322	19	17	36	30	56	37	35	34	22	32	263	32	16	11	322
	13%	12%	10%	14%	12%	17%	12%	11%	10%	14%	20%	13%	17%	14%	14%	13%
From £700 to £999 per week / From £36,400 to £51,999 per year	340	23	20	24	45	37	45	48	46	27	26	280	25	20	14	340
	14%	14%	12%	9%	17%	11%	14%	15%	14%	17%	16%	13%	13%	17%	18%	14%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	393	26	25	45	40	56	60	44	52	20	21	339	28	16	10	393
	16%	16%	15%	17%	16%	17%	19%	13%	16%	12%	14%	16%	15%	13%	13%	16%
£1,500 and above per week / £78,000 and above per year	282	21	19	39	29	22	38	44	32	20	15	240	22	13	7	282
	11%	13%	12%	15%	11%	7%	12%	13%	10%	12%	9%	11%	12%	11%	9%	11%
Don't know	99	11	5	9	20	13	4	16	6	6	8	82	8	6	3	99
	4%	7%	3%	3%	8%	4%	1%	5%	2%	4%	5%	4%	4%	5%	4%	4%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 95

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	ALL UK e
Significance Level: 99%																
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Prefer not to say	342	17	19	30	30	50	36	51	66	21	15	298	23	10	11	342
	14%	10%	12%	12%	12%	15%	12%	16%	20%	13%	9%	14%	12%	8%	14%	14%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 95

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Up to £199 per week / Up to £10,399 per year	160 6%	147 7%	12 4%	12 2%	24 3%	17 4%	106 18%	36 3%	123 12%	160 6%	41 8%	115 6%	160 30%	- -%	- -%
							abceg		abceg	ae			bc		
From £200 to £299 per week / From £10,400 to £15,599 per year	156 6%	144 7%	12 4%	16 2%	31 4%	25 5%	84 14%	47 3%	109 10%	156 6%	38 7%	112 6%	104 20%	52 6%	- -%
							abceg		abeg	ae			bc	c	
From £300 to £499 per week / From £15,600 to £25,999 per year	387 16%	345 16%	43 15%	33 5%	114 16%	100 21%	139 23%	147 11%	239 22%	387 16%	88 17%	281 15%	184 35%	204 25%	- -%
					ae	ae	aeg	a	aeg	ae			bc	c	
From £500 to £699 per week / From £26,000 to £36,399 per year	322 13%	294 13%	28 10%	70 10%	121 17%	73 16%	58 10%	190 14%	131 12%	322 13%	72 14%	236 13%	64 12%	258 32%	- -%
					ad								c	ac	
From £700 to £999 per week / From £36,400 to £51,999 per year	340 14%	294 13%	46 16%	111 16%	123 18%	72 15%	33 6%	234 17%	105 10%	340 14%	65 12%	270 15%	20 4%	297 37%	23 3%
				df	df	d		df		d				ac	
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	393 16%	336 15%	57 20%	159 23%	142 21%	73 16%	18 3%	301 22%	92 9%	393 16%	96 18%	283 16%	- -%	- -%	393 56%
				dfg	df	df		dfg	d	df					ab

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 95

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
£1,500 and above per week / £78,000 and above per year	282 11%	255 12%	27 9%	216 31% bcdefg	54 8% cdf	7 1%	5 1%	270 20% bcdfg	12 1%	282 11% cdf	34 6%	242 13% a	- -%	- -%	282 40% ab
Don't know	99 4%	91 4%	8 3%	10 2%	15 2%	18 4%	50 8% abeg	25 2%	68 6% abe	99 4% e	23 4%	64 4%	- -%	- -%	- -%
Prefer not to say	342 14%	292 13%	50 18%	67 10%	66 10%	84 18%	103 17% abe	133 10%	188 18% abe	342 14% e	67 13%	218 12%	- -%	- -%	- -%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 95

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Up to £199 per week / Up to £10,399 per year	160 6%	6 2%	47 3%	100 15% ab
From £200 to £299 per week / From £10,400 to £15,599 per year	156 6%	10 3%	58 4%	86 13% ab
From £300 to £499 per week / From £15,600 to £25,999 per year	387 16%	18 5%	205 15% a	164 25% ab
From £500 to £699 per week / From £26,000 to £36,399 per year	322 13%	28 8%	211 16% a	78 12%
From £700 to £999 per week / From £36,400 to £51,999 per year	340 14%	55 15%	217 16% c	62 9%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	393 16%	75 20% c	264 20% c	51 8%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
£1,500 and above per week / £78,000 and above per year	282	137	134	10
	11%	37%	10%	1%
		bc	c	
Don't know	99	8	42	39
	4%	2%	3%	6%
Prefer not to say	342	36	164	72
	14%	10%	12%	11%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 96

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	508	508	506	519	439	508	1533	439	1234	1230	349	1076	963
Effective Weighted Sample	1259	260	271	264	274	393	260	798	393	624	626	169	548	520
Total	2480	328	519	654	661	318	328	1834	318	1239	1219	202	1168	1040
Doing well	373 15%	47 14%	91 17%	82 13%	102 15%	51 16%	47 14%	275 15%	51 16%	203 16%	166 14%	27 13%	171 15%	167 16%
Getting by	1343 54%	176 54%	279 54%	350 54%	383 58%	156 49%	176 54%	1011 55%	156 49%	652 53%	681 56%	111 55%	628 54%	582 56%
Struggling	662 27%	95 29%	137 26%	189 29%	139 21%	103 32%	95 29%	464 25%	103 32%	324 26%	334 27%	60 29%	322 28%	248 24%
Don't know	13 1%	2 1%	2 *%	3 1%	3 1%	2 1%	2 1%	9 *%	2 1%	12 1%	1 *%	2 1%	6 *%	4 *%
Prefer not to say	88 4%	8 2%	11 2%	30 5%	34 5%	6 2%	8 2%	75 4%	6 2%	48 4%	37 3%	3 2%	42 4%	39 4%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 96

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2480	255	252	255	252	251	251	257	253	216	222	1161	441	430	448	2480
Effective Weighted Sample	1259	126	133	135	134	131	130	135	134	195	198	927	387	362	392	1259
Total	2480	164	164	258	258	331	314	327	325	159	158	2095	189	118	78	2480
Doing well	373	26	22	59	32	35	47	57	41	26	25	305	35	21	13	373
	15%	16%	13%	23%	12%	11%	15%	17%	13%	17%	16%	15%	18%	18%	16%	15%
Getting by	1343	89	86	129	147	185	162	170	208	78	78	1149	102	51	41	1343
	54%	55%	53%	50%	57%	56%	52%	52%	64%	49%	49%	55%	54%	43%	53%	54%
									ij			c	c			c
Struggling	662	43	52	61	76	91	95	80	58	49	52	551	46	43	22	662
	27%	26%	32%	24%	29%	27%	30%	25%	18%	31%	33%	26%	24%	36%	28%	27%
			h							h	h			abe		
Don't know	13	2	-	2	-	3	-	3	-	2	1	12	1	-	*	13
	1%	1%	-%	1%	-%	1%	-%	1%	-%	1%	*%	1%	1%	-%	*%	1%
Prefer not to say	88	4	4	8	3	16	10	16	18	4	2	79	5	3	2	88
	4%	2%	2%	3%	1%	5%	3%	5%	6%	2%	1%	4%	3%	2%	3%	4%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 96

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%															
Unweighted total	2480	2120	360	877	630	445	506	1507	951	2480	493	1855	502	862	734
Effective Weighted Sample	1259	1109	151	476	309	221	282	750	503	1259	258	933	262	412	390
Total	2480	2197	283	694	689	471	595	1384	1066	2480	524	1821	532	810	697
Doing well	373 15%	339 15%	35 12%	219 31% bcdefg	68 10%	48 10%	35 6%	287 21% bcdefg	83 8%	373 15% df	63 12%	294 16%	26 5%	89 11% a	215 31% ab
Getting by	1343 54%	1174 53%	169 60%	368 53% d	446 65% adfg	274 58% d	246 41%	814 59% df	520 49%	1343 54% d	282 54%	1005 55%	232 44%	488 60% a	417 60% a
Struggling	662 27%	592 27%	70 25%	87 12%	154 22% a	126 27% ae	289 49% abcefg	241 17%	415 39% abcefg	662 27% ae	169 32%	454 25%	265 50% bc	223 28% c	63 9%
Don't know	13 1%	13 1%	- -%	3 *% *	6 1%	1 *% *	3 1%	8 1%	4 *% *	13 1%	1 *% *	6 *% *	3 *% *	1 *% *	2 *% *
Prefer not to say	88 4%	79 4%	9 3%	18 3%	15 2%	23 5%	22 4%	34 2%	45 4%	88 4%	9 2%	61 3%	7 1%	10 1%	1 *% *

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 96

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2480	448	1289	671
Effective Weighted Sample	1259	230	659	337
Total	2480	373	1343	662
Doing well	373	373	-	-
	15%	100%	-%	-%
		bc		
Getting by	1343	-	1343	-
	54%	-%	100%	-%
			ac	
Struggling	662	-	-	662
	27%	-%	-%	100%
				ab
Don't know	13	-	-	-
	1%	-%	-%	-%
Prefer not to say	88	-	-	-
	4%	-%	-%	-%

Columns Tested: a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 97

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER		SCHOOL YEAR		
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2098	437	437	433	428	363	437	1298	363	1048	1039	303	924	805
Effective Weighted Sample	1060	222	227	223	223	327	222	665	327	527	526	146	459	440
Total	2040	276	431	545	521	268	276	1496	268	1015	1010	172	966	849
Most Financially Vulnerable	532	85	112	139	128	68	85	378	68	273	257	49	265	199
	26%	31%	26%	25%	25%	26%	31%	25%	26%	27%	25%	28%	27%	23%
Potentially Financially Vulnerable	810	94	162	226	207	122	94	595	122	391	414	59	377	346
	40%	34%	38%	41%	40%	45%	34%	40%	45%	39%	41%	34%	39%	41%
						a			a					
Least Financially Vulnerable	697	96	157	180	186	78	96	523	78	351	340	64	324	304
	34%	35%	37%	33%	36%	29%	35%	35%	29%	35%	34%	37%	34%	36%

Columns Tested: a,b,c,d,e - a,b,c - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 97

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	CHILD'S AGE AND GENDER										NATION				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c	d	e
Unweighted total	2098	220	217	226	210	211	220	216	205	175	187	971	371	378	378	2098
Effective Weighted Sample	1060	109	114	116	110	108	113	113	106	158	169	774	325	320	333	1060
Total	2040	136	140	220	209	268	273	260	252	131	136	1716	158	102	64	2040
Most Financially Vulnerable	532	35	50	67	45	72	67	61	65	38	29	452	36	27	17	532
	26%	26%	36%	30%	21%	27%	25%	23%	26%	29%	22%	26%	23%	27%	26%	26%
			j													
Potentially Financially Vulnerable	810	49	44	67	95	117	106	105	100	53	69	665	70	45	30	810
	40%	36%	32%	31%	45%	44%	39%	40%	40%	40%	51%	39%	45%	44%	46%	40%
			bc													
Least Financially Vulnerable	697	51	45	86	69	79	101	95	87	40	38	598	52	29	18	697
	34%	38%	32%	39%	33%	30%	37%	36%	35%	31%	28%	35%	33%	29%	28%	34%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 97

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FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AREA		SOCIAL GRADE							IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%															
Unweighted total	2098	1807	291	777	564	360	390	1341	750	2098	418	1606	502	862	734
Effective Weighted Sample	1060	939	121	419	274	178	217	665	395	1060	217	806	262	412	390
Total	2040	1814	225	617	609	368	442	1225	810	2040	434	1539	532	810	697
Most Financially Vulnerable	532 26%	484 27%	48 21%	54 9%	119 20%	104 28%	253 57%	173 14%	357 44%	532 26%	128 29%	384 25%	532 100%	- -%	- -%
					a	ae	abcefg	a	abceg	ae			bc		
Potentially Financially Vulnerable	810 40%	717 40%	93 41%	182 29%	281 46%	182 49%	165 37%	462 38%	347 43%	810 40%	169 39%	614 40%	- -%	810 100%	- -%
					a	ae		a	a	a				ac	
Least Financially Vulnerable	697 34%	613 34%	84 37%	381 62%	209 34%	83 22%	24 6%	590 48%	107 13%	697 34%	137 32%	540 35%	- -%	- -%	697 100%
				bcdefg	cdf	df		bcdefg	d	cdf					ab

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 9TH OCTOBER TO 4TH DECEMBER 2023.

Table 97

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	FINANCIAL WELLBEING		
		DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	c
Unweighted total	2098	397	1111	573
Effective Weighted Sample	1060	206	564	287
Total	2040	329	1137	551
Most Financially Vulnerable	532 26%	26 8%	232 20%	265 48%
			a	ab
Potentially Financially Vulnerable	810 40%	89 27%	488 43%	223 41%
			a	a
Least Financially Vulnerable	697 34%	215 65%	417 37%	63 11%
		bc	c	

Columns Tested: a,b,c