

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

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Base : Parents whose child goes online at home or elsewhere	
QP51C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Who they are in contact with online (SINGLE CODE)	147
Base : Parents whose child goes online at home or elsewhere	
QP51D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Any illegal online sharing or accessing of copyrighted material (SINGLE CODE)	148
Base : Parents whose child goes online at home or elsewhere	
QP51E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Downloading or getting viruses or other harmful software or harmful apps as a result of what they do online (SINGLE CODE)	149
Base : Parents whose child goes online at home or elsewhere	
QP51F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them giving out their personal details to inappropriate people (SINGLE CODE)	150
Base : Parents whose child goes online at home or elsewhere	
QP51G (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them being bullied online/ cyber-bullying (SINGLE CODE)	151
Base : Parents whose child goes online at home or elsewhere	
QP51H (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The possibility of them bullying others online or making negative comments about other people online (SINGLE CODE)	152
Base : Parents whose child goes online at home or elsewhere	
QP51I (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Sharing of inappropriate or personal photos or videos with others (SINGLE CODE)	153
Base : Parents whose child goes online at home or elsewhere	
QP51J (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Damaging their reputation either now or in the future (SINGLE CODE)	154
Base : Parents whose child goes online at home or elsewhere	
QP51K (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Seeing content which encourages them to hurt or harm themselves (SINGLE CODE)	155
Base : Parents whose child goes online at home or elsewhere	

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QP51L (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The pressure on them to spend money online (SINGLE CODE)	156
Base : Parents whose child goes online at home or elsewhere	
QP51M (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (SINGLE CODE)	157
Base : Parents whose child goes online at home or elsewhere	
QP52 (SHOWCARD) Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way? (MULTI CODE)	158
Base : Parents whose child goes online at home or elsewhere	
QP53 In the last year, do you think your child has seen anything online that is worrying, nasty or offensive or personally embarrassing in some way? IF YES: Do you think they have seen something once or twice in the last year or more frequently than that? (SINGLE CODE)	161
Base : Parents whose child goes online at home or elsewhere	
QP54 (SHOWCARD) Which if any of these are activities that your child does nowadays? (MULTI CODE)	162
Base : Parents whose child goes online at home or elsewhere	
QP55A (SHOWCARD) Which device do they mostly use to Watch television programmes? (SINGLE CODE)	165
Base : Parents whose child watches television programmes	
QP55B (SHOWCARD) Which device do they mostly use to Watch full-length films/ movies? (SINGLE CODE)	166
Base : Parents whose child watches full length films/ movies	
QP55C (SHOWCARD) Which device do they mostly use to Watch short videos - like music videos, comedy clips, 'how-to' videos or trailers for new films? (SINGLE CODE)	167
Base : Parents whose child watches short videos - like music videos, comedy clips, 'how-to' videos or trailers for new films	
QP55D (SHOWCARD) Which device do they mostly use to Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Zoella)? (SINGLE CODE)	168
Base : Parents whose child watches videos posted by celebrities or by YouTube personalities (such as PewDiePie or Zoella)	
QP55E (SHOWCARD) Which device do they mostly use to Look at photos or videos posted by other people? (SINGLE CODE)	169
Base : Parents whose child looks at photos or videos posted by other people	
QP55F (SHOWCARD) Which device do they mostly use to Play games with or against other people? (SINGLE CODE)	170
Base : Parents whose child plays games with or against other people	
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Base : Parents whose child plays games on their own	
QP55H (SHOWCARD) Which device do they mostly use to Share photos or videos with other people? (SINGLE CODE)	172
Base : Parents whose child shares photos or videos with other people	
QP55I (SHOWCARD) Which device do they mostly use to Send or post messages to other people? (SINGLE CODE)	173
Base : Parents whose child sends or posts messages to other people	
QP55J (SHOWCARD) Which device do they mostly use to Find information for their school work? (SINGLE CODE)	174
Base : Parents whose finds information for their school work	
QP55K (SHOWCARD) Which device do they mostly use to Look around online to pass the time or have fun? (SINGLE CODE)	175
Base : Parents whose child looks around online to pass the time or have fun	
QP55N (SHOWCARD) Which device do they mostly use to Listen to music? (SINGLE CODE)	176
Base : Parents whose child listens to music	
QP55O (SHOWCARD) Which device do they mostly use to Stream music online - through sites such as Spotify, SoundCloud, Dweezer or Last FM? (SINGLE CODE)	177
Base : Parents whose child streams music online - through sites such as Spotify, SoundCloud, Dweezer or Last FM	
QP55P (SHOWCARD) Which device do they mostly use to Download music for them to own? (SINGLE CODE)	178
Base : Parents whose child downloads music to own	

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QP55Q (SHOWCARD) Which device do they mostly use to Make video calls through services like Skype, FaceTime or ooVoo? (SINGLE CODE).....	179
Base : Parents whose child makes video calls through services like Skype, FaceTime or ooVoo	
QP55R (SHOWCARD) Which device do they mostly use to Write code to create apps or games? (SINGLE CODE)	180
Base : Parents whose child writes code to create apps or games	
QP56 (SHOWCARD) Which if any of these ways of going online are available to your child at home? (MULTI CODE).....	181
Base : All parents	
QP57A Please think about how your child uses his/ her mobile phone on a typical school day.How many calls would you say he/ she makes on his/ her mobile phone - both before and after school? Please think about calls made by dialling using the phone as well as using apps such as Viber, Skype or FaceTime. (SINGLE CODE)	182
Base : Parents of children with a mobile phone	
QP57B And how many calls would you say he/ she makes using his/ her mobile phone on a weekend day? (SINGLE CODE)	183
Base : Parents of children with a mobile phone	
QP57A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND	184
Base : Parents of children with a mobile phone	
QP58A How many text-based messages would you say he/ she sends from the phone on a typical school day - before school, during school and after school? Please think about messages over the mobile network as well as any text-based messages they may send through Instant Messaging apps such as BBMs, Apple iMessage or apps such as WhatsApp, Kik, SnapChat, Yahoo Messenger, Viber or Skype. (SINGLE CODE)	185
Base : Parents of children with a mobile phone	
QP58B And how many text-based messages would you say he/ she sends from the phone on a weekend day? (SINGLE CODE).....	186
Base : Parents of children with a mobile phone	
QP58A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND	187
Base : Parents of children with a mobile phone	
QP59 (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? (MULTI CODE).....	188
Base : Parents of children with a mobile phone	
QP60A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much time they spend using the phone (SINGLE CODE).....	190
Base : Parents of children with a mobile phone	
QP60B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE).....	191
Base : Parents of children with a mobile phone	
QP60C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much money is spent on their mobile phone (SINGLE CODE)	192
Base : Parents of children with a mobile phone	
QP60D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts)(SINGLE CODE)	193
Base : Parents of children with a mobile phone	
QP60E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE).....	194
Base : Parents of children with a mobile phone	
QP60F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - The possibility of them bullying others or making negative comments about other people via their mobile phone (SINGLE CODE)	195
Base : Parents of children with a mobile phone	
QP61 The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on their mobile device. Did you know about this bar on adult content before today?	196
Base : Parents of children with a mobile phone	
QP62 Could your child's mobile phone be used to go online?	197
Base : Parents of children with a mobile phone	

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QP63 Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated?.....	198
Base : Parents whose child has a mobile phone that can be used to go online	
QP64 Which of these best describes the mobile package your child uses most often? (SINGLE CODE)	199
Base : Parents of children with a mobile phone	
QP65 (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (MULTI CODE)	200
Base : All parents	
QP66A Please think about the time your child spends playing these types of games at home or elsewhere on a typical school day. How many hours would you say he/ she spends playing these types of games at home or elsewhere on a typical school day? (SINGLE CODE)	202
Base : Parents whose child ever plays games	
QP66B And how many hours would you say he/ she spends playing these games at home or elsewhere on a weekend day? (SINGLE CODE)	203
Base : Parents whose child ever plays games	
QP66A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)	204
Base : Parents whose child ever plays games	
QP67 (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games console or player, a computer, or any other device? (MULTI CODE)	205
Base : Parents whose child ever plays games	
QP68 Some games consoles and games players can be used to go online, watch and download TV and movies and to chat with others. Did you know this before today?	208
Base : All parents	
QP69 In a typical week does your child spend any money on any online or app based games? This could be any money that is allocated to them as pocket money whether real or 'virtual' and could be spent via a credit or debit card or through vouchers or gift cards such as iTunes. It could also include subscriptions or in-app purchases on any sites or apps where they play games. IF YES: How much would you estimate they spend on game playing in a typical week? (MULTI CODE)	209
Base : Parents whose child ever plays games	
QP70 (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, Stardoll and Moshi Monsters. Does your child ever play online games? IF YES: When your child plays online games, which of these describe how they are playing? (MULTI CODE)	210
Base : Parents whose child ever plays games	
QP71 Are there any controls set on either the handheld games player or the games console connected to a TV? This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online.	211
Base : Parents whose child ever plays games on a handheld games console or a games console connected to a TV	
QP72A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON FIXED OR PORTABLE GAMES CONSOLE - I am confident that the controls we have are effective (SINGLE CODE).....	212
Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV	
QP72B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON FIXED OR PORTABLE GAMES CONSOLE - I feel that my child is safer as a result of the controls we have (SINGLE CODE).....	213
Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV	
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Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV	
QP73 And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (MULTI CODE).....	215
Base : Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV	
QP74A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The content of the games they are playing (SINGLE CODE).....	217
Base : Parents whose child ever plays games	
QP74B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much time they spend playing games (SINGLE CODE).....	218
Base : Parents whose child ever plays games	
QP74C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Who they are playing online games with (SINGLE CODE).....	219
Base : Parents whose child child ever plays games online	

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QP74D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The pressure to make in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades or add-ons (SINGLE CODE).....	220
Base : Parents whose child ever plays games	
QP74E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much money they spend on games or gaming or in-app purchases (SINGLE CODE).....	221
Base : Parents whose child ever plays games	
QP74F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The possibility of them being bullied by other players (SINGLE CODE).....	222
Base : Parents whose child ever plays games	
QP74G (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The possibility of them picking up bad language or other behaviour from other players (SINGLE CODE).....	223
Base : Parents whose child ever plays games	
QP74H (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The amount of advertising in games (SINGLE CODE).....	224
Base : Parents whose child ever plays games	
QP75 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)	225
Base : All parents	
QP76 Does your child have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled them over a period of time or that is likely to affect them over a period of time? QP77 Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)	228
Base : All parents	
QP78 Is there a landline phone in your home that can be used to make and receive calls? IF NECESSARY: Not a mobile phone or internet voice service. IF YES: Can this phone be used to make and receive calls? (SINGLE CODE).....	229
Base : All parents	
QP79 Can I please ask your age? (SINGLE CODE).....	230
Base : All parents	
QP80 And at what age did YOU finish your education?/ At which age do you expect to finish your education? (SINGLE CODE)	231
Base : All parents	
QP81 (SHOWCARD) And which of these options applies to your home? (SINGLE CODE)	232
Base : All parents	
QP82 How many people are there in your household in total (including yourself)? (SINGLE CODE).....	233
Base : All parents	
QP83 How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian.(SINGLE CODE)	234
Base : All parents	
QP84 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE).....	235
Base : All parents	
QP85 (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE).....	238
Base : All parents	
QP87 (SHOWCARD) Which option applies to your household for the total annual household income from all sources before tax and deductions? (SINGLE CODE).....	240
Base : All parents	
QP89 GENDER OF PARENT INTERVIEWED (SINGLE CODE)	241
Base : All parents	

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Table 1

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

REGION/ NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
London	46	26	20	27	19
	18%	19%	16%	21%	15%
				d	
South East	37	19	17	25	12
	14%	15%	14%	20%	9%
				d	
South West	16	8	8	10	6
	6%	6%	7%	8%	5%
Eastern	21	12	8	8	13
	8%	9%	7%	6%	10%
East Midlands	16	8	8	6	10
	6%	6%	6%	5%	8%
West Midlands	29	15	13	13	16
	11%	12%	11%	10%	12%
Wales	10	4	6	5	5
	4%	3%	5%	4%	4%
Yorkshire & Humber	20	9	11	7	13
	8%	7%	9%	5%	10%
				c	
North East	12	5	7	5	7
	5%	4%	6%	4%	5%
North West	22	11	12	9	14
	9%	8%	9%	7%	10%
Scotland	23	12	11	11	12
	9%	9%	9%	9%	9%

Columns Tested: a,b - c,d

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Table 1

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

REGION/ NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Northern Ireland	5	3	2	2	3
	2%	2%	2%	1%	3%

Columns Tested: a,b - c,d

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Table 2

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

URBANITY INDICATOR

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Large city	53	29	24	29	24
	21%	22%	19%	23%	18%
Smaller city/ Large town	48	24	24	19	29
	19%	18%	19%	15%	22%
					c
Medium town	83	42	41	41	42
	32%	32%	33%	32%	32%
Small town within 10 miles	37	20	18	18	19
	14%	15%	14%	14%	15%
Small town more than 10 miles	6	3	4	2	5
	2%	2%	3%	1%	4%
Rural area within 10 miles	27	14	14	16	11
	11%	10%	11%	13%	8%
				d	
Rural area more than 10 miles	3	2	1	1	2
	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d

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Table 3

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

LOCATION

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Urban	227	118	109	108	119
	88%	88%	88%	86%	90%
Rural	30	16	15	18	13
	12%	12%	12%	14%	10%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 4

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

NATION

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
England	219	114	105	108	111
	85%	86%	84%	86%	84%
Scotland	23	12	11	11	12
	9%	9%	9%	9%	9%
Wales	10	4	6	5	5
	4%	3%	5%	4%	4%
Northern Ireland	5	3	2	2	3
	2%	2%	2%	1%	3%

Columns Tested: a,b - c,d

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Table 5

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

QP1 AGE OF CHILD

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Age 3	129	62	67	61	68
	50%	46%	54%	48%	52%
Age 4	129	71	57	65	64
	50%	54%	46%	52%	48%
AGED 3-4	257	133	124	126	131
	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d

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Table 6

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

QP2 GENDER OF CHILD

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Male	133	133	-	63	70
	52%	100%	-%	50%	54%
		b			
Female	124	-	124	63	61
	48%	-%	100%	50%	46%
			a		

Columns Tested: a,b - c,d

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Table 7

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

CHILD'S AGE AND GENDER

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
MALE 3-4	133	133	-	63	70
	52%	100%	-%	50%	54%
		b			
FEMALE 3-4	124	-	124	63	61
	48%	-%	100%	50%	46%
			a		

Columns Tested: a,b - c,d

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Table 8

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

QP2A What is the occupation of the main wage earner in your household? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
A	4 2%	3 2%	1 1%	4 4% d	- -%
B	48 19%	24 18%	24 19%	48 38% d	- -%
C1	74 29%	36 27%	38 31%	74 58% d	- -%
C2	46 18%	25 19%	21 17%	- -%	46 35% c
D	38 15%	22 16%	16 13%	- -%	38 29% c
E	47 18%	24 18%	24 19%	- -%	47 36% c
AB	53 20%	27 20%	25 21%	53 42% d	- -%
DE	85 33%	45 34%	40 32%	- -%	85 65% c
ABC1	126 49%	63 47%	63 51%	126 100% d	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 8

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

QP2A What is the occupation of the main wage earner in your household? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
C2DE	131	70	61	-	131
	51%	53%	49%	-%	100%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 9

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

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

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	7	6	2	3	4
	3%	4%	1%	2%	3%
		b			
Child has own one - elsewhere	*	-	*	*	-
	*%	-%	*%	*%	-%
Household has & child makes use of	79	38	41	50	29
	31%	29%	33%	39%	22%
				d	
Household has but child does not use	16	7	9	10	6
	6%	6%	7%	8%	5%
Do not have in the household	154	82	73	62	92
	60%	61%	59%	49%	70%
				c	
Don't know	*	*	-	*	-
	*%	*%	-%	*%	-%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 10

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	58	30	28	18	40
	23%	23%	23%	15%	30%
					c
Child has own one - elsewhere	3	2	1	2	1
	1%	1%	1%	1%	1%
Household has & child makes use of	152	80	72	79	73
	59%	60%	58%	63%	56%
Household has but child does not use	16	8	8	9	7
	6%	6%	6%	7%	5%
Do not have in the household	29	14	15	18	10
	11%	10%	12%	14%	8%
				d	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 11

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	13	7	6	5	8
	5%	5%	5%	4%	6%
Child has own one - elsewhere	1	1	*	1	1
	1%	1%	*%	1%	1%
Household has & child makes use of	114	55	58	62	52
	44%	42%	47%	49%	39%
				d	
Household has but child does not use	53	28	25	30	23
	21%	21%	21%	24%	17%
				d	
Do not have in the household	76	42	34	28	48
	30%	32%	27%	22%	37%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 12

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

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

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	2	1	1	1	1
	1%	1%	1%	1%	1%
Child has own one - elsewhere	3	1	2	2	*
	1%	1%	1%	2%	*%
				d	
Household has & child makes use of	64	35	29	36	28
	25%	26%	23%	28%	22%
				d	
Household has but child does not use	129	65	64	72	57
	50%	49%	51%	57%	44%
				d	
Do not have in the household	59	31	28	15	45
	23%	23%	23%	12%	34%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 13

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

QP3E (SHOWCARD) EQUIPMENT IN THE HOME - Tablet computer - like an iPad, Kindle Fire, Samsung Galaxy Tab, Google Nexus 7, Google Nexus 10 (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	22	11	10	7	15
	8%	9%	8%	5%	11%
					c
Child has own one - elsewhere	18	7	11	11	7
	7%	5%	9%	9%	5%
			a		
Household has & child makes use of	97	50	47	56	40
	38%	37%	38%	45%	31%
				d	
Household has but child does not use	57	32	25	34	23
	22%	24%	20%	27%	18%
				d	
Do not have in the household	64	34	31	19	46
	25%	25%	25%	15%	35%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 14

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

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

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one	1	1	-	*	1
	*%	1%	-%	*%	1%
Household has & child makes use of	49	26	23	29	20
	19%	19%	19%	23%	15%
				d	
Household has but child does not use	193	98	95	91	102
	75%	73%	76%	72%	77%
Do not have in the household	14	8	6	6	8
	5%	6%	5%	5%	6%
Don't know	*	*	-	-	*
	*%	*%	-%	-%	*%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 15

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

QP3G (SHOWCARD) EQUIPMENT IN THE HOME - Portable media player - like an iPod Touch - that can be used to go online (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	2 1%	1 1%	2 1%	2 1%	1 1%
Child has own one - elsewhere	2 1%	1 1%	2 1%	2 1%	1 1%
Household has & child makes use of	15 6%	8 6%	7 6%	11 9% d	4 3%
Household has but child does not use	53 21%	26 20%	27 22%	33 26% d	20 15%
Do not have in the household	184 72%	97 73%	87 70%	79 63%	105 80% c
Don't know	1 *%	1 1%	- -%	- -%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 16

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

QP3H (SHOWCARD) EQUIPMENT IN THE HOME - Games console connected to a TV - like a Wii, Xbox or PlayStation (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	9	8	1	3	6
	4%	6%	1%	2%	5%
		b			
Child has own one - elsewhere	3	2	1	2	1
	1%	1%	1%	2%	1%
Household has & child makes use of	58	29	30	31	28
	23%	22%	24%	24%	21%
Household has but child does not use	58	25	34	31	27
	23%	19%	27%	25%	21%
		a			
Do not have in the household	128	70	58	60	69
	50%	53%	47%	47%	52%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 17

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

QP31 (SHOWCARD) EQUIPMENT IN THE HOME - Handheld or portable games player - like a Nintendo DS, Sony PSP or PS Vita (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	18 7%	10 7%	8 6%	8 7%	9 7%
Child has own one - elsewhere	7 3%	3 2%	4 3%	3 2%	4 3%
Household has & child makes use of	30 12%	15 11%	15 12%	15 12%	15 11%
Household has but child does not use	35 14%	15 11%	20 16% a	23 18% d	12 9%
Do not have in the household	168 65%	91 68%	77 62%	77 61%	91 69% c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 18

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

QP3J (SHOWCARD) EQUIPMENT IN THE HOME - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	6 2%	3 2%	2 2%	3 3%	2 2%
Child has own one - elsewhere	* *%	* *%	- -9%	* *%	- -9%
Household has & child makes use of	47 18%	22 17%	25 20%	25 20%	22 17%
Household has but child does not use	120 47%	60 45%	60 48%	61 49%	59 45%
Do not have in the household	83 32%	47 35%	36 29%	36 28%	48 36%
					c
Don't know	1 *%	* *%	* *%	- -9%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 19

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

QP3K (SHOWCARD) EQUIPMENT IN THE HOME - DVD player or DVD recorder or Blu-ray recorder (Fixed or portable) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	34	18	16	11	23
	13%	13%	13%	9%	17%
					c
Child has own one - elsewhere	3	2	1	2	1
	1%	1%	1%	1%	1%
Household has & child makes use of	117	59	59	59	59
	46%	44%	47%	46%	45%
Household has but child does not use	51	27	24	33	18
	20%	20%	19%	26%	14%
				d	
Do not have in the household	52	28	24	22	30
	20%	21%	19%	17%	23%
Don't know	*	*	-	*	-
	*%	*%	-%	*%	-%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 20

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

QP3L (SHOWCARD) EQUIPMENT IN THE HOME - E-Book reader - like a standard Kindle, Sony Reader, Kobo eReader or Nook eReader (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	2 1%	1 1%	1 1%	1 1%	1 1%
Child has own one - elsewhere	2 1%	1 1%	* *%	* *%	1 1%
Household has & child makes use of	12 5%	6 5%	5 4%	10 8% d	2 2%
Household has but child does not use	51 20%	24 18%	27 22%	35 28% d	16 12%
Do not have in the household	191 74%	100 75%	91 73%	80 63%	111 84% c
Don't know	* *%	* *%	- -%	- -%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 21

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

QP3M (SHOWCARD) EQUIPMENT IN THE HOME - Educational games system - such as VTech or Leapster (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Child has own one - in their bedroom	52 20%	27 20%	25 20%	27 22%	24 19%
Child has own one - elsewhere	26 10%	12 9%	14 12%	14 11%	12 9%
Household has & child makes use of	28 11%	15 11%	13 10%	16 13%	12 9%
Household has but child does not use	9 3%	4 3%	4 3%	6 5% d	2 2%
Do not have in the household	144 56%	76 57%	68 55%	63 50%	81 62% c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 22

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

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Standard TV set	58	30	28	18	40
	23%	23%	23%	15%	30%
					c
Educational games system	52	27	25	27	24
	20%	20%	20%	22%	19%
DVD player/ DVD recorder/ Blu-ray recorder	34	18	16	11	23
	13%	13%	13%	9%	17%
					c
Tablet computer	22	11	10	7	15
	8%	9%	8%	5%	11%
					c
Handheld/ portable games player	18	10	8	8	9
	7%	7%	6%	7%	7%
Digital Video Recorder/ DVR	13	7	6	5	8
	5%	5%	5%	4%	6%
Games console connected to a TV	9	8	1	3	6
	4%	6%	1%	2%	5%
		b			
Smart TV set	7	6	2	3	4
	3%	4%	1%	2%	3%
		b			
Radio	6	3	2	3	2
	2%	2%	2%	3%	2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 22

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

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Portable media player	2 1%	1 1%	2 1%	2 1%	1 1%
Desktop computer/ laptop/ netbook - with internet access	2 1%	1 1%	1 1%	1 1%	1 1%
E-Book reader	2 1%	1 1%	1 1%	1 1%	1 1%
Any type of mobile phone, including Smartphone	1 *%	1 1%	- -%	* *%	1 1%
ANY STANDARD/ SMART TV	60 23%	32 24%	29 23%	19 15%	41 31% c
ANY GAMES CONSOLE/ PLAYER	22 9%	14 11%	8 7%	10 8%	12 9%
None of these	153 59%	77 58%	75 61%	79 62%	74 57%
Mean number of types of equipment (out of 13)	.9	.9	.8	.7	1.0 c
Standard deviation	1.42	1.48	1.35	1.27	1.54
Standard error	.05	.08	.07	.07	.08
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 23

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

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Educational games system	78 30%	38 29%	39 32%	41 32%	37 28%
Standard TV set	61 24%	32 24%	30 24%	20 16%	41 31%
Tablet computer	39 15%	18 14%	21 17%	18 14%	22 17%
DVD player/ DVD recorder/ Blu-ray recorder	37 14%	19 15%	18 14%	13 10%	24 18%
Handheld/ portable games player	25 10%	13 9%	12 10%	12 9%	13 10%
Digital Video Recorder/ DVR	14 6%	8 6%	6 5%	6 5%	8 6%
Games console connected to a TV	12 5%	10 7%	3 2%	5 4%	7 5%
Smart TV set	8 3%	6 4%	2 2%	3 3%	4 3%
Radio	6 2%	4 3%	2 2%	4 3%	2 2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 23

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

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Desktop computer/ laptop/ netbook - with internet access	5 2%	2 1%	3 2%	4 3% d	1 1%
Portable media player	5 2%	2 1%	3 3%	3 2%	2 1%
E-Book reader	3 1%	2 2%	1 1%	1 1%	2 2%
Any type of mobile phone, including Smartphone	1 *%	1 1%	- -%	* *%	1 1%
ANY STANDARD/ SMART TV	63 24%	33 25%	30 24%	21 16%	42 32% c
ANY GAMES CONSOLE/ PLAYER	31 12%	18 13%	13 10%	15 12%	16 12%
None of these	122 48%	66 49%	56 45%	62 49%	60 46%
Mean number of types of equipment (out of 13)	1.1	1.2	1.1	1.0	1.3
Standard deviation	1.56	1.64	1.48	1.47	1.64
Standard error	.06	.09	.08	.08	.09
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 24

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

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 13

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
NONE	122	66	56	62	60
	48%	49%	45%	49%	46%
1-2	92	44	48	47	45
	36%	33%	39%	38%	34%
3-4	32	16	15	12	19
	12%	12%	12%	10%	15%
					c
5-13	11	7	5	5	7
	4%	5%	4%	4%	5%
Mean number of types of equipment (out of 13)	1.1	1.2	1.1	1.0	1.3
Standard deviation	1.56	1.64	1.48	1.47	1.64
Standard error	.06	.09	.08	.08	.09
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 25

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Standard TV set	213 83%	112 84%	101 82%	99 79%	114 87% c
DVD player/ DVD recorder/ Blu-ray recorder	154 60%	78 59%	76 61%	72 57%	83 63%
Tablet computer	136 53%	68 51%	68 55%	74 59% d	62 47%
Digital Video Recorder/ DVR	128 50%	63 48%	65 52%	68 54% d	60 46%
Educational games system	105 41%	53 40%	52 42%	57 45% d	48 37%
Smart TV set	87 34%	44 33%	43 34%	53 42% d	33 25%
Games console connected to a TV	71 27%	38 29%	32 26%	36 28%	35 27%
Desktop computer/ laptop/ netbook - with internet access	69 27%	37 28%	32 26%	40 31% d	29 22%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 25

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Handheld/ portable games player	55 21%	28 21%	27 22%	27 21%	28 21%
Radio	53 21%	26 19%	28 22%	29 23%	24 18%
Any type of mobile phone, including Smartphone	50 20%	27 20%	23 19%	29 23% d	21 16%
Portable media player	20 8%	9 7%	10 8%	14 11% d	5 4%
E-Book reader	15 6%	9 7%	6 5%	11 9% d	4 3%
ANY STANDARD/ SMART TV	247 96%	129 97%	118 95%	121 96%	126 96%
ANY GAMES CONSOLE/ PLAYER	89 34%	47 36%	41 33%	45 35%	44 34%
None of these	5 2%	2 2%	3 2%	2 2%	3 2%
Mean number of types of equipment (out of 13)	4.5	4.4	4.5	4.8 d	4.2
Standard deviation	2.49	2.49	2.49	2.56	2.38
Standard error	.09	.13	.14	.14	.13
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 26

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Any type of mobile phone, including Smartphone	243	125	118	120	123
	94%	94%	95%	95%	93%
Standard TV set	229	119	109	108	121
	89%	90%	88%	86%	92%
					c
DVD player/ DVD recorder/ Blu-ray recorder	205	105	100	104	101
	80%	79%	81%	83%	77%
Desktop computer/ laptop/ netbook - with internet access	198	102	96	112	87
	77%	77%	77%	88%	66%
				d	
Tablet computer	193	100	93	108	85
	75%	75%	75%	85%	65%
				d	
Digital Video Recorder/ DVR	181	91	90	99	83
	70%	68%	73%	78%	63%
				d	
Radio	173	86	87	91	83
	67%	64%	70%	72%	63%
				d	
Games console connected to a TV	129	63	66	67	62
	50%	47%	53%	53%	48%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 26

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Educational games system	114 44%	58 43%	56 45%	63 50% d	50 38%
Smart TV set	103 40%	51 38%	51 41%	63 50% d	39 30%
Handheld/ portable games player	90 35%	42 32%	47 38%	49 39% d	40 31%
Portable media player	72 28%	35 26%	37 30%	47 37% d	25 19%
E-Book reader	67 26%	33 25%	34 27%	46 37% d	20 15%
ANY STANDARD/ SMART TV	257 100%	133 100%	124 100%	126 100%	130 99%
ANY GAMES CONSOLE/ PLAYER	144 56%	71 53%	73 59%	75 60%	69 53%
Mean number of types of equipment (out of 13)	7.8	7.6	7.9	8.5 d	7.0
Standard deviation	2.61	2.57	2.65	2.41	2.59
Standard error	.10	.14	.14	.13	.14
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 27

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

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

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 28

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
SMARTPHONE	1	1	-	*	*
	*%	1%	-%	*%	*%
NOT SMARTPHONE	*	*	-	-	*
	*%	*%	-%	-%	*%
NO MOBILE PHONE	256	132	124	126	130
	100%	99%	100%	100%	99%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 29

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
A television set	253	132	122	124	129
	98%	99%	98%	98%	99%
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	52	25	27	27	25
	20%	19%	22%	21%	19%
A desktop computer/ laptop/ netbook	26	12	14	16	10
	10%	9%	11%	12%	8%
				d	
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	22	11	11	11	11
	9%	8%	9%	9%	9%
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	13	8	5	7	6
	5%	6%	4%	5%	5%
A portable media player (like an iPod Touch)	4	2	2	3	1
	1%	2%	1%	2%	1%
				d	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 29

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	4	2	1	2	2
	1%	2%	1%	1%	2%
Other type of device	*	-	*	-	*
	*%	-%	*%	-%	*%
Does not watch TV programmes	2	1	1	2	1
	1%	1%	1%	1%	*%
EVER WATCHES TV PROGRAMMES	255	132	123	125	131
	99%	99%	99%	99%	100%
ONLY THROUGH A TV SET	177	95	82	85	92
	69%	71%	66%	67%	70%
ANY DEVICE OTHER THAN A TV SET	78	37	41	40	38
	30%	28%	33%	32%	29%
ONLY THROUGH A DEVICE OTHER THAN A TV SET	2	*	1	1	1
	1%	*%	1%	1%	1%
THROUGH A COMPUTER/ LAPTOP/ TABLET	67	30	36	35	32
	26%	23%	29%	28%	24%
THROUGH A GAMES CONSOLE/ PLAYER	14	8	6	7	7
	5%	6%	5%	6%	5%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 30

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

QP6 (SHOWCARD) And when your child watches television programmes or films, which device do they mostly use. IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips.(SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
A television set	242 94%	125 94%	117 95%	118 93%	125 95%
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	6 2%	3 2%	3 3%	3 2%	3 2%
A desktop computer/ laptop/ netbook	3 1%	2 1%	1 1%	2 1%	1 1%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	2 1%	1 1%	* *%	* *%	1 1%
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	2 1%	1 1%	* *%	1 1%	* *%
Other type of device	* *%	- -%	* *%	- -%	* *%
Does not watch TV programmes	2 1%	1 1%	1 1%	2 1%	1 *%
Don't know	* *%	- -%	* *%	* *%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 31

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

QP7 (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	686	351	335	334	352
Effective Weighted Sample	673	344	329	328	345
Total	257	133	124	126	130
Sky satellite TV	121 47%	61 46%	61 49%	69 55% d	52 40%
Freeview (set-top box or built-in) with ONLY free channels	84 33%	44 33%	40 33%	35 28%	49 38% c
Virgin Media (Cable TV)	26 10%	14 11%	12 10%	14 11%	12 9%
Other satellite TV	12 5%	7 5%	5 4%	4 3%	8 6%
Freesat satellite TV	11 4%	4 3%	6 5%	5 4%	5 4%
Freeview (set-top box or built-in) with free channels PLUS payment for extra services such as Now TV or PictureBox Films	8 3%	6 4%	2 2%	4 3%	5 4%
TalkTalk TV	6 2%	2 2%	4 3%	3 2%	4 3%
BT Vision/ BT TV	6 2%	4 3%	2 2%	3 2%	3 3%
Don't know	2 1%	1 1%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 31

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

QP7 (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

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

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	686	351	335	334	352
Effective Weighted Sample	673	344	329	328	345
Total	257	133	124	126	130
ANY SATELLITE	144	72	72	78	66
	56%	54%	58%	62%	50%
				d	
ANY FREEVIEW	90	48	42	37	53
	35%	36%	34%	29%	41%
				c	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 32

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

QP8 (SHOWCARD) Can you or anyone in your household watch TV programmes or films 'on-demand' through a TV set, or any other type of device in any of these ways?

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Free video on demand content available as part of your subscription through your TV service provider (e.g. Sky on Demand or Virgin on Demand)	71 28%	35 26%	36 29%	46 36% d	25 19%
Pay per view services from your TV service provider (e.g. on Sky Box Office or Virgin Movies)	58 23%	25 19%	33 27% a	38 30% d	20 15%
Broadcaster catch up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5)	57 22%	28 21%	29 23%	33 26% d	24 18%
Online subscription services such as Netflix or Amazon Prime (LoveFilm)	40 16%	21 16%	19 16%	28 22% d	13 10%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 32

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

QP8 (SHOWCARD) Can you or anyone in your household watch TV programmes or films 'on-demand' through a TV set, or any other type of device in any of these ways?

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Online pay per view or download to own services such as Blinkbox, iTunes store	7 3%	3 2%	4 4%	6 5% d	1 1%
TOTAL - YES	139 54%	71 53%	69 55%	82 65% d	57 44%
No	116 45%	62 47%	54 44%	43 34%	73 55% c
Don't know	2 1%	1 *%	1 1%	1 *%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 33

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

QP9 (SHOWCARD) Does your child watch TV programmes or films 'on-demand' in any of these ways? (MULTI CODE)

Base : Parents whose child has access to on-demand content at home

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	370	184	186	216	154
Effective Weighted Sample	363	181	183	213	150
Total	139	71	69	82	57
Free video on demand content available as part of your subscription through your TV service provider (e.g. Sky on Demand or Virgin on Demand)	33 24%	16 23%	17 25%	20 24%	13 23%
Broadcaster catch up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5)	21 15%	10 14%	11 16%	12 14%	9 16%
Online subscription services such as Netflix or Amazon Prime (LoveFilm)	21 15%	11 16%	9 14%	12 15%	9 15%
Pay per view services from your TV service provider (e.g. on Sky Box Office or Virgin Movies)	19 14%	10 15%	9 13%	13 16%	6 11%
Online pay per view or download to own services such as Blinkbox, iTunes store	2 1%	1 1%	1 1%	1 1%	1 1%
TOTAL - YES	69 50%	36 50%	34 49%	41 49%	29 50%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 33

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

QP9 (SHOWCARD) Does your child watch TV programmes or films 'on-demand' in any of these ways? (MULTI CODE)

Base : Parents whose child has access to on-demand content at home

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	370	184	186	216	154
Effective Weighted Sample	363	181	183	213	150
Total	139	71	69	82	57
No	70	35	35	41	28
	50%	50%	50%	51%	49%
Don't know	*	-	*	-	*
	*%	-%	1%	-%	1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 34

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

SUMMARY OF ACCESS TO AND USE OF ON-DEMAND TV SERVICES

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
CHILD WATCHES ON-DEMAND TV SERVICES	69	36	34	41	29
	27%	27%	27%	32% d	22%
CHILD DOES NOT WATCH ON-DEMAND TV SERVICES	70	35	35	41	28
	27%	26%	28%	33% d	21%
UNSURE WHETHER CHILD WATCHES ON-DEMAND TV SERVICES	*	-	*	-	*
	*%	-%	*%	-%	*%
HOUSEHOLD DOES NOT HAVE ACCESS TO ON-DEMAND TV SERVICES	116	62	54	43	73
	45%	47%	44%	34%	55% c
UNSURE WHETHER HOUSEHOLD HAS ACCESS TO ON-DEMAND TV SERVICES	2	1	1	1	1
	1%	*%	1%	*%	1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 35

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

QP10 (SHOWCARD) Which of these devices does your child ever use to watch television programmes or films at home or elsewhere, on-demand. IF NECESSARY: By on-demand we mean catch up services (such as BBC iPlayer), free on-demand services from Virgin or Sky, paid on-demand services available on a pay per view basis, subscription services such as Netflix or Amazon Prime, pay per view or download to own services such as Blinkbox or iTunes Store. IF NECESSARY - Not DVDs or video clips IF NECESSARY - Not TV as it is broadcast. (MULTI CODE)

Base : Parents whose child watches any on-demand content at home

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	185	93	92	106	79
Effective Weighted Sample	182	91	90	104	77
Total	69	36	34	41	29
A television set	66	**	**	39	**
	95%	**	**	96%	**
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	12	**	**	6	**
	17%	**	**	15%	**
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	7	**	**	4	**
	10%	**	**	9%	**
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	4	**	**	3	**
	6%	**	**	8%	**
A desktop computer/ laptop/ netbook	3	**	**	2	**
	5%	**	**	4%	**
A portable media player (like an iPod Touch)	2	**	**	2	**
	3%	**	**	4%	**
Don't know	*	**	**	*	**
	1%	**	**	1%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 35

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

QP10 (SHOWCARD) Which of these devices does your child ever use to watch television programmes or films at home or elsewhere, on-demand. IF NECESSARY: By on-demand we mean catch up services (such as BBC iPlayer), free on-demand services from Virgin or Sky, paid on-demand services available on a pay per view basis, subscription services such as Netflix or Amazon Prime, pay per view or download to own services such as Blinkbox or iTunes Store. IF NECESSARY - Not DVDs or video clips IF NECESSARY - Not TV as it is broadcast. (MULTI CODE)

Base : Parents whose child watches any on-demand content at home

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	c	~d
Unweighted total	185	93	92	106	79
Effective Weighted Sample	182	91	90	104	77
Total	69	36	34	41	29
ONLY THROUGH A TV SET	51	**	**	30	**
	73%	**	**	74%	**
ANY DEVICE OTHER THAN A TV SET	18	**	**	10	**
	26%	**	**	25%	**
ONLY THROUGH A DEVICE OTHER THAN A TV SET	3	**	**	1	**
	4%	**	**	3%	**
THROUGH A COMPUTER/ LAPTOP/ TABLET	13	**	**	6	**
	19%	**	**	16%	**
THROUGH A GAMES CONSOLE/ PLAYER	4	**	**	3	**
	6%	**	**	8%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 36

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

QP11 (SHOWCARD) And when your child watches television programmes or films on-demand which device do they mostly use? IF NECESSARY - At home or elsewhere IF NECESSARY - Not DVDs or video clips. IF NECESSARY - Not TV as it is broadcast (SINGLE CODE)

Base : Parents whose child watches any on-demand content at home

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	c	~d
Unweighted total	185	93	92	106	79
Effective Weighted Sample	182	91	90	104	77
Total	69	36	34	41	29
A television set	62	**	**	36	**
	89%	**	**	88%	**
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	3	**	**	2	**
	5%	**	**	4%	**
A desktop computer/ laptop/ netbook	2	**	**	1	**
	2%	**	**	2%	**
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	1	**	**	1	**
	2%	**	**	3%	**
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	1	**	**	*	**
	1%	**	**	1%	**
Don't know	1	**	**	1	**
	1%	**	**	2%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 37

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

QP12 (SHOWCARD) How frequently does your child watch any On-Demand content through any type of device? IF NECESSARY: By on-demand we mean catch up services (such as BBC iPlayer), free on-demand services from Virgin or Sky, paid on-demand services available on a pay per view basis, subscription services such as Netflix or Amazon Prime, pay per view or download to own services such as Blinkbox or iTunes Store. IF NECESSARY - Not DVDs or video clips. IF NECESSARY - Not TV as it is broadcast (SINGLE CODE)

Base : Parents whose child watches any on-demand content at home

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	185	93	92	106	79
Effective Weighted Sample	182	91	90	104	77
Total	69	36	34	41	29
Every day	21	**	**	12	**
	31%	**	**	30%	**
4-6 days per week	8	**	**	4	**
	11%	**	**	11%	**
2-3 days per week	15	**	**	9	**
	21%	**	**	22%	**
Once a week	9	**	**	5	**
	14%	**	**	13%	**
AT LEAST WEEKLY	53	**	**	31	**
	76%	**	**	77%	**
NOT DAILY BUT AT LEAST WEEKLY	32	**	**	19	**
	46%	**	**	46%	**
Less frequently than once a week	16	**	**	9	**
	23%	**	**	21%	**
Don't know	1	**	**	1	**
	1%	**	**	2%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 38

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

QP13A Please think about the time your child spends watching television on a TV set on a typical school day. How many hours would you say he/ she spends watching TV programmes on a TV set at home or elsewhere on a typical school day? IF NECESSARY - This could be watching TV programmes or films as they are broadcast or on-demand content which can be accessed at a time that is convenient. IF NECESSARY - Not watching DVDs. (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	677	348	329	328	349
Effective Weighted Sample	664	341	323	322	342
Total	253	132	122	124	129
None	4 2%	2 2%	2 2%	3 2%	2 1%
Up to 1 hour	96 38%	51 39%	45 37%	53 43% d	43 33%
Up to 2 hours	95 38%	47 36%	49 40%	49 40%	46 36%
Up to 3 hours	34 13%	19 14%	15 13%	13 10%	21 17% c
Up to 4 hours	16 6%	10 8%	6 5%	5 4%	11 9% c
Up to 5 hours	4 1%	1 1%	2 2%	1 1%	3 2%
Up to 6 hours	3 1%	1 1%	2 1%	1 1%	2 1%
Up to 8 hours	1 *% *%	* *% *%	* *% *%	- -% -%	1 1% *%
Don't know	* *%	* *%	- -%	- -%	* *%
Mean number of hours	1.9	1.9	1.9	1.7	2.1 c
Standard deviation	1.15	1.14	1.15	.97	1.27
Standard error	.04	.06	.06	.05	.07
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 39

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

QP13B And how many hours would you say he/ she watches TV programmes on a TV set on a weekend day? (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	348	329	328	349
Effective Weighted Sample	664	341	323	322	342
Total	253	132	122	124	129
None	7 3%	3 3%	3 3%	3 2%	4 3%
Up to 1 hour	53 21%	28 21%	25 20%	26 21%	27 21%
Up to 2 hours	84 33%	43 33%	40 33%	45 37% d	38 29%
Up to 3 hours	48 19%	24 18%	24 19%	25 20%	23 18%
Up to 4 hours	35 14%	19 14%	17 14%	18 14%	17 13%
Up to 5 hours	15 6%	8 6%	7 6%	4 3%	11 8% c
Up to 6 hours	10 4%	5 4%	4 3%	3 2%	7 5% c
Up to 7 hours	1 *%	- -%	1 1%	* *%	1 1%
Up to 8 hours	1 1%	1 1%	* *%	- -%	1 1%
Over 8 hours	* *%	- -%	* *%	- -%	* *%
Mean number of hours	2.6	2.5	2.6	2.4	2.7 c
Standard deviation	1.51	1.51	1.53	1.29	1.69
Standard error	.06	.08	.08	.07	.09
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 40

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

QP13A-B HOURS WATCH TELEVISION ON A TV SET IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	348	329	328	349
Effective Weighted Sample	664	341	323	322	342
Total	253	132	122	124	129
None	2 1%	1 1%	1 1%	1 *%	1 1%
Up to 5 hours	16 6%	6 5%	10 8%	9 7%	7 5%
Up to 10 hours	69 27%	40 31%	29 24%	37 30%	32 25%
Up to 15 hours	67 27%	32 24%	35 29%	36 29%	31 24%
Up to 20 hours	47 18%	23 18%	24 19%	24 20%	22 17%
Up to 25 hours	26 10%	13 10%	13 11%	10 8%	16 12%
Up to 30 hours	15 6%	10 8%	5 4%	4 3%	11 9% c
Up to 35 hours	5 2%	2 2%	3 2%	2 2%	3 2%
Up to 40 hours	3 1%	2 1%	1 1%	1 *%	2 2%
Over 40 hours	3 1%	1 1%	2 1%	* *%	2 2%
Don't know	* *%	* *%	- -%	- -%	* *%
Mean number of hours	14.5	14.6	14.5	13.2	15.8 c
Standard deviation	8.00	7.98	8.06	6.72	8.91
Standard error	.31	.43	.44	.37	.48
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 41

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

QP14 (SHOWCARD) Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches television on any device

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total	682	349	333	330	352
Effective Weighted Sample	669	342	327	324	345
Total	255	132	123	125	131
Only children's TV programmes/ children's channels	160 63%	76 57%	84 68% a	82 66%	78 60%
No TV after a certain time	158 62%	86 65%	72 59%	82 66% d	76 58%
No programmes with violence	125 49%	63 48%	62 50%	67 54% d	57 44%
No programmes with nudity/ sexual content	124 49%	62 47%	62 50%	68 55% d	56 43%
No programmes with swearing/ bad language	123 48%	61 46%	62 51%	68 55% d	55 42%
Only DVDs/ videos with appropriate age rating	114 45%	55 41%	59 48%	60 48%	54 41%
Regularly check on what they're watching	104 41%	52 40%	52 42%	54 43%	50 38%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 41

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

QP14 (SHOWCARD) Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	682	349	333	330	352
Effective Weighted Sample	669	342	327	324	345
Total	255	132	123	125	131
Need a PIN or password to watch certain channels/ certain movie ratings	64 25%	31 24%	33 26%	36 29% d	28 21%
Can only watch when supervised/ not on their own	58 23%	29 22%	28 23%	33 27% d	25 19%
Only a DVD/ video that an adult or parent has watched first	45 17%	22 16%	23 19%	25 20%	20 15%
Other	2 1%	1 1%	2 1%	1 1%	1 1%
ANY RULES OR RESTRICTIONS	239 94%	123 93%	116 95%	119 95%	120 92%
No, do not have ANY rules or restrictions	16 6%	9 7%	7 5%	6 5%	10 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 42

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

QP15 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?

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

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	686	351	335	334	352
Effective Weighted Sample	673	344	329	328	345
Total	257	133	124	126	130
Yes	124 48%	60 45%	64 52%	67 53%	58 44%
No	125 49%	70 52%	55 44%	56 44%	69 53%
Don't know	8 3%	3 2%	4 4%	4 3%	4 3%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 43

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

QP16 - And can you tell me why that is? (MULTI CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	338	188	150	150	188
Effective Weighted Sample	331	184	147	147	184
Total	125	70	55	56	69
Child is too young for this to be a problem	84	47	37	38	46
	67%	68%	66%	69%	66%
Child is always supervised/ always an adult present	42	23	19	20	22
	34%	33%	35%	36%	32%
Didn't know this was possible	10	6	4	3	7
	8%	8%	8%	6%	10%
Don't know how to do this	6	5	2	2	5
	5%	7%	3%	3%	7%
Trust my child to be sensible/ responsible	6	3	2	3	3
	4%	5%	4%	5%	4%
It's not possible to set controls on my TV service	4	1	3	2	1
	3%	1%	5%	4%	2%
		a			
Child too old for setting these controls	3	1	1	1	1
	2%	2%	3%	3%	2%
Would interfere with viewing of siblings/ other family members	2	2	*	1	1
	2%	3%	1%	3%	1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 43

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

QP16 - And can you tell me why that is? (MULTI CODE)

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

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	338	188	150	150	188
Effective Weighted Sample	331	184	147	147	184
Total	125	70	55	56	69
Too complicated/ time consuming to install/ administer	1 1%	1 1%	- -%	* 1%	* 1%
Other	2 1%	1 1%	1 2%	1 1%	1 1%
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW TO DO IT	16 13%	10 14%	6 11%	5 9%	11 16%

c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 44

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

QP17 (SHOWCARD) Do you use these parental controls in any of these ways? (MULTI CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	327	155	172	173	154
Effective Weighted Sample	322	153	169	170	151
Total	124	60	64	67	58
Require a PIN to view a programme or film originally broadcast after 9pm	79 63%	41 68%	38 59%	43 64%	36 63%
'Adult' channels removed from the on-screen menu of channels	44 36%	27 45% b	17 27%	24 35%	21 36%
Blocked specific channels from being viewed at any time of the day	40 32%	20 34%	20 30%	21 31%	19 33%
Block films depending on their age rating	37 30%	17 29%	20 31%	19 28%	18 32%
Blocked specific channels from being viewed after a specific time (for example after 8pm)	25 20%	12 20%	13 20%	14 21%	11 19%
Other	3 2%	1 2%	2 3%	3 4% d	- -%
Don't know	9 7%	3 4%	6 9%	5 7%	4 7%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 45

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

QP18A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION SET PARENTAL CONTROLS - The controls we have are effective (SINGLE CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	327	155	172	173	154
Effective Weighted Sample	322	153	169	170	151
Total	124	60	64	67	58
Strongly disagree	5 4%	1 2%	4 6%	4 5%	1 3%
Slightly disagree	3 2%	1 2%	2 2%	1 1%	2 3%
TOTAL DISAGREE	8 6%	2 4%	5 8%	4 7%	3 6%
Neither/ nor	9 8%	4 7%	5 8%	6 9%	4 6%
Slightly agree	17 13%	8 14%	9 13%	11 16%	6 11%
Strongly agree	88 71%	44 73%	44 68%	44 66%	44 76%
TOTAL AGREE	105 84%	52 87%	52 82%	55 82%	50 87%
Don't know	2 2%	1 2%	1 2%	2 3%	1 1%
TOTAL NEITHER/ DON'T KNOW	12 10%	5 9%	7 10%	8 11%	4 7%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 46

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

QP18B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TELEVISION SET PARENTAL CONTROLS - I feel that my child is safer as a result of the controls we have (SINGLE CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	327	155	172	173	154
Effective Weighted Sample	322	153	169	170	151
Total	124	60	64	67	58
Strongly disagree	5 4%	2 3%	3 5%	3 4%	2 3%
Slightly disagree	2 2%	* 1%	2 3%	2 2%	1 1%
TOTAL DISAGREE	7 6%	2 3%	5 8%	4 7%	3 5%
Neither/ nor	14 11%	6 9%	8 13%	7 11%	7 11%
Slightly agree	21 17%	11 18%	10 15%	14 21% d	7 11%
Strongly agree	82 66%	41 68%	41 63%	40 60%	41 72% c
TOTAL AGREE	102 82%	52 87% b	50 78%	54 82%	48 83%
Don't know	1 1%	* 1%	1 1%	1 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	15 12%	6 10%	9 14%	8 12%	7 12%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 50

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

QP19A (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	682	349	333	330	352
Effective Weighted Sample	669	342	327	324	345
Total	255	132	123	125	131
Very concerned	11 4%	5 3%	6 5%	6 5%	5 4%
Fairly concerned	22 9%	13 10%	9 7%	14 11%	8 6%
TOTAL CONCERNED	33 13%	18 13%	15 12%	20 16%	13 10%
Neither/ nor	21 8%	10 8%	11 9%	11 9%	10 8%
Not very concerned	56 22%	30 23%	25 20%	28 23%	28 21%
Not at all concerned	146 57%	74 56%	72 59%	66 53%	80 61%
TOTAL NOT CONCERNED	202 79%	104 79%	97 79%	94 76%	107 82%
Don't know	* *%	- -%	* *%	- -%	* *%
TOTAL NEITHER/ DON'T KNOW	21 8%	10 8%	11 9%	11 9%	10 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 51

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

QP19B (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - How much time they spend watching television (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	682	349	333	330	352
Effective Weighted Sample	669	342	327	324	345
Total	255	132	123	125	131
Very concerned	11 4%	5 4%	5 4%	7 5%	4 3%
Fairly concerned	26 10%	15 11%	11 9%	18 15%	8 6%
TOTAL CONCERNED	37 14%	20 15%	16 13%	25 20%	12 9%
Neither/ nor	25 10%	12 9%	12 10%	16 13%	9 7%
Not very concerned	56 22%	33 25%	23 19%	23 19%	32 25%
Not at all concerned	138 54%	67 51%	71 58%	60 48%	78 60%
TOTAL NOT CONCERNED	193 76%	99 75%	94 76%	83 67%	110 84%
Don't know	* *%	- -%	* *%	* *%	- -%
TOTAL NEITHER/ DON'T KNOW	25 10%	12 9%	13 10%	16 13%	9 7%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 52

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

QP20 (SHOWCARD) I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (SINGLE CODE)

Base : Parents whose child watches television on any device

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	682	349	333	330	352
Effective Weighted Sample	669	342	327	324	345
Total	255	132	123	125	131
Very concerned	6 2%	3 2%	3 3%	4 3%	3 2%
Fairly concerned	18 7%	11 8%	7 6%	12 9%	6 5%
				d	
TOTAL CONCERNED	24 10%	14 10%	11 9%	15 12%	9 7%
				d	
Not very concerned	66 26%	35 26%	31 25%	31 25%	35 27%
Not at all concerned	162 63%	82 62%	80 65%	76 61%	85 65%
TOTAL NOT CONCERNED	228 89%	117 88%	111 90%	107 86%	121 92%
					c
Don't know	3 1%	2 1%	1 1%	2 2%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 53

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

QP21 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	63	36	27	39	24
Effective Weighted Sample	62	36	27	39	24
Total	24	14	11	15	9
Bad language	**	**	**	**	**
	**	**	**	**	**
Unsuitable content for younger people/ children	**	**	**	**	**
	**	**	**	**	**
Violence (in general)	**	**	**	**	**
	**	**	**	**	**
Sex/ sexually explicit content	**	**	**	**	**
	**	**	**	**	**
Unsuitable content aired too early/ pre-watershed/ before 9pm	**	**	**	**	**
	**	**	**	**	**
Nakedness/ naked bodies/ naked body parts	**	**	**	**	**
	**	**	**	**	**
Overtly sexual performances	**	**	**	**	**
	**	**	**	**	**
Portrayal of anti-social behaviour	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 53

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

QP21 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	63	36	27	39	24
Effective Weighted Sample	62	36	27	39	24
Total	24	14	11	15	9
Generally unsuitable content of a sexual nature (i.e. not sex, but sexually provocative)	**	**	**	**	**
	**	**	**	**	**
Glamorisation of certain lifestyles	**	**	**	**	**
	**	**	**	**	**
Lack of respect towards adults	**	**	**	**	**
	**	**	**	**	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	**	**	**	**	**
	**	**	**	**	**
Invasion of privacy/ not respecting people's privacy	**	**	**	**	**
	**	**	**	**	**
Negative portrayal of women/ objectification of women	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 53

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

QP21 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

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

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	63	36	27	39	24
Effective Weighted Sample	62	36	27	39	24
Total	24	14	11	15	9
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	**	**	**	**	**
	**	**	**	**	**
Portrayal of disaster victims/ death/ accidents in the news/ the news (in general)	**	**	**	**	**
	**	**	**	**	**
Other	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 54

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

QP22 (SHOWCARD) And which of these types of programmes concern you regarding your child's television viewing, during the day and up until 9pm in the evening, in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	63	36	27	39	24
Effective Weighted Sample	62	36	27	39	24
Total	24	14	11	15	9
Reality programmes	**	**	**	**	**
	**	**	**	**	**
News programmes	**	**	**	**	**
	**	**	**	**	**
Films	**	**	**	**	**
	**	**	**	**	**
Soaps	**	**	**	**	**
	**	**	**	**	**
Children's programmes	**	**	**	**	**
	**	**	**	**	**
Dramas	**	**	**	**	**
	**	**	**	**	**
Current affairs programmes	**	**	**	**	**
	**	**	**	**	**
Documentaries	**	**	**	**	**
	**	**	**	**	**
Music videos shown on music channels or general channels	**	**	**	**	**
	**	**	**	**	**
Talent shows	**	**	**	**	**
	**	**	**	**	**
Trailers for programmes	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 54

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

QP22 (SHOWCARD) And which of these types of programmes concern you regarding your child's television viewing, during the day and up until 9pm in the evening, in the last 12 months? (MULTI CODE)

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

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	63	36	27	39	24
Effective Weighted Sample	62	36	27	39	24
Total	24	14	11	15	9
General entertainment including quiz shows	**	**	**	**	**
	**	**	**	**	**
Magazine style shows	**	**	**	**	**
	**	**	**	**	**
Adverts	**	**	**	**	**
	**	**	**	**	**
Cartoons/The Simpsons/ Family Guy	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 55

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	63 24%	32 24%	31 25%	37 30% d	25 19%
A laptop/ netbook	50 20%	27 20%	23 19%	28 22%	22 17%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	39 15%	19 14%	20 16%	23 18% d	16 12%
A desktop computer	19 8%	10 8%	9 7%	13 11% d	6 5%
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	8 3%	5 4%	4 3%	5 4%	3 3%
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	5 2%	2 2%	3 2%	3 3%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 55

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	3	2	1	2	1
	1%	2%	1%	1%	1%
A portable media player (like an iPod Touch)	3	1	1	2	1
	1%	1%	1%	1%	1%
E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)	2	1	1	1	1
	1%	1%	1%	1%	1%
Other type of device	*	*	-	-	*
	*%	*%	-%	-%	*%
Does not go online	157	79	77	69	87
	61%	59%	62%	55%	67%
					c
Don't know	*	*	-	*	-
	*%	*%	-%	*%	-%
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	100	54	47	57	44
	39%	40%	38%	45%	33%
				d	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 55

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
ANY USE OF DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	61 24%	32 24%	28 23%	35 28% d	25 19%
ANY USE OF GAMES CONSOLE/ PLAYER TO GO ONLINE AT HOME OR ELSEWHERE	10 4%	6 4%	4 3%	6 5%	4 3%
ANY USE OF ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	79 31%	40 30%	39 31%	46 36% d	33 25%
ONLY USE ALTERNATIVE AND NOT PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	40 15%	21 16%	18 15%	21 17%	18 14%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 56

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	51 20%	25 19%	26 21%	31 24% d	20 15%
A laptop/ netbook	19 7%	12 9%	7 5%	9 7%	10 7%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	18 7%	10 7%	8 6%	8 6%	10 7%
A desktop computer	9 4%	4 3%	5 4%	6 5%	3 3%
Other type of device	2 1%	2 2% b	- -%	2 1%	1 1%
Does not go online	157 61%	79 59%	77 62%	69 55%	87 67% c
Don't know	1 1%	1 *%	1 1%	1 1% d	- -%
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	100 39%	54 40%	47 38%	57 45% d	44 33%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 56

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
MOSTLY USE DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	28 11%	16 12%	12 10%	15 12%	13 10%
MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE AT HOME OR ELSEWHERE	1 *%	1 1%	- -%	1 1%	* *%
MOSTLY USE ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	71 28%	37 28%	34 27%	40 32% d	31 23%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 57

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	51 51%	25 46%	26 56%	31 54%	20 46%
A laptop/ netbook	19 19%	12 23%	7 15%	9 17%	10 22%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	18 18%	10 19%	8 16%	8 14%	10 22%
A desktop computer	9 9%	4 7%	5 11%	6 10%	3 8%
Other type of device	2 2%	2 4%	- -%	2 3%	1 2%
Don't know	1 1%	* 1%	1 2%	1 2%	- -%
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	100 100%	54 100%	47 100%	57 100%	44 100%
MOSTLY USE DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	28 28%	16 30%	12 26%	15 27%	13 30%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 57

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

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

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE AT HOME OR ELSEWHERE	1 1%	1 2%	- -%	1 1%	* 1%
MOSTLY USE ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	71 71%	37 69%	34 73%	40 71%	31 70%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 58

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

QP25A Please think about the time your child spends going online at home or elsewhere on a typical school day on any device whether it's a desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone, a games console or a media player like an iPod Touch. How many hours would you say he/ she spends going online at home or elsewhere on a typical school day? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
None	15	8	7	8	7
	15%	14%	15%	15%	15%
Up to 1 hour	71	35	36	41	30
	71%	66%	77%	73%	68%
Up to 2 hours	12	9	3	6	6
	12%	17%	6%	10%	14%
		b			
Up to 3 hours	2	1	1	1	1
	2%	2%	2%	2%	2%
Up to 4 hours	*	*	-	-	*
	*%	1%	-%	-%	1%
Up to 5 hours	*	*	-	-	*
	*%	1%	-%	-%	1%
Mean number of hours	.9	1.0	.7	.8	.9
		b			
Standard deviation	.70	.77	.59	.63	.79
Standard error	.04	.07	.05	.05	.07
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 59

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

QP25B And how many hours would you say he/ she goes online at home or elsewhere on a weekend day? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
None	10	6	4	5	5
	10%	10%	9%	9%	11%
Up to 1 hour	59	30	28	35	24
	58%	56%	61%	61%	55%
Up to 2 hours	22	12	10	12	10
	22%	22%	22%	21%	23%
Up to 3 hours	6	4	2	3	3
	6%	8%	4%	5%	7%
Up to 4 hours	2	2	*	1	1
	2%	3%	1%	1%	3%
Up to 5 hours	1	-	1	1	-
	1%	-%	1%	1%	-%
Up to 6 hours	1	-	1	1	-
	1%	-%	2%	1%	-%
Up to 7 hours	*	*	-	-	*
	*%	1%	-%	-%	1%
Mean number of hours	1.2	1.3	1.2	1.2	1.3
Standard deviation	1.06	1.06	1.07	1.06	1.07
Standard error	.07	.09	.10	.09	.10
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 60

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
None	7	3	4	4	3
	7%	6%	8%	7%	6%
Up to 5 hours	39	19	20	23	16
	39%	35%	44%	40%	37%
Up to 10 hours	38	19	18	21	16
	38%	36%	40%	38%	37%
Up to 15 hours	11	10	2	6	6
	11%	18%	3%	10%	13%
		b			
Up to 20 hours	3	2	2	2	1
	3%	3%	3%	3%	3%
Up to 25 hours	1	*	1	1	*
	1%	1%	2%	2%	1%
Up to 30 hours	1	*	*	*	*
	1%	1%	1%	1%	1%
Up to 40 hours	*	*	-	-	*
	*%	1%	-%	-%	1%
Mean number of hours	6.8	7.4	6.1	6.6	7.1
		b			
Standard deviation	5.12	5.41	4.73	4.81	5.55
Standard error	.32	.46	.43	.40	.52
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 61

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

QP26 (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Only use websites approved by parents	60	32	28	34	26
	60%	60%	60%	60%	60%
Rules about when and where they can go online (e.g. time of day and amount of time online, and device they use to go online)	17	7	10	11	7
	17%	13%	22%	19%	15%
Rules about online purchasing	15	8	7	7	7
	14%	15%	14%	13%	16%
Rules about contact with people online (e.g. no contact with strangers, no sharing of personal information, etc.)	13	6	6	8	5
	13%	12%	14%	13%	12%
Rules about how to behave online	11	6	5	6	5
	11%	11%	11%	11%	12%
Rules about downloading/ sharing content	11	6	5	5	5
	11%	11%	11%	10%	12%
Rules about use of Instant Messaging	10	5	5	6	4
	10%	9%	11%	11%	9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 61

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

QP26 (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Rules about use of social media/ social networking sites	10 10%	6 11%	4 10%	6 10%	4 10%
Rules about trying to get around filters/ online controls/ using proxy servers	7 7%	3 6%	4 9%	5 9%	2 5%
Rules about keeping passwords safe/ not sharing passwords	7 7%	3 5%	4 10%	4 7%	3 7%
Rules about only accessing the internet when out and about in locations that display the 'Friendly WiFi' symbol	5 5%	1 2%	4 8% a	3 6%	1 3%
Other types of rules	3 3%	2 3%	2 4%	3 5%	1 2%
ANY RULES OR RESTRICTIONS ABOUT CHILD'S ONLINE ACTIVITIES	70 69%	38 71%	32 68%	40 70%	30 68%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.**Table 61**

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

QP26 (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
No, don't have these types of rules	31	16	15	17	14
	31%	29%	32%	30%	32%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 62

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Sitting beside them and watching or helping them while they are online	69 68%	37 68%	32 68%	39 69%	30 68%
Being nearby and regularly checking what they do	56 56%	29 54%	27 57%	32 57%	23 53%
Asking about what they are doing or have been doing online	25 25%	14 26%	11 24%	15 27%	10 22%
Check the browser/ device history after they have been online	13 13%	9 16%	5 10%	8 14%	5 12%
Other types of supervision	2 2%	1 2%	1 3%	2 3%	1 2%
ANY TYPES OF SUPERVISION	95 95%	51 94%	45 96%	54 95%	42 95%
No, don't supervise their online access and use	5 5%	3 6%	2 4%	3 5%	2 5%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 63

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

QP28 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Content on sites or apps that might be unsuitable for their age	18 18%	12 22%	6 13%	11 19%	7 16%
Believing everything they see or hear online	11 11%	6 12%	4 9%	5 9%	5 13%
Talking to or meeting people they only know online	6 6%	2 4%	4 9%	4 7%	2 5%
Sharing too much information online	5 5%	3 5%	3 6%	3 6%	2 4%
Trying to access inappropriate content/ bypass filters	5 5%	4 7%	2 3%	3 6%	2 5%
Downloading or getting viruses or downloading other harmful software as a result of what they do online	5 5%	3 6%	1 3%	2 3%	3 6%
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 63

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

QP28 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
The possibility of them bullying others online or making negative comments about other people online	4 4%	2 3%	2 5%	2 4%	1 3%
Being bullied online/ cyberbullying	3 3%	2 4%	1 3%	2 4%	1 3%
The pressure to spend money online	2 2%	1 2%	1 3%	2 3%	* 1%
How their online use now could impact them in the future	2 2%	1 1%	1 2%	1 3%	* 1%
Illegal online sharing or accessing of copyrighted material	1 1%	- -%	1 3%	1 1%	* 1%
Sending inappropriate personal pictures to someone they know	1 1%	- -%	1 2%	* 1%	* 1%
Any other aspects of managing online risks	1 1%	1 2%	* 1%	1 2%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 63

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

QP28 (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
TOTAL HAVE TALKED TO CHILD ABOUT ANY OF THESE RISKS	30 30%	20 36% b	11 23%	18 32%	12 28%
No, have not talked to my child about managing online risks	70 70%	34 64%	36 77% a	39 68%	32 72%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 64

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

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

Base : Parents who have ever talked to their child about managing online risks

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	77	49	28	45	32
Effective Weighted Sample	76	48	27	44	31
Total	30	20	11	18	12
At least every few weeks	**	**	**	**	**
	**	**	**	**	**
At least every few months	**	**	**	**	**
	**	**	**	**	**
EVERY FEW WEEKS OR EVERY FEW MONTHS	**	**	**	**	**
	**	**	**	**	**
Less often than every few months, but more than once	**	**	**	**	**
	**	**	**	**	**
Have talked to them once, and not since then	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 65

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
At least every few weeks	18 18%	13 24%	5 11%	10 17%	8 18%
At least every few months	7 7%	4 8%	2 5%	6 10%	1 3%
EVERY FEW WEEKS OR EVERY FEW MONTHS	25 25%	17 32%	7 16%	15 27%	9 21%
Less often than every few months, but more than once	2 2%	* 1%	2 4%	1 1%	1 3%
Have talked to them once, and not since then	3 3%	1 2%	2 3%	1 2%	1 3%
Don't know	1 1%	1 2%	* 1%	1 1%	* 1%
HAVE NEVER TALKED TO CHILD ABOUT MANAGING ONLINE RISKS	70 70%	34 64%	36 77%	39 68%	32 72%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 66

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

QP30 And can you tell me why you have not talked with your child about these things? (MULTI CODE)

Base : Parents who have not talked to their child about managing online risks

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	185	90	95	101	84
Effective Weighted Sample	182	89	94	100	83
Total	70	34	36	39	32
Child too young for this kind of conversation	67	**	**	37	**
	95%	**	**	95%	**
Child is always supervised when online	7	**	**	5	**
	9%	**	**	13%	**
Child too old for this kind of conversation	1	**	**	*	**
	2%	**	**	1%	**
Child has learnt about this at school	1	**	**	*	**
	1%	**	**	1%	**
Haven't got round to it	*	**	**	-	**
	1%	**	**	-%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 73

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

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

Base : Parents with a fixed broadband connection available to their child at home- where child goes online

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	~d
Unweighted total	221	115	106	131	90
Effective Weighted Sample	218	113	104	129	89
Total	86	45	40	51	34
AWARE AND USE	21	12	9	10	**
	25%	26%	24%	20%	**
AWARE AND STOPPED USING	*	-	*	*	**
	*%	-%	1%	1%	**
AWARE BUT NEVER USED	34	19	15	22	**
	39%	41%	38%	44%	**
TOTAL AWARE	55	30	25	33	**
	65%	67%	62%	64%	**
TOTAL NOT AWARE	30	15	15	18	**
	35%	33%	38%	36%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 74

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

QP31B/ QP32B/ QP33B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

Base : Parents with a fixed broadband connection available to their child at home- where child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	~d
Unweighted total	221	115	106	131	90
Effective Weighted Sample	218	113	104	129	89
Total	86	45	40	51	34
AWARE AND USE	20	11	9	10	**
	23%	23%	23%	20%	**
AWARE AND STOPPED USING	2	*	1	1	**
	2%	1%	4%	2%	**
AWARE BUT NEVER USED	33	18	15	22	**
	38%	40%	37%	43%	**
TOTAL AWARE	55	29	26	33	**
	64%	64%	63%	65%	**
TOTAL NOT AWARE	31	16	15	18	**
	36%	36%	37%	35%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 76

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

QP31C/ QP32C/ QP33C SUMMARY OF AWARENESS AND USE - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.

Base : Parents with a fixed broadband connection available to their child at home- where child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	221	115	106	131	90
Effective Weighted Sample	218	113	104	129	89
Total	86	45	40	51	34
AWARE AND USE	12	5	7	6	**
	14%	11%	17%	13%	**
AWARE AND STOPPED USING	*	*	-	*	**
	*%	1%	-%	1%	**
AWARE BUT NEVER USED	30	18	12	20	**
	35%	40%	30%	39%	**
TOTAL AWARE	43	23	19	27	**
	50%	52%	47%	52%	**
TOTAL NOT AWARE	43	22	21	24	**
	50%	48%	53%	48%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 78

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

QP31D/ QP32D/ QP33D SUMMARY OF AWARENESS AND USE - PIN/ Password required to enter websites unless already approved

Base : Parents with a fixed broadband connection available to their child at home- where child goes online

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	221	115	106	131	90
Effective Weighted Sample	218	113	104	129	89
Total	86	45	40	51	34
AWARE AND USE	26	14	12	16	**
	30%	30%	30%	31%	**
AWARE BUT NEVER USED	31	17	14	19	**
	36%	37%	35%	37%	**
TOTAL AWARE	57	31	26	35	**
	67%	68%	66%	68%	**
TOTAL NOT AWARE	29	15	14	17	**
	33%	32%	34%	32%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 79

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

QP31E/ QP32E/ QP33E SUMMARY OF AWARENESS AND USE - Safe search enabled on search engine websites - e.g. Google

Base : Parents with a fixed broadband connection available to their child at home- where child goes online

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	221	115	106	131	90
Effective Weighted Sample	218	113	104	129	89
Total	86	45	40	51	34
AWARE AND USE	11	6	6	7	**
	13%	12%	14%	14%	**
AWARE BUT NEVER USED	24	12	12	17	**
	29%	28%	30%	33%	**
TOTAL AWARE	36	18	18	24	**
	42%	40%	44%	46%	**
TOTAL NOT AWARE	50	27	23	27	**
	58%	60%	56%	54%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 80

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

QP31F/ QP32F/ QP33F SUMMARY OF AWARENESS AND USE - YouTube safety mode enabled to filter inappropriate content

Base : Parents with a fixed broadband connection available to their child at home- where child goes online

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	221	115	106	131	90
Effective Weighted Sample	218	113	104	129	89
Total	86	45	40	51	34
AWARE AND USE	16	8	8	8	**
	19%	18%	20%	16%	**
AWARE AND STOPPED USING	1	-	1	1	**
	1%	-%	2%	1%	**
AWARE BUT NEVER USED	20	11	9	14	**
	23%	25%	22%	27%	**
TOTAL AWARE	37	20	18	23	**
	44%	43%	44%	44%	**
TOTAL NOT AWARE	48	26	23	29	**
	56%	57%	56%	56%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 81

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

QP31G/ QP32G/ QP33G SUMMARY OF AWARENESS AND USE - Software that can limit the amount of time spent online

Base : Parents with a fixed broadband connection available to their child at home- where child goes online

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	221	115	106	131	90
Effective Weighted Sample	218	113	104	129	89
Total	86	45	40	51	34
AWARE AND USE	5	3	2	2	**
	6%	6%	6%	4%	**
AWARE AND STOPPED USING	1	*	*	1	**
	1%	1%	1%	2%	**
AWARE BUT NEVER USED	24	11	13	19	**
	29%	25%	32%	36%	**
TOTAL AWARE	30	15	16	21	**
	35%	32%	39%	42%	**
TOTAL NOT AWARE	55	31	25	30	**
	65%	68%	61%	58%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 82

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

QP31H/ QP32H/ QP33H SUMMARY OF AWARENESS AND USE - Software to protect against junk email/ spam or computer viruses

Base : Parents with a fixed broadband connection available to their child at home- where child goes online

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	221	115	106	131	90
Effective Weighted Sample	218	113	104	129	89
Total	86	45	40	51	34
AWARE AND USE	12	6	6	6	**
	14%	13%	15%	11%	**
AWARE BUT NEVER USED	27	13	14	19	**
	31%	29%	34%	38%	**
TOTAL AWARE	39	19	20	25	**
	45%	43%	49%	49%	**
TOTAL NOT AWARE	47	26	21	26	**
	55%	57%	51%	51%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 83

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

QP31I/ QP32I/ QP33I SUMMARY OF AWARENESS AND USE - Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
		~a	~b	~c	~d
Significance Level: 95%					
Unweighted total	3	3	-	1	2
Effective Weighted Sample	3	3	-	1	2
Total	1	1	-	*	1
AWARE BUT NEVER USED	**	**	-	**	**
	**	**	-%	**	**
TOTAL AWARE	**	**	-	**	**
	**	**	-%	**	**
TOTAL NOT AWARE	**	**	-	**	**
	**	**	-%	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 84

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

QP31J/ QP32J/ QP33J SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents whose child uses a smartphone or tablet computer

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	358	176	182	193	165
Effective Weighted Sample	352	173	179	190	162
Total	136	68	68	74	62
AWARE AND USE	18	9	9	8	10
	13%	13%	13%	10%	16%
AWARE BUT NEVER USED	31	15	16	19	12
	23%	22%	23%	26%	19%
TOTAL AWARE	49	24	25	27	22
	36%	35%	36%	36%	35%
TOTAL NOT AWARE	87	44	44	47	40
	64%	65%	64%	64%	65%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 85

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

QP31K/ QP32K/ QP33K SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	358	176	182	193	165
Effective Weighted Sample	352	173	179	190	162
Total	136	68	68	74	62
AWARE AND USE	17	8	9	6	11
	12%	12%	13%	8%	18%
					c
AWARE BUT NEVER USED	29	16	13	17	11
	21%	23%	19%	23%	18%
TOTAL AWARE	45	24	22	23	22
	33%	35%	32%	31%	36%
TOTAL NOT AWARE	91	44	47	51	40
	67%	65%	68%	69%	64%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 86

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

QP31L/ QP32L/ QP33L SUMMARY OF AWARENESS AND USE - Parental control software to restrict app installation/ use

Base : Parents whose child uses a smartphone or tablet computer

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	358	176	182	193	165
Effective Weighted Sample	352	173	179	190	162
Total	136	68	68	74	62
AWARE AND USE	14	8	6	5	9
	10%	12%	9%	7%	14%
					c
AWARE AND STOPPED USING	1	*	*	1	-
	1%	1%	1%	1%	-%
AWARE BUT NEVER USED	29	15	14	18	12
	21%	22%	21%	24%	19%
TOTAL AWARE	44	23	21	24	20
	32%	34%	31%	32%	33%
TOTAL NOT AWARE	92	45	47	50	42
	68%	66%	69%	68%	67%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 88

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

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

Base : Parents with a fixed broadband connection available to their child at home using the tool 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
		~a	~b	~c	~d
Significance Level: 95%					
Unweighted total	55	30	25	26	29
Effective Weighted Sample	54	30	25	26	29
Total	21	12	9	10	11
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 89

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

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with a fixed broadband connection available to their child at home using the tool 'Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	51	27	24	26	25
Effective Weighted Sample	50	27	24	26	25
Total	20	11	9	10	10
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 90

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

QP34C/ QP35C/ QP36C FEEDBACK FROM USERS OF - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (SINGLE CODE)

Base : Parents with a fixed broadband connection available to their child at home using the tool 'Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	30	12	18	16	14
Effective Weighted Sample	30	12	18	16	14
Total	12	5	7	6	5
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 91

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

QP34D/ QP35D/ QP36D FEEDBACK FROM USERS OF - PIN/ Password required to enter websites unless already approved (SINGLE CODE)

Base : Parents with a fixed broadband connection available to their child at home using the tool 'PIN/ Password required to enter websites unless already approved'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	66	34	32	40	26
Effective Weighted Sample	65	34	32	39	26
Total	26	14	12	16	10
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 92

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

QP34E/ QP35E/ QP36E FEEDBACK FROM USERS OF - Safe search enabled on search engine websites - e.g. Google (SINGLE CODE)

Base : Parents with a fixed broadband connection available to their child at home using the tool 'Safe search enabled on search engine websites - e.g. Google'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	29	14	15	18	11
Effective Weighted Sample	29	14	15	18	11
Total	11	6	6	7	4
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 93

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

QP34F/ QP35F/ QP36F FEEDBACK FROM USERS OF - YouTube safety mode enabled to filter inappropriate content (SINGLE CODE)

Base : Parents with a fixed broadband connection available to their child at home using the tool 'YouTube safety mode enabled to filter inappropriate content'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	42	21	21	21	21
Effective Weighted Sample	41	21	21	21	21
Total	16	8	8	8	8
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 94

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

QP34G/ QP35G/ QP36G FEEDBACK FROM USERS OF - Software that can limit the amount of time spent online (SINGLE CODE)

Base : Parents with a fixed broadband connection available to their child at home using the tool 'Software that can limit the amount of time spent online'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	13	7	6	5	8
Effective Weighted Sample	13	7	6	5	8
Total	5	3	2	2	3
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 95

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

QP34H/ QP35H/ QP36H FEEDBACK FROM USERS OF - Software to protect against junk email/ spam or computer viruses (SINGLE CODE)

Base : Parents with a fixed broadband connection available to their child at home using the tool 'Software to protect against junk email/ spam or computer viruses'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		~a	~b	~c	~d
Significance Level: 95%					
Unweighted total	31	15	16	15	16
Effective Weighted Sample	31	15	16	15	16
Total	12	6	6	6	6
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 97

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

QP34J/ QP35J/ QP36J FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any apps being downloaded (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool 'Change the settings on your child's phone or tablet to stop any apps being downloaded'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		~a	~b	~c	~d
Significance Level: 95%					
Unweighted total	46	23	23	19	27
Effective Weighted Sample	45	23	23	19	27
Total	18	9	9	8	10
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 98

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

QP34K/ QP35K/ QP36K FEEDBACK FROM USERS OF - Change the settings on your child's phone or tablet to stop any in-app purchases (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool 'Change the settings on your child's phone or tablet to stop any in-app purchases'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	45	21	24	16	29
Effective Weighted Sample	44	21	23	16	28
Total	17	8	9	6	11
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 99

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

QP34L/ QP35L/ QP36L FEEDBACK FROM USERS OF - Parental control software to restrict app installation/ use (SINGLE CODE)

Base : Parents whose child uses a smartphone or tablet computer using the tool 'Parental control software to restrict app installation/ use'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	36	20	16	13	23
Effective Weighted Sample	35	20	16	13	22
Total	14	8	6	5	9
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 100

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

QP37 (SHOWCARD) You said you use content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering). Do either of the options shown on this card apply to how your household uses this particular control? (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who use content filters provided by their broadband internet service provider (ISP network level home filtering)

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	55	30	25	26	29
Effective Weighted Sample	54	30	25	26	29
Total	21	12	9	10	11
Change the settings so they can be used differently by different members of the household	**	**	**	**	**
	**	**	**	**	**
Update or review the settings to meet the changing needs of your household	**	**	**	**	**
	**	**	**	**	**
EITHER OF THESE	**	**	**	**	**
	**	**	**	**	**
Neither of these	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 101

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

QP38 (SHOWCARD) You said you use Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider. Do either of the options shown on this card apply to how your household uses this particular control on any device used to go online? (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who use parental control software on a particular device used to go online (Net Nanny, McAfee Family Protection, Open DNS FamilyShield)

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	51	27	24	26	25
Effective Weighted Sample	50	27	24	26	25
Total	20	11	9	10	10
Change the settings so they can be used differently by different members of the household	**	**	**	**	**
	**	**	**	**	**
Update or review the settings to meet the changing needs of your household	**	**	**	**	**
	**	**	**	**	**
EITHER OF THESE	**	**	**	**	**
	**	**	**	**	**
Neither of these	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 102

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

QP39 (SHOWCARD) You said you use Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. Do either of the options shown on this card apply to how your household uses this particular control on any device used to go online? (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who use parental controls built into the device by the manufacturer

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	30	12	18	16	14
Effective Weighted Sample	30	12	18	16	14
Total	12	5	7	6	5
Change the settings so they can be used differently by different members of the household	**	**	**	**	**
	**	**	**	**	**
Update or review the settings to meet the changing needs of your household	**	**	**	**	**
	**	**	**	**	**
EITHER OF THESE	**	**	**	**	**
	**	**	**	**	**
Neither of these	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 103

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

SUMMARY AMONG USERS OF ANY TYPE OF PARENTAL CONTROL - EITHER ISP NETWORK LEVEL HOME FILTERING OR PARENTAL CONTROL SOFTWARE OR PARENTAL CONTROLS BUILT INTO THE DEVICE

Base : Parents with a fixed broadband connection available to their child at home who use parental controls - either ISP network level home filtering or parental control software or parental controls built into the device

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	82	44	38	45	37
Effective Weighted Sample	81	44	38	45	37
Total	32	18	15	18	14
Change the settings so they can be used differently by different members of the household	**	**	**	**	**
	**	**	**	**	**
Update or review the settings to meet the changing needs of your household	**	**	**	**	**
	**	**	**	**	**
EITHER OF THESE	**	**	**	**	**
	**	**	**	**	**
Neither of these	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 104

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

QP40 Where did you find information about tools or controls that you can use to manage your child's online access and use? (MULTI CODE)

Base : Parents who use any of the tools or controls

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	227	117	110	114	113
Effective Weighted Sample	224	116	108	113	111
Total	87	46	41	44	43
Information from internet service provider/ ISP	40 46%	19 42%	21 51%	19 43%	21 49%
Heard about it from a friend/ relative	34 40%	20 43%	15 36%	20 46%	14 33%
Heard about it from child's school	13 15%	8 17%	5 13%	9 21%	4 9%
Information from an online safety website (e.g. UK Safer Internet Centre)	9 10%	3 7%	6 14%	4 10%	5 11%
Read or heard about it from TV/ newspaper/ radio/ magazine	8 9%	4 8%	5 11%	5 12%	3 7%
Saw in store	5 6%	3 7%	2 6%	3 6%	3 6%
Information from government/ local authority/ regulator	4 4%	1 3%	2 6%	2 4%	2 5%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 104

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

QP40 Where did you find information about tools or controls that you can use to manage your child's online access and use? (MULTI CODE)

Base : Parents who use any of the tools or controls

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	227	117	110	114	113
Effective Weighted Sample	224	116	108	113	111
Total	87	46	41	44	43
Through my job/ work/ learned about it at work	3 3%	2 4%	1 3%	2 4%	1 3%
Heard about it from child	3 3%	2 5%	* 1%	2 5%	1 2%
From the manufacturers/ information came with the device/ through manuals	2 3%	2 5% b	- -%	2 4%	1 2%
Information from child welfare organisation/ charity	2 3%	1 3%	1 3%	1 3%	1 3%
Other	5 6%	2 5%	3 6%	3 7%	2 4%
Can't remember	5 5%	2 4%	3 7%	2 4%	3 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 105

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

QP41 (SHOWCARD) Please look at the reasons shown on this card. Which one of these describes why the technical tools or controls were put in place? (SINGLE CODE)

Base : Parents who use any of the tools or controls

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	227	117	110	114	113
Effective Weighted Sample	224	116	108	113	111
Total	87	46	41	44	43
Any were installed or loaded as a result of a negative experience	4 5%	2 5%	2 4%	2 5%	2 5%
Any were installed or loaded as a precaution/ just in case	54 63%	31 67%	24 58%	29 65%	26 60%
The tools/ controls came already installed/ loaded	25 29%	12 25%	14 34%	13 30%	12 29%
Don't know	3 4%	1 3%	2 5%	* 1%	3 6% c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 106

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

QP42A (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	88	47	41	59	29
Effective Weighted Sample	87	46	40	58	29
Total	34	19	15	23	11

PROMPTED RESPONSES

Child is always supervised/ always an adult present	**	**	**	**	**
	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	**	**	**	**	**
	**	**	**	**	**
Trust my child to be sensible/ responsible	**	**	**	**	**
	**	**	**	**	**
Filters block too much/ get in the way	**	**	**	**	**
	**	**	**	**	**
Child learns how to be safe on the internet at school	**	**	**	**	**
	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 106

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

QP42A (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	88	47	41	59	29
Effective Weighted Sample	87	46	40	58	29
Total	34	19	15	23	11
Filters don't block enough	**	**	**	**	**
	**	**	**	**	**
Too complicated/ time consuming to install/ administer	**	**	**	**	**
	**	**	**	**	**
SPONTANEOUS RESPONSES					
Child is not old enough/ is too young	**	**	**	**	**
	**	**	**	**	**
Other reasons	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 107

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

QP42B (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'Parental control software set up on a particular device used to go online (e.g Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	90	47	43	60	30
Effective Weighted Sample	89	46	43	59	30
Total	35	18	16	23	11

PROMPTED RESPONSES

Child is always supervised/ always an adult present	**	**	**	**	**
	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	**	**	**	**	**
	**	**	**	**	**
Trust my child to be sensible/ responsible	**	**	**	**	**
	**	**	**	**	**
Too complicated/ time consuming to install/ administer	**	**	**	**	**
	**	**	**	**	**
Filters don't block enough	**	**	**	**	**
	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 107

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

QP42B (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'Parental control software set up on a particular device used to go online (e.g Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
		~a	~b	~c	~d
Significance Level: 95%					
Unweighted total	90	47	43	60	30
Effective Weighted Sample	89	46	43	59	30
Total	35	18	16	23	11
Filters block too much/ get in the way	**	**	**	**	**
	**	**	**	**	**
Child learns how to be safe on the internet at school	**	**	**	**	**
	**	**	**	**	**
SPONTANEOUS RESPONSES					
Child is not old enough/ is too young	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 108

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

QP42C (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, Playstation etc.'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	79	47	32	52	27
Effective Weighted Sample	78	46	32	51	27
Total	31	19	12	20	10

PROMPTED RESPONSES

Child is always supervised/ always an adult present	**	**	**	**	**
	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	**	**	**	**	**
	**	**	**	**	**
Trust my child to be sensible/ responsible	**	**	**	**	**
	**	**	**	**	**
Too complicated/ time consuming to install/ administer	**	**	**	**	**
	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	**	**	**	**	**
	**	**	**	**	**
Filters block too much/ get in the way	**	**	**	**	**
	**	**	**	**	**
Child learns how to be safe on the internet at school	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 108

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

QP42C (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc. (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, Playstation etc.'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	79	47	32	52	27
Effective Weighted Sample	78	46	32	51	27
Total	31	19	12	20	10
Wouldn't work/ they'd find a way around any controls	**	**	**	**	**
	**	**	**	**	**
Filters don't block enough	**	**	**	**	**
	**	**	**	**	**
SPONTANEOUS RESPONSES					
Child is not old enough/ is too young	**	**	**	**	**
	**	**	**	**	**
We have/ use other means/ tool/ controls	**	**	**	**	**
	**	**	**	**	**
Child does not go online (at home)/ does not use this particular device/ site	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 109

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

QP42D (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Safe search enabled on search engine websites - e.g. Google (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'Safe search enabled on search engine websites - e.g Google'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		~a	~b	~c	~d
Significance Level: 95%					
Unweighted total	63	31	32	43	20
Effective Weighted Sample	62	31	31	42	20
Total	24	12	12	17	8

PROMPTED RESPONSES

Child is always supervised/ always an adult present	**	**	**	**	**
	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	**	**	**	**	**
	**	**	**	**	**
Trust my child to be sensible/ responsible	**	**	**	**	**
	**	**	**	**	**
Filters block too much/ get in the way	**	**	**	**	**
	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	**	**	**	**	**
	**	**	**	**	**
Child learns how to be safe on the internet at school	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 109

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

QP42D (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Safe search enabled on search engine websites - e.g. Google (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'Safe search enabled on search engine websites - e.g Google'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	63	31	32	43	20
Effective Weighted Sample	62	31	31	42	20
Total	24	12	12	17	8
SPONTANEOUS RESPONSES					
Child is not old enough/ is too young	**	**	**	**	**
	**	**	**	**	**
Other reasons	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 110

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

QP42E (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use YouTube safety mode enabled to filter inappropriate content (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'YouTube safety mode enabled to filter inappropriate content'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	54	28	26	37	17
Effective Weighted Sample	53	28	26	37	17
Total	21	11	10	14	6

PROMPTED RESPONSES

Child is always supervised/ always an adult present	**	**	**	**	**
	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	**	**	**	**	**
	**	**	**	**	**
Trust my child to be sensible/ responsible	**	**	**	**	**
	**	**	**	**	**
Filters block too much/ get in the way	**	**	**	**	**
	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	**	**	**	**	**
	**	**	**	**	**

SPONTANEOUS RESPONSES

We have/ use other means/ tool/ controls	**	**	**	**	**
	**	**	**	**	**
Child is not old enough/ is too young	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 110

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

QP42E (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use YouTube safety mode enabled to filter inappropriate content (MULTI CODE)

Base : Parents with a fixed broadband connection available to their child at home who are aware of but do not use the tool 'YouTube safety mode enabled to filter inappropriate content'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	54	28	26	37	17
Effective Weighted Sample	53	28	26	37	17
Total	21	11	10	14	6
Other reasons	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 111

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

QP42F (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider- e.g. O2, Vodafone, EE (MULTI CODE)

Base : Parents whose child uses a mobile phone who are aware of but do not use the tool 'Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider - e.g. O2, Vodafone, EE'

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

PROMPTED RESPONSES

Child is always supervised/ always an adult present

**	**	-	**	-
**	**	-%	**	-%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 112

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

QP42G (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Parental control software to restrict app installation/ use (MULTI CODE)

Base : Parents whose child uses a smartphone or tablet computer who are aware of but do not use the tool 'Parental control software to restrict app installation/ use'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	80	40	40	49	31
Effective Weighted Sample	79	39	39	48	31
Total	30	15	15	18	12

PROMPTED RESPONSES

Child is always supervised/ always an adult present	**	**	**	**	**
	**	**	**	**	**
I prefer to talk to my child and use supervision and rules	**	**	**	**	**
	**	**	**	**	**
Child learns how to be safe on the internet at school	**	**	**	**	**
	**	**	**	**	**
Trust my child to be sensible/ responsible	**	**	**	**	**
	**	**	**	**	**
Don't know how to do this/ didn't know this was possible	**	**	**	**	**
	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 112

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

QP42G (SHOWCARD) Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply? Why don't you use Parental control software to restrict app installation/ use (MULTI CODE)

Base : Parents whose child uses a smartphone or tablet computer who are aware of but do not use the tool 'Parental control software to restrict app installation/ use'

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	80	40	40	49	31
Effective Weighted Sample	79	39	39	48	31
Total	30	15	15	18	12
Too complicated/ time consuming to install/ administer	**	**	**	**	**
	**	**	**	**	**
SPONTANEOUS RESPONSES					
Child is not old enough/ is too young	**	**	**	**	**
	**	**	**	**	**
Child does not go online (at home)/ does not use this particular device/ site	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 113

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
SUPERVISE & TALK TO CHILD & TOOLS & RULES	18 18%	12 22%	6 14%	11 19%	8 17%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	1 1%	1 2%	- -%	* 1%	* 1%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	4 4%	3 5%	1 2%	3 5%	1 2%
SUPERVISE & TOOLS & RULES & NOT TALK	25 25%	11 21%	14 30%	14 25%	11 24%
SUPERVISE & TALK TO CHILD ONLY	2 2%	2 3%	- -%	1 2%	* 1%
SUPERVISE & TOOLS ONLY	9 9%	5 9%	4 9%	3 6%	6 13%
SUPERVISE & RULES ONLY	22 22%	12 22%	10 21%	11 20%	11 24%
TECHNICAL MEDIATION/ TOOLS ONLY	1 1%	* 1%	* 1%	* 1%	* 1%
PARENTAL SUPERVISION WHEN ONLINE ONLY	15 15%	6 10%	9 20%	9 17%	6 13%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 113

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
RULES ONLY	1	*	*	1	-
	1%	1%	1%	1%	-%
NONE OF THESE	4	2	1	2	2
	4%	5%	2%	3%	4%
ANY PARENTAL SUPERVISION WHEN ONLINE	95	51	45	54	42
	95%	94%	96%	95%	95%
ANY OF THE RULES ABOUT ONLINE USE	70	38	32	40	30
	69%	71%	68%	70%	68%
ANY OF THE EIGHT TECHNICAL MEDIATION TOOLS	54	29	25	29	25
	54%	54%	53%	52%	56%
ANY TALK TO CHILD ABOUT MANAGING ONLINE RISKS AT LEAST EVERY FEW MONTHS	25	17	7	15	9
	25%	32%	16%	27%	21%
		b			
ANY THREE	30	15	15	18	12
	30%	27%	32%	31%	27%
ANY TWO	32	18	14	16	17
	32%	34%	30%	28%	38%
ANY ONE	16	6	10	11	6
	16%	12%	22%	19%	14%

a

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 114

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

QP43 READ OUT EXPLANATION OF SOCIAL MEDIA - Does your child have a social media profile or account on any sites or apps? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Yes	2 2%	2 4%	* 1%	2 3%	1 1%
No	98 97%	52 96%	46 99%	55 97%	43 98%
Don't know	* *%	* 1%	- -%	- -%	* 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 115

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

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

Base : Parents whose child has a social media profile

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	6	5	1	4	2
Effective Weighted Sample	6	5	1	4	2
Total	2	2	*	2	1
Facebook	**	**	**	**	**
	**	**	**	**	**
Bebo	**	**	**	**	**
	**	**	**	**	**
Instagram	**	**	**	**	**
	**	**	**	**	**
YouTube	**	**	**	**	**
	**	**	**	**	**
Google+ (inc. Google Hangouts)	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
Mean number of social media sites or apps	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 116

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

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

Base : Parents whose child has a social media profile

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	6	5	1	4	2
Effective Weighted Sample	6	5	1	4	2
Total	2	2	*	2	1
Facebook	**	**	**	**	**
	**	**	**	**	**
Google+ (inc. Google Hangouts)	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP46 Do you tend to check what they are doing when they are visiting these types of social media sites or apps?

Base : Parents whose child has a social media profile

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	6	5	1	4	2
Effective Weighted Sample	6	5	1	4	2
Total	2	2	*	2	1
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 118

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

QP47 (SHOWCARD) Which of these ways do you check what your child is doing on social media sites or apps? (MULTI CODE)

Base : Parents who check what their child is doing when visiting social media sites or apps

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	3	3	-	3	-
Effective Weighted Sample	3	3	-	3	-
Total	1	1	-	1	-
Sit beside them and watching or helping them while they are online	**	**	-	**	-
	**	**	-%	**	-%
Be nearby and regularly checking what they do	**	**	-	**	-
	**	**	-%	**	-%
Check the browser/ device history	**	**	-	**	-
	**	**	-%	**	-%
Ask about what they are doing or have been doing online	**	**	-	**	-
	**	**	-%	**	-%
Check your child's activity by talking to other people your child has as a 'friend/ follower' on the sites/ apps	**	**	-	**	-
	**	**	-%	**	-%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 119

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Strongly disagree	6 6%	4 8%	2 5%	4 7%	2 5%
Slightly disagree	13 13%	8 15%	4 9%	6 11%	6 14%
TOTAL DISAGREE	19 19%	12 23%	7 14%	11 19%	8 19%
Neither/ nor	28 28%	16 30%	12 25%	14 25%	14 31%
Slightly agree	29 29%	15 27%	15 32%	17 30%	12 28%
Strongly agree	22 22%	9 17%	13 27%	14 25%	7 17%
TOTAL AGREE	51 51%	24 44%	27 58%	31 55%	20 45%
Don't know	3 3%	2 3%	1 2%	1 1%	2 5%
TOTAL NEITHER/ DON'T KNOW	31 30%	18 33%	13 27%	15 26%	16 36%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 120

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

QP48B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I trust my child to use the internet safely (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Strongly disagree	13 13%	6 11%	7 15%	8 15%	5 11%
Slightly disagree	7 7%	4 7%	4 8%	4 7%	3 8%
TOTAL DISAGREE	21 21%	10 19%	11 23%	12 22%	8 19%
Neither/ nor	31 31%	15 28%	16 34%	20 35%	11 26%
Slightly agree	18 18%	11 20%	7 16%	9 16%	9 20%
Strongly agree	26 26%	15 28%	11 23%	13 23%	13 30%
TOTAL AGREE	44 44%	26 48%	18 39%	22 39%	22 50%
Don't know	5 5%	3 5%	2 4%	3 5%	2 5%
TOTAL NEITHER/ DON'T KNOW	36 35%	18 33%	18 38%	22 39%	13 30%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 121

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

QP48C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - My child knows more about the internet than I do (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Strongly disagree	69	34	35	38	31
	68%	63%	75%	67%	70%
			a		
Slightly disagree	13	7	6	8	5
	13%	14%	12%	14%	12%
TOTAL DISAGREE	82	41	41	46	36
	81%	76%	87%	81%	82%
			a		
Neither/ nor	8	5	3	4	4
	8%	10%	6%	8%	9%
Slightly agree	4	3	1	2	1
	4%	5%	2%	4%	3%
Strongly agree	6	4	2	4	2
	6%	7%	4%	7%	4%
TOTAL AGREE	9	6	3	6	3
	9%	12%	7%	11%	7%
Don't know	1	1	-	*	1
	1%	2%	-%	1%	2%
TOTAL NEITHER/ DON'T KNOW	9	6	3	5	5
	9%	12%	6%	8%	11%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 122

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

QP48D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - My child shows me new things online and I learn from them (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Strongly disagree	63 63%	32 60%	31 67%	35 62%	28 65%
Slightly disagree	13 13%	7 12%	7 14%	8 14%	5 12%
TOTAL DISAGREE	77 76%	39 72%	38 81%	43 76%	34 77%
Neither/ nor	8 8%	4 7%	4 8%	4 6%	4 9%
Slightly agree	9 9%	6 12%	2 5%	6 11%	3 6%
Strongly agree	6 6%	4 7%	3 6%	4 7%	2 5%
TOTAL AGREE	15 15%	10 18%	5 11%	10 18%	5 11%
Don't know	1 1%	1 2%	- -%	- -%	1 3%
					c
TOTAL NEITHER/ DON'T KNOW	9 9%	5 10%	4 8%	4 6%	5 12%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 123

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

QP48E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to manage online risks (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Strongly disagree	4 4%	2 3%	2 5%	2 3%	2 6%
Slightly disagree	5 5%	2 4%	2 5%	2 3%	3 6%
TOTAL DISAGREE	9 8%	4 7%	5 10%	3 6%	5 12%
Neither/ nor	9 9%	5 10%	4 8%	4 8%	4 10%
Slightly agree	20 20%	12 23%	8 17%	11 19%	9 21%
Strongly agree	61 61%	31 57%	30 64%	37 66%	23 54%
TOTAL AGREE	81 80%	43 80%	38 81%	48 85%	33 74%
Don't know	2 2%	1 3%	1 2%	1 1%	2 4%
TOTAL NEITHER/ DON'T KNOW	11 11%	7 12%	4 9%	5 9%	6 14%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 124

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

QP49 You mentioned earlier that your child watches TV programmes/ films using the catch up services such as BBC iPlayer or ITV Player. Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language) (SINGLE CODE)?

Base : Parents whose child watches TV programmes or films (on any device) through broadcaster catch up services (e.g BBC iPlayer)

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	56	27	29	31	25
Effective Weighted Sample	55	26	29	30	25
Total	21	10	11	12	9
Yes, knew this	**	**	**	**	**
	**	**	**	**	**
No, did not know this	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP50 Have you set up a PIN or password on any of the UK catch-up services that your child uses to watch or download TV programmes or films? (SINGLE CODE)

Base : Parents whose child watches TV programmes or films (on any device) through broadcaster catch up services (e.g BBC iPlayer) aware of Guidance labels used on broadcaster websites

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	47	25	22	26	21
Effective Weighted Sample	46	25	22	25	21
Total	18	9	8	10	8
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 126

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	5	2	3	3	2
	5%	5%	6%	6%	5%
Fairly concerned	7	5	2	4	3
	7%	9%	5%	7%	6%
TOTAL CONCERNED	12	7	5	8	5
	12%	13%	11%	14%	11%
Neither/ nor	16	8	8	9	7
	16%	16%	17%	17%	16%
Not very concerned	12	8	4	4	7
	12%	14%	9%	8%	17%
				c	
Not at all concerned	58	30	28	34	24
	58%	56%	60%	60%	56%
TOTAL NOT CONCERNED	70	38	32	38	32
	70%	71%	69%	68%	72%
Don't know	2	*	1	1	*
	2%	3%	2%	2%	1%
TOTAL NEITHER/ DON'T KNOW	18	9	9	11	7
	18%	16%	20%	19%	17%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 127

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	3 3%	1 2%	2 4%	2 3%	1 2%
Fairly concerned	6 6%	4 7%	2 5%	5 8%	2 3%
TOTAL CONCERNED	9 9%	5 9%	4 9%	6 11%	3 6%
Neither/ nor	14 14%	8 15%	6 13%	8 14%	6 14%
Not very concerned	17 17%	11 20%	7 14%	8 15%	9 20%
Not at all concerned	59 58%	29 54%	30 63%	33 59%	25 57%
TOTAL NOT CONCERNED	76 75%	40 73%	36 78%	42 74%	34 78%
Don't know	2 2%	2 3%	- -%	1 1%	1 2%
TOTAL NEITHER/ DON'T KNOW	16 16%	10 18%	6 13%	9 15%	7 16%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 128

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

QP51C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Who they are in contact with online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	3 3%	1 3%	2 4%	2 4%	1 2%
Fairly concerned	6 6%	4 8%	2 5%	3 6%	3 7%
TOTAL CONCERNED	10 10%	6 10%	4 9%	6 10%	4 9%
Neither/ nor	11 11%	7 13%	4 9%	7 13%	4 8%
Not very concerned	9 9%	6 11%	4 8%	5 9%	4 9%
Not at all concerned	69 69%	35 65%	34 74%	38 67%	32 72%
TOTAL NOT CONCERNED	79 78%	41 75%	38 82%	43 76%	36 81%
Don't know	1 1%	* 1%	1 1%	1 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	12 12%	8 14%	4 10%	8 14%	4 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 129

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

QP51D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Any illegal online sharing or accessing of copyrighted material (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	3 3%	2 3%	1 3%	2 4%	1 2%
Fairly concerned	6 6%	3 6%	3 6%	3 5%	4 8%
TOTAL CONCERNED	10 10%	5 10%	4 10%	5 9%	5 11%
Neither/ nor	14 14%	9 16%	6 12%	8 14%	6 14%
Not very concerned	10 10%	6 11%	4 8%	6 10%	4 9%
Not at all concerned	64 64%	34 63%	31 66%	37 65%	28 63%
TOTAL NOT CONCERNED	74 74%	40 73%	34 74%	42 74%	32 73%
Don't know	3 3%	* 1%	2 5%	1 2%	1 3%
TOTAL NEITHER/ DON'T KNOW	17 17%	9 17%	8 17%	9 17%	7 17%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 130

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

QP51E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Downloading or getting viruses or other harmful software or harmful apps as a result of what they do online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	8 8%	4 7%	4 8%	4 7%	4 8%
Fairly concerned	9 9%	6 11%	4 8%	5 8%	5 11%
TOTAL CONCERNED	17 17%	10 18%	7 16%	8 15%	9 20%
Neither/ nor	14 13%	8 15%	5 11%	9 15%	5 11%
Not very concerned	14 14%	8 14%	7 14%	7 12%	8 17%
Not at all concerned	55 55%	28 53%	27 58%	33 58%	23 52%
TOTAL NOT CONCERNED	69 69%	36 67%	33 72%	39 69%	30 69%
Don't know	1 1%	- -%	1 1%	1 1%	- -%
TOTAL NEITHER/ DON'T KNOW	14 14%	8 15%	6 13%	9 16%	5 11%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 131

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

QP51F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them giving out their personal details to inappropriate people (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	10 10%	4 8%	5 12%	5 9%	5 10%
Fairly concerned	7 7%	5 9%	3 5%	3 5%	4 10%
TOTAL CONCERNED	17 17%	9 17%	8 17%	8 14%	9 21%
Neither/ nor	10 10%	6 12%	4 8%	6 11%	4 8%
Not very concerned	7 7%	4 7%	3 7%	4 6%	3 7%
Not at all concerned	66 66%	35 65%	31 67%	38 67%	28 64%
TOTAL NOT CONCERNED	73 73%	38 71%	35 74%	42 74%	31 71%
Don't know	1 1%	- -%	1 1%	1 1%	- -%
TOTAL NEITHER/ DON'T KNOW	11 10%	6 12%	4 9%	7 12%	4 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 132

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

QP51G (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them being bullied online/ cyber-bullying (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	6 6%	2 4%	3 7%	3 5%	3 7%
Fairly concerned	5 5%	3 6%	2 4%	3 6%	2 4%
TOTAL CONCERNED	11 11%	5 10%	5 11%	6 10%	5 11%
Neither/ nor	13 13%	8 15%	5 10%	9 15%	4 9%
Not very concerned	9 9%	4 8%	4 9%	4 8%	4 10%
Not at all concerned	67 67%	36 66%	31 67%	37 65%	30 69%
TOTAL NOT CONCERNED	76 75%	40 74%	36 77%	41 73%	34 78%
Don't know	1 1%	* 1%	1 2%	1 1%	1 2%
TOTAL NEITHER/ DON'T KNOW	14 14%	9 16%	5 12%	9 16%	5 11%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 133

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

QP51H (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The possibility of them bullying others online or making negative comments about other people online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	5	2	3	3	2
	5%	3%	7%	5%	5%
Fairly concerned	4	3	1	3	2
	4%	6%	3%	5%	4%
TOTAL CONCERNED	9	5	5	6	4
	9%	9%	10%	10%	8%
Neither/ nor	13	9	4	8	4
	13%	16%	9%	15%	10%
Not very concerned	10	4	6	5	5
	10%	8%	12%	9%	11%
Not at all concerned	67	36	31	37	30
	67%	66%	67%	65%	70%
TOTAL NOT CONCERNED	77	40	37	42	35
	77%	74%	79%	74%	81%
Don't know	1	*	1	1	*
	1%	1%	2%	2%	1%
TOTAL NEITHER/ DON'T KNOW	14	9	5	9	5
	14%	16%	11%	16%	11%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 134

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

QP51I (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Sharing of inappropriate or personal photos or videos with others (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	6 6%	2 3%	4 9%	3 6%	3 6%
Fairly concerned	4 4%	3 5%	1 3%	2 4%	2 3%
TOTAL CONCERNED	10 10%	5 8%	5 11%	6 10%	4 9%
Neither/ nor	12 12%	6 12%	5 11%	8 13%	4 10%
Not very concerned	9 9%	6 11%	3 7%	4 8%	5 12%
Not at all concerned	69 69%	37 68%	32 69%	39 68%	30 69%
TOTAL NOT CONCERNED	78 78%	43 80%	35 76%	43 76%	35 81%
Don't know	1 1%	- -%	1 1%	1 1%	- -%
TOTAL NEITHER/ DON'T KNOW	12 12%	6 12%	6 12%	8 14%	4 10%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 135

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

QP51J (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Damaging their reputation either now or in the future (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	6 6%	3 5%	3 7%	4 7%	2 5%
Fairly concerned	5 5%	4 7%	1 3%	3 5%	2 4%
TOTAL CONCERNED	11 11%	6 12%	5 10%	7 12%	4 9%
Neither/ nor	13 13%	5 10%	8 16%	9 15%	4 10%
Not very concerned	9 9%	6 11%	4 8%	5 10%	4 9%
Not at all concerned	66 66%	36 67%	30 65%	35 62%	31 70%
TOTAL NOT CONCERNED	75 75%	42 77%	34 73%	41 72%	35 79%
Don't know	1 1%	1 1%	1 1%	1 1%	1 2%
TOTAL NEITHER/ DON'T KNOW	14 14%	6 11%	8 18%	9 16%	5 12%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 136

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

QP51K (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Seeing content which encourages them to hurt or harm themselves (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	6 6%	2 3%	4 9%	3 5%	3 6%
Fairly concerned	6 6%	5 9%	2 4%	4 7%	2 6%
TOTAL CONCERNED	12 12%	7 12%	6 12%	7 13%	5 12%
Neither/ nor	13 13%	7 14%	5 12%	9 16%	4 9%
Not very concerned	10 10%	5 10%	5 10%	5 9%	5 11%
Not at all concerned	64 64%	34 63%	30 65%	35 62%	29 67%
TOTAL NOT CONCERNED	74 74%	39 73%	35 75%	40 71%	34 78%
Don't know	1 1%	* 1%	1 1%	1 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	14 14%	8 14%	6 13%	9 16%	4 10%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 137

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

QP51L (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The pressure on them to spend money online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	3 3%	2 3%	2 3%	2 4%	1 3%
Fairly concerned	7 7%	4 7%	3 7%	3 5%	5 11%
TOTAL CONCERNED	11 11%	6 11%	5 11%	5 9%	6 13%
Neither/ nor	13 13%	6 12%	6 13%	8 15%	4 10%
Not very concerned	10 10%	6 12%	4 8%	5 9%	5 11%
Not at all concerned	66 66%	35 65%	31 67%	38 67%	28 65%
TOTAL NOT CONCERNED	76 76%	41 77%	35 75%	43 76%	33 76%
Don't know	1 1%	* 1%	1 1%	1 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	13 13%	7 13%	7 14%	9 16%	5 11%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 138

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

QP51M (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Very concerned	8	4	3	5	3
	8%	8%	7%	8%	7%
Fairly concerned	9	5	4	6	3
	9%	9%	8%	10%	7%
TOTAL CONCERNED	16	9	7	10	6
	16%	17%	15%	18%	14%
Neither/ nor	14	8	6	7	7
	14%	15%	13%	13%	16%
Not very concerned	11	5	6	8	4
	11%	10%	13%	14%	8%
Not at all concerned	57	31	26	31	26
	57%	58%	55%	54%	60%
TOTAL NOT CONCERNED	68	37	32	39	30
	68%	68%	68%	68%	68%
Don't know	2	-	2	1	1
	2%	-%	4%	2%	2%
			a		
TOTAL NEITHER/ DON'T KNOW	16	8	8	8	8
	16%	15%	17%	14%	18%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 139

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Family or friends	27 27%	14 27%	13 28%	17 30%	10 24%
Your child's school	26 26%	16 30%	10 21%	15 26%	11 26%
Internet service providers/ ISPs	13 13%	9 17%	4 9%	9 15%	5 10%
BBC	7 7%	3 5%	5 10%	5 8%	3 6%
TV, radio, newspapers or magazines	6 6%	2 4%	4 9%	3 6%	3 6%
Manufacturers or retailers selling the product	5 5%	3 6%	2 4%	4 6%	2 3%
Government or local authority	4 4%	2 4%	2 4%	2 4%	2 4%
From your child themselves	4 4%	2 4%	1 3%	1 2%	2 5%
Safer Internet Centre/ Childnet	3 3%	2 4%	1 3%	2 4%	1 3%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 139

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Internet Watch Foundation	3 3%	1 2%	2 3%	1 2%	2 3%
Other websites with safety information	2 2%	2 3%	1 2%	2 3%	1 2%
CEOP/ Child Exploitation and Online Protection Centre	2 2%	1 2%	1 2%	1 2%	1 2%
UKCCIS/ UK Council for Child Internet Safety	2 2%	1 2%	1 2%	1 1%	1 3%
GSO/ Get Safe Online	2 2%	* 1%	1 3%	1 1%	1 2%
Other welfare organisations or charities	1 1%	- -%	1 2%	- -%	1 2%
Other sources	1 1%	* 1%	1 2%	1 1%	* 1%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	58 58%	32 60%	26 55%	32 56%	26 60%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 139

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

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

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
No, have not looked for or received any information or advice	40 40%	21 39%	19 41%	24 42%	17 38%
Don't know	2 2%	* 1%	2 3%	1 2%	1 2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 140

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

QP53 In the last year, do you think your child has seen anything online that is worrying, nasty or offensive or personally embarrassing in some way? IF YES: Do you think they have seen something once or twice in the last year or more frequently than that? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Yes seen - just once or twice	4	2	2	2	2
	4%	4%	4%	3%	5%
Yes seen - more frequently	2	1	1	2	1
	2%	3%	2%	3%	1%
Yes seen - but couldn't say how many times	2	1	1	2	-
	2%	2%	2%	3%	-%
TOTAL - YES	8	5	3	5	3
	8%	9%	7%	9%	7%
Not seen in last year	85	46	40	48	37
	85%	85%	85%	85%	85%
Don't know whether seen any of these things	7	4	4	4	4
	7%	7%	8%	6%	8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 141

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

QP54 (SHOWCARD) Which if any of these are activities that your child does nowadays? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Watch television programmes	92	50	42	54	38
	92%	93%	90%	95%	88%
				d	
Watch full-length films/ movies	62	33	29	39	23
	62%	62%	62%	69%	53%
				d	
Play games on their own	53	29	24	31	23
	53%	54%	52%	54%	52%
Watch short videos - like music videos, comedy clips, 'how-to' videos or trailers for new films	38	20	17	22	16
	38%	38%	37%	38%	37%
Listen to music	20	9	10	12	8
	19%	17%	22%	20%	18%
Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Zoella)	14	5	9	7	7
	14%	10%	19%	12%	17%
			a		
Look at photos or videos posted by other people	12	7	5	6	6
	12%	13%	12%	11%	14%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 141

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

QP54 (SHOWCARD) Which if any of these are activities that your child does nowadays? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Find information for their school work	9	6	3	5	4
	9%	11%	7%	9%	9%
Play games with or against other people	6	3	3	4	3
	6%	6%	6%	7%	6%
Make video calls through services like Skype, FaceTime or ooVoo	4	2	2	3	1
	4%	4%	4%	6%	3%
Look around online to pass the time or have fun	3	2	1	2	1
	3%	4%	2%	3%	3%
Stream music online - through sites such as Spotify, SoundCloud, Dweezer or Last FM	1	1	1	1	-
	1%	1%	2%	2%	-%
Download music for them to own	*	-	*	-	*
	*%	-%	1%	-%	1%
Send or post messages to other people	*	*	-	-	*
	*%	1%	-%	-%	1%
Share photos or videos with other people	*	-	*	*	-
	*%	-%	1%	1%	-%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 141

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

QP54 (SHOWCARD) Which if any of these are activities that your child does nowadays? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	262	139	123	146	116
Effective Weighted Sample	258	137	121	144	114
Total	100	54	47	57	44
Write code to create apps or games	*	*	-	*	-
	*%	1%	-%	1%	-%
ANY OF THESE	97	53	44	56	41
	97%	98%	95%	100%	93%
				d	
None of these	3	1	2	*	3
	3%	2%	5%	*%	7%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 142

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

QP55A (SHOWCARD) Which device do they mostly use to Watch television programmes? (SINGLE CODE)

Base : Parents whose child watches television programmes

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	240	129	111	139	101
Effective Weighted Sample	237	127	109	137	100
Total	92	50	42	54	38
TV set	87	47	39	51	36
	94%	94%	94%	94%	94%
Tablet	5	2	2	3	2
	5%	5%	6%	5%	5%
Games console	*	*	-	*	-
	*%	1%	-%	1%	-%
Mobile phone	*	*	-	-	*
	*%	1%	-%	-%	1%
Desktop computer/ laptop/ netbook	*	-	*	*	-
	*%	-%	1%	1%	-%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 143

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

QP55B (SHOWCARD) Which device do they mostly use to Watch full-length films/ movies? (SINGLE CODE)

Base : Parents whose child watches full length films/ movies

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	162	85	77	100	62
Effective Weighted Sample	159	84	76	99	61
Total	62	33	29	39	23
TV set	57	**	**	36	**
	92%	**	**	93%	**
Tablet	4	**	**	2	**
	6%	**	**	5%	**
Mobile phone	1	**	**	*	**
	1%	**	**	1%	**
Desktop computer/ laptop/ netbook	*	**	**	*	**
	1%	**	**	1%	**

Columns Tested: a,b - c,d

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

QP55C (SHOWCARD) Which device do they mostly use to Watch short videos - like music videos, comedy clips, 'how-to' videos or trailers for new films? (SINGLE CODE)

Base : Parents whose child watches short videos - like music videos, comedy clips, 'how-to' videos or trailers for new films

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	98	53	45	55	43
Effective Weighted Sample	96	52	44	54	42
Total	38	20	17	22	16
Tablet	**	**	**	**	**
	**	**	**	**	**
TV set	**	**	**	**	**
	**	**	**	**	**
Desktop computer/ laptop/ netbook	**	**	**	**	**
	**	**	**	**	**
Mobile phone	**	**	**	**	**
	**	**	**	**	**
Portable Media Player (such as an iPod Touch)	**	**	**	**	**
	**	**	**	**	**
Games console	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 145

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

QP55D (SHOWCARD) Which device do they mostly use to Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Zoella)? (SINGLE CODE)

Base : Parents whose child watches videos posted by celebrities or by YouTube personalities (such as PewDiePie or Zoella)

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	37	14	23	17	20
Effective Weighted Sample	36	14	23	17	19
Total	14	5	9	7	7
Tablet	**	**	**	**	**
	**	**	**	**	**
Mobile phone	**	**	**	**	**
	**	**	**	**	**
Desktop computer/ laptop/ netbook	**	**	**	**	**
	**	**	**	**	**
TV set	**	**	**	**	**
	**	**	**	**	**
Portable Media Player (such as an iPod Touch)	**	**	**	**	**
	**	**	**	**	**
Games console	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP55E (SHOWCARD) Which device do they mostly use to Look at photos or videos posted by other people? (SINGLE CODE)

Base : Parents whose child looks at photos or videos posted by other people

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	34	19	15	17	17
Effective Weighted Sample	34	19	15	17	17
Total	12	7	5	6	6
Tablet	**	**	**	**	**
	**	**	**	**	**
Mobile phone	**	**	**	**	**
	**	**	**	**	**
Desktop computer/ laptop/ netbook	**	**	**	**	**
	**	**	**	**	**
TV set	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP55F (SHOWCARD) Which device do they mostly use to Play games with or against other people? (SINGLE CODE)

Base : Parents whose child plays games with or against other people

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	17	9	8	10	7
Effective Weighted Sample	17	9	8	10	7
Total	6	3	3	4	3
Tablet	**	**	**	**	**
	**	**	**	**	**
Desktop computer/ laptop/ netbook	**	**	**	**	**
	**	**	**	**	**
TV set	**	**	**	**	**
	**	**	**	**	**
Games console	**	**	**	**	**
	**	**	**	**	**
Mobile phone	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 148

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

QP55G (SHOWCARD) Which device do they mostly use to Play games on their own? (SINGLE CODE)

Base : Parents whose child plays games on their own

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	137	73	64	78	59
Effective Weighted Sample	135	72	63	77	58
Total	53	29	24	31	23
Tablet	32	**	**	**	**
	59%	**	**	**	**
Mobile phone	7	**	**	**	**
	14%	**	**	**	**
Games console	7	**	**	**	**
	14%	**	**	**	**
Desktop computer/ laptop/ netbook	3	**	**	**	**
	6%	**	**	**	**
TV set	1	**	**	**	**
	2%	**	**	**	**
Portable Media Player (such as an iPod Touch)	1	**	**	**	**
	1%	**	**	**	**
Some other device	2	**	**	**	**
	4%	**	**	**	**

Columns Tested: a,b - c,d

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

QP55H (SHOWCARD) Which device do they mostly use to Share photos or videos with other people? (SINGLE CODE)

Base : Parents whose child shares photos or videos with other people

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	1	-	1	1	-
Effective Weighted Sample	1	-	1	1	-
Total	*	-	*	*	-
Mobile phone	**	-	**	**	-
	**	-%	**	**	-%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 150

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

QP55I (SHOWCARD) Which device do they mostly use to Send or post messages to other people? (SINGLE CODE)

Base : Parents whose child sends or posts messages to other people

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	1	1	-	-	1
Effective Weighted Sample	1	1	-	-	1
Total	*	*	-	-	*
Desktop computer/ laptop/ netbook	**	**	-	-	**
	**	**	-%	-%	**

Columns Tested: a,b - c,d

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

QP55J (SHOWCARD) Which device do they mostly use to Find information for their school work? (SINGLE CODE)

Base : Parents whose finds information for their school work

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	23	15	8	13	10
Effective Weighted Sample	23	15	8	13	10
Total	9	6	3	5	4
Tablet	**	**	**	**	**
	**	**	**	**	**
Desktop computer/ laptop/ netbook	**	**	**	**	**
	**	**	**	**	**
Mobile phone	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP55K (SHOWCARD) Which device do they mostly use to Look around online to pass the time or have fun? (SINGLE CODE)

Base : Parents whose child looks around online to pass the time or have fun

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	8	6	2	4	4
Effective Weighted Sample	8	6	2	4	4
Total	3	2	1	2	1
Tablet	**	**	**	**	**
	**	**	**	**	**
Desktop computer/ laptop/ netbook	**	**	**	**	**
	**	**	**	**	**
Mobile phone	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 155

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

QP55N (SHOWCARD) Which device do they mostly use to Listen to music? (SINGLE CODE)

Base : Parents whose child listens to music

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	51	23	28	29	22
Effective Weighted Sample	50	23	28	28	22
Total	20	9	10	12	8
Tablet	**	**	**	**	**
	**	**	**	**	**
Mobile phone	**	**	**	**	**
	**	**	**	**	**
TV set	**	**	**	**	**
	**	**	**	**	**
Desktop computer/ laptop/ netbook	**	**	**	**	**
	**	**	**	**	**
Portable Media Player (such as an iPod Touch)	**	**	**	**	**
	**	**	**	**	**
Games console	**	**	**	**	**
	**	**	**	**	**
Some other device	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 156

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

QP550 (SHOWCARD) Which device do they mostly use to Stream music online - through sites such as Spotify, SoundCloud, Dweezer or Last FM? (SINGLE CODE)

Base : Parents whose child streams music online - through sites such as Spotify, SoundCloud, Dweezer or Last FM

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	3	1	2	3	-
Effective Weighted Sample	3	1	2	3	-
Total	1	1	1	1	-
Desktop computer/ laptop/ netbook	**	**	**	**	-
	**	**	**	**	-%
Tablet	**	**	**	**	-
	**	**	**	**	-%

Columns Tested: a,b - c,d

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

QP55P (SHOWCARD) Which device do they mostly use to Download music for them to own? (SINGLE CODE)

Base : Parents whose child downloads music to own

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	1	-	1	-	1
Effective Weighted Sample	1	-	1	-	1
Total	*	-	*	-	*
Mobile phone	**	-	**	-	**
	**	-%	**	-%	**

Columns Tested: a,b - c,d

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

QP55Q (SHOWCARD) Which device do they mostly use to Make video calls through services like Skype, FaceTime or ooVoo? (SINGLE CODE)

Base : Parents whose child makes video calls through services like Skype, FaceTime or ooVoo

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	11	6	5	8	3
Effective Weighted Sample	11	6	5	8	3
Total	4	2	2	3	1
Tablet	**	**	**	**	**
	**	**	**	**	**
Mobile phone	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 159

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

QP55R (SHOWCARD) Which device do they mostly use to Write code to create apps or games? (SINGLE CODE)

Base : Parents whose child writes code to create apps or games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
		~a	~b	~c	~d
Significance Level: 95%					
Unweighted total	1	1	-	1	-
Effective Weighted Sample	1	1	-	1	-
Total	*	*	-	*	-
Desktop computer/ laptop/ netbook	**	**	-	**	-
	**	**	-%	**	-%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 162

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

QP56 (SHOWCARD) Which if any of these ways of going online are available to your child at home? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Using a fixed broadband connection (perhaps using WiFi)	175 68%	90 67%	85 69%	97 77% d	78 59%
Using a mobile network signal (likely to be 3G or 4G)	84 33%	43 32%	41 33%	45 35%	39 30%
USING EITHER OF THESE	197 77%	103 77%	94 76%	103 81% d	94 72%
USING BOTH OF THESE	62 24%	30 22%	32 26%	39 31% d	23 17%
USING FIXED BROADBAND ONLY	113 44%	60 45%	53 43%	58 46%	55 42%
USING MOBILE NETWORK SIGNAL ONLY	22 9%	13 10%	9 7%	6 4%	16 13% c
Neither of these	58 22%	28 21%	29 24%	23 18%	35 27% c
Don't know	2 1%	2 1%	1 1%	1 1%	2 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 163

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

QP57A Please think about how your child uses his/ her mobile phone on a typical school day. How many calls would you say he/ she makes on his/ her mobile phone - both before and after school? Please think about calls made by dialling using the phone as well as using apps such as Viber, Skype or FaceTime. (SINGLE CODE)

Base : Parents of children with a mobile phone

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

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

QP57B And how many calls would you say he/ she makes using his/ her mobile phone on a weekend day? (SINGLE CODE)

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

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

QP57A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

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

QP58A How many text-based messages would you say he/ she sends from the phone on a typical school day - before school, during school and after school? Please think about messages over the mobile network as well as any text-based messages they may send through Instant Messaging apps such as BBMs, Apple iMessage or apps such as WhatsApp, Kik, SnapChat, Yahoo Messenger, Viber or Skype. (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	3	3	-	1	2
Effective Weighted Sample	3	3	-	1	2
Total	1	1	-	*	1
None	**	**	-	**	**
	**	**	-%	**	**
Mean number of text-based messages	**	**	-	**	**
Standard deviation	**	**	-	**	**
Standard error	**	**	-	**	**
Columns Tested: a,b - c,d					

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

QP58B And how many text-based messages would you say he/ she sends from the phone on a weekend day? (SINGLE CODE)

Base : Parents of children with a mobile phone

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	3	3	-	1	2
Effective Weighted Sample	3	3	-	1	2
Total	1	1	-	*	1
None	**	**	-	**	**
	**	**	-%	**	**
Mean number of text-based messages	**	**	-	**	**
Standard deviation	**	**	-	**	**
Standard error	**	**	-	**	**
Columns Tested: a,b - c,d					

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

QP58A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND

Base : Parents of children with a mobile phone

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	3	3	-	1	2
Effective Weighted Sample	3	3	-	1	2
Total	1	1	-	*	1
None	**	**	-	**	**
	**	**	-%	**	**
Mean number of text-based messages	**	**	-	**	**
Standard deviation	**	**	-	**	**
Standard error	**	**	-	**	**
Columns Tested: a,b - c,d					

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Table 169

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

QP59 (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? (MULTI CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	3	3	-	1	2
Effective Weighted Sample	3	3	-	1	2
Total	1	1	-	*	1
No going online/ using apps to go online	**	**	-	**	**
	**	**	-%	**	**
Rules about what they do online on their phone	**	**	-	**	**
	**	**	-%	**	**
Regularly check what they're doing with the phone	**	**	-	**	**
	**	**	-%	**	**
Only calls/ texts to an agreed list of people	**	**	-	**	**
	**	**	-%	**	**
No calls to premium rate numbers	**	**	-	**	**
	**	**	-%	**	**
No texts to premium rate numbers	**	**	-	**	**
	**	**	-%	**	**
No downloading of apps/ applications onto the phone	**	**	-	**	**
	**	**	-%	**	**
App store password is not known by the child	**	**	-	**	**
	**	**	-%	**	**

Columns Tested: a,b - c,d

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Table 169

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

QP59 (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? (MULTI CODE)

Base : Parents of children with a mobile phone

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	3	3	-	1	2
Effective Weighted Sample	3	3	-	1	2
Total	1	1	-	*	1
Only able to download free to purchase apps	**	**	-	**	**
	**	**	-%	**	**
No in app/ online purchasing	**	**	-	**	**
	**	**	-%	**	**
ANY RULES OR RESTRICTIONS	**	**	-	**	**
	**	**	-%	**	**
No, do not have ANY rules or restrictions	**	**	-	**	**
	**	**	-%	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 170

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

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

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 171

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

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

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

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

QP60C (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much money is spent on their mobile phone (SINGLE CODE)

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 173

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

QP60D (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts)(SINGLE CODE)

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 174

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

QP60E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

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

QP60F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - The possibility of them bullying others or making negative comments about other people via their mobile phone (SINGLE CODE)

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 176

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

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

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

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

QP62 Could your child's mobile phone be used to go online?

Base : Parents of children with a mobile phone

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

Columns Tested: a,b - c,d

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

QP63 Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated?

Base : Parents whose child has a mobile phone that can be used to go online

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	2	2	-	1	1
Effective Weighted Sample	2	2	-	1	1
Total	1	1	-	*	*
Yes - bar on adult content is set up and in place	**	**	-	**	**
	**	**	-%	**	**
No - bar on adult content has been deactivated	**	**	-	**	**
	**	**	-%	**	**

Columns Tested: a,b - c,d

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

QP64 Which of these best describes the mobile package your child uses most often? (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
		~a	~b	~c	~d
Significance Level: 95%					
Unweighted total	3	3	-	1	2
Effective Weighted Sample	3	3	-	1	2
Total	1	1	-	*	1
Prepay/ Pay as you go	**	**	-	**	**
	**	**	-%	**	**
Don't know	**	**	-	**	**
	**	**	-%	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 180

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
On a tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	73 28%	36 27%	37 30%	39 31%	34 26%
On a hand held games console (like a Sony PSP/ PS Vita/ Nintendo DS)	47 18%	27 20%	19 16%	23 18%	24 18%
On a games console connected to a TV (like an Xbox/ PlayStation/ Wii)	43 17%	25 19%	17 14%	22 17%	21 16%
On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry)	36 14%	16 12%	21 17%	20 16%	16 12%
On a desktop computer/ laptop/ netbook	22 9%	11 8%	11 9%	15 12%	7 5%
On a portable media player (like an iPod Touch)	2 1%	1 1%	1 1%	1 1%	1 1%
On an MP3 player (like an iPod)	1 *%	* *%	* *%	* *%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 180

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

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

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
On a Smart TV directly - not using a games console connected to the TV	*	-	*	-	*
	*%	-%	*%	-%	*%
USE ANY OF THESE DEVICES TO PLAY GAMES	139	76	64	71	68
	54%	57%	51%	56%	52%
USE HANDHELD PLAYER OR CONSOLE TO PLAY GAMES	73	43	29	37	36
	28%	33%	24%	29%	27%
		b			
No, never/ Does not play games	118	58	60	55	63
	46%	43%	49%	44%	48%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 181

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

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

Base : Parents whose child ever plays games

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
None	22	10	12	14	7
	16%	13%	19%	20%	11%
				d	
Up to 1 hour	105	58	47	51	54
	76%	77%	74%	72%	80%
Up to 2 hours	10	6	4	5	5
	7%	8%	7%	7%	8%
Up to 3 hours	2	1	1	1	1
	1%	2%	1%	1%	1%
Up to 4 hours	*	*	-	-	*
	*%	*%	-%	-%	1%
Mean number of hours	.7	.8	.7	.7	.8
		b			
Standard deviation	.58	.60	.54	.58	.57
Standard error	.03	.04	.04	.04	.04
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 182

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

QP66B And how many hours would you say he/ she spends playing these games at home or elsewhere on a weekend day? (SINGLE CODE)

Base : Parents whose child ever plays games

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
None	11	4	7	3	8
	8%	5%	11%	5%	11%
			a		c
Up to 1 hour	90	48	42	48	42
	64%	63%	66%	68%	61%
Up to 2 hours	30	18	12	17	13
	21%	24%	18%	24%	19%
Up to 3 hours	6	5	1	2	5
	5%	7%	2%	3%	7%
		b			
Up to 4 hours	1	*	*	*	*
	1%	1%	1%	1%	1%
Up to 5 hours	1	*	1	1	1
	1%	1%	1%	1%	1%
Mean number of hours	1.1	1.2	1.0	1.1	1.1
		b			
Standard deviation	.86	.83	.88	.79	.93
Standard error	.04	.06	.07	.06	.07
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 183

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
None	6	1	5	2	4
	5%	2%	8%	3%	6%
			a		
Up to 5 hours	68	34	34	38	30
	49%	45%	53%	53%	45%
Up to 10 hours	50	31	19	24	26
	36%	41%	30%	34%	38%
		b			
Up to 15 hours	11	6	5	6	5
	8%	8%	7%	8%	7%
Up to 20 hours	2	2	1	*	2
	2%	2%	1%	1%	3%
Up to 25 hours	1	1	1	1	*
	1%	1%	1%	1%	1%
Up to 30 hours	*	*	-	-	*
	1%	1%	0%	0%	1%
Mean number of hours	5.9	6.5	5.3	5.7	6.2
		b			
Standard deviation	4.13	4.15	4.04	4.08	4.19
Standard error	.22	.30	.31	.30	.31
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 184

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
Only games with appropriate age rating	86 62%	47 62%	39 62%	45 63%	42 61%
No games after a certain time	78 56%	45 60%	33 51%	43 60%	35 51%
No games with violence	70 50%	38 50%	32 49%	39 55%	31 45%
No games with swearing/ bad language	68 49%	38 51%	30 47%	37 52%	31 46%
No games with drug use	67 48%	38 50%	29 46%	34 48%	33 49%
No games with nudity/ sexual content	66 47%	36 48%	29 46%	35 49%	31 46%
Regularly check on what they're playing	63 45%	34 45%	29 46%	33 46%	30 44%
No online game playing	50 36%	27 36%	23 36%	27 38%	24 34%
Can only play when supervised/ not on their own	49 35%	27 35%	23 35%	25 36%	24 35%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 184

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
No online chat or messaging	44 31%	22 30%	21 34%	23 32%	21 30%
No online game playing with people they don't already know	39 28%	21 28%	18 28%	19 27%	19 28%
Only games that are free to play	37 27%	17 22%	20 32% a	19 27%	18 27%
No multi-player games	36 26%	17 23%	19 29%	18 25%	18 27%
Only a game that an adult or parent has played/ tried first	35 25%	19 26%	15 24%	17 24%	18 26%
No games with subscriptions that recur after a set period of time (ie monthly)	33 24%	16 21%	17 27%	19 26%	14 21%
No games with in-app or in game purchasing	32 23%	14 19%	17 27%	16 23%	15 22%
Other	1 *%	- -%	1 1%	* *%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 184

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
ANY RULES OR RESTRICTIONS	124	69	55	65	59
	89%	91%	86%	92%	86%
No, do not have ANY rules or restrictions	16	7	9	6	10
	11%	9%	14%	8%	14%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 185

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

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

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Yes	188	94	94	99	89
	73%	70%	76%	78%	68%
				d	
No	66	37	29	25	41
	25%	28%	23%	20%	31%
					c
Don't know	4	3	1	3	1
	2%	2%	1%	2%	1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 186

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

QP69 In a typical week does your child spend any money on any online or app based games? This could be any money that is allocated to them as pocket money whether real or 'virtual' and could be spent via a credit or debit card or through vouchers or gift cards such as iTunes. It could also include subscriptions or in-app purchases on any sites or apps where they play games. IF YES: How much would you estimate they spend on game playing in a typical week? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
No child does not spend any money in a typical week	135	74	60	70	65
	97%	99%	94%	99%	94%
		b		d	
£2 or under	1	*	1	-	1
	1%	*%	2%	-%	2%
					c
£5 or under	*	-	*	*	-
	*%	-%	1%	1%	-%
Don't know	3	1	2	*	2
	2%	1%	3%	1%	3%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 187

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
Playing on their own/ against the computer or games console/ player	33 24%	19 25%	14 22%	17 24%	16 23%
Playing against or with someone else in the same room as them	10 8%	6 8%	4 7%	5 7%	5 8%
Playing against or with someone else they have met in person who is playing elsewhere	1 1%	1 1%	* 1%	1 2%	- -%
Playing against or with one or more other people they have not met in person who are playing elsewhere	1 1%	1 1%	* 1%	1 2%	- -%
TOTAL - PLAYS GAMES ONLINE	37 27%	21 27%	16 26%	18 26%	19 27%
No - child does not play online games	101 73%	54 72%	47 74%	52 73%	49 72%
Don't know	1 1%	1 1%	* 1%	1 1%	* 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 189

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

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

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

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	~b	~c	~d
Unweighted total	191	112	79	95	96
Effective Weighted Sample	188	110	78	94	94
Total	73	43	29	37	36
Yes	23	15	**	**	**
	32%	35%	**	**	**
No	46	26	**	**	**
	63%	61%	**	**	**
Don't know	4	2	**	**	**
	5%	4%	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 190

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

QP72A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON FIXED OR PORTABLE GAMES CONSOLE - I am confident that the controls we have are effective (SINGLE CODE)

Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	60	38	22	25	35
Effective Weighted Sample	59	37	22	25	34
Total	23	15	8	10	13
Slightly disagree	**	**	**	**	**
	**	**	**	**	**
TOTAL DISAGREE	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Slightly agree	**	**	**	**	**
	**	**	**	**	**
Strongly agree	**	**	**	**	**
	**	**	**	**	**
TOTAL AGREE	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 191

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

QP72B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON FIXED OR PORTABLE GAMES CONSOLE - I feel that my child is safer as a result of the controls we have (SINGLE CODE)

Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	60	38	22	25	35
Effective Weighted Sample	59	37	22	25	34
Total	23	15	8	10	13
Slightly disagree	**	**	**	**	**
	**	**	**	**	**
TOTAL DISAGREE	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Slightly agree	**	**	**	**	**
	**	**	**	**	**
Strongly agree	**	**	**	**	**
	**	**	**	**	**
TOTAL AGREE	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 192

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

QP72C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON FIXED OR PORTABLE GAMES CONSOLE - I think my child might be able to get around or disable the controls (SINGLE CODE)

Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		~a	~b	~c	~d
Significance Level: 95%					
Unweighted total	60	38	22	25	35
Effective Weighted Sample	59	37	22	25	34
Total	23	15	8	10	13
Strongly disagree	**	**	**	**	**
	**	**	**	**	**
Slightly disagree	**	**	**	**	**
	**	**	**	**	**
TOTAL DISAGREE	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Slightly agree	**	**	**	**	**
	**	**	**	**	**
Strongly agree	**	**	**	**	**
	**	**	**	**	**
TOTAL AGREE	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 193

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

QP73 And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (MULTI CODE)

Base : Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	121	69	52	65	56
Effective Weighted Sample	119	68	51	64	55
Total	46	26	19	25	21
Child is too young for this to be a problem	19	**	**	**	**
	42%	**	**	**	**
Child is always supervised/ always an adult present	14	**	**	**	**
	31%	**	**	**	**
Cannot be used to go online	11	**	**	**	**
	24%	**	**	**	**
Didn't know this was possible	7	**	**	**	**
	14%	**	**	**	**
Trust my child to be sensible/ responsible	3	**	**	**	**
	7%	**	**	**	**
Don't know how to do this	1	**	**	**	**
	3%	**	**	**	**
Child too old for setting these controls	1	**	**	**	**
	2%	**	**	**	**
Wouldn't work/ they'd find a way around any controls	*	**	**	**	**
	1%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 193

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

QP73 And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (MULTI CODE)

Base : Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	121	69	52	65	56
Effective Weighted Sample	119	68	51	64	55
Total	46	26	19	25	21
Too complicated/ time consuming to install/ administer	*	**	**	**	**
	1%	**	**	**	**
Other	3	**	**	**	**
	6%	**	**	**	**
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW TO DO THIS	7	**	**	**	**
	15%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 194

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

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

Base : Parents whose child ever plays games

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
Very concerned	5 4%	3 4%	2 3%	2 3%	3 4%
Fairly concerned	7 5%	4 5%	3 5%	4 5%	3 5%
TOTAL CONCERNED	12 9%	7 9%	5 8%	6 8%	6 9%
Neither/ nor	15 10%	10 13%	5 7%	10 14% d	4 7%
Not very concerned	17 12%	9 12%	8 12%	8 11%	9 14%
Not at all concerned	96 69%	49 65%	46 73%	47 67%	48 71%
TOTAL NOT CONCERNED	112 81%	58 77%	54 85%	55 77%	58 84%
TOTAL NEITHER/ DON'T KNOW	15 10%	10 13%	5 7%	10 14% d	4 7%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 195

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
Very concerned	3 2%	2 2%	1 2%	1 1%	2 3%
Fairly concerned	9 7%	4 6%	5 8%	5 8%	4 5%
TOTAL CONCERNED	12 9%	6 8%	6 10%	6 9%	6 9%
Neither/ nor	17 12%	11 15%	6 9%	11 16% d	6 8%
Not very concerned	19 14%	12 16%	7 11%	10 14%	9 13%
Not at all concerned	91 65%	46 61%	45 70%	44 62%	47 69%
TOTAL NOT CONCERNED	110 79%	58 77%	52 81%	54 76%	56 82%
Don't know	* *%	- -%	* 1%	- -%	* 1%
TOTAL NEITHER/ DON'T KNOW	17 12%	11 15%	6 9%	11 16%	6 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 196

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

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

Base : Parents whose child ever plays games online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	97	53	44	48	49
Effective Weighted Sample	96	52	43	48	48
Total	37	21	16	18	19
Very concerned	**	**	**	**	**
	**	**	**	**	**
Fairly concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL CONCERNED	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Not very concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 197

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
Very concerned	6 4%	3 4%	3 5%	3 5%	2 3%
Fairly concerned	9 7%	6 7%	4 6%	4 6%	5 7%
TOTAL CONCERNED	15 11%	8 11%	7 10%	8 11%	7 10%
Neither/ nor	15 11%	8 11%	6 10%	10 14% d	5 7%
Not very concerned	16 11%	9 12%	7 10%	7 9%	9 14%
Not at all concerned	92 66%	48 64%	44 69%	46 65%	47 68%
TOTAL NOT CONCERNED	108 78%	58 76%	51 80%	52 74%	56 82%
Don't know	1 1%	1 2%	- -%	1 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	16 11%	10 13%	6 10%	11 15% d	5 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 198

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

QP74E (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much money they spend on games or gaming or in-app purchases (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
Very concerned	2 2%	1 1%	1 2%	1 1%	1 2%
Fairly concerned	5 3%	3 4%	2 2%	2 2%	3 5%
TOTAL CONCERNED	7 5%	4 5%	3 5%	2 3%	4 7%
Neither/ nor	12 9%	7 9%	6 9%	7 10%	5 8%
Not very concerned	15 11%	9 12%	6 10%	9 12%	7 10%
Not at all concerned	103 74%	54 72%	49 76%	52 73%	51 75%
TOTAL NOT CONCERNED	118 85%	63 84%	55 86%	60 85%	58 85%
Don't know	2 1%	1 2%	* 1%	1 1%	1 1%
TOTAL NEITHER/ DON'T KNOW	14 10%	8 11%	6 9%	8 11%	6 9%

Columns Tested: a,b - c,d

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

QP74F (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The possibility of them being bullied by other players (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
Very concerned	3 2%	2 2%	2 3%	2 2%	2 2%
Fairly concerned	6 4%	3 4%	2 4%	2 3%	3 5%
TOTAL CONCERNED	9 6%	5 6%	4 6%	4 6%	5 7%
Neither/ nor	11 8%	7 9%	4 6%	6 8%	5 8%
Not very concerned	16 12%	9 11%	8 12%	9 12%	7 11%
Not at all concerned	101 73%	54 72%	47 74%	51 72%	51 74%
TOTAL NOT CONCERNED	118 85%	63 83%	55 86%	60 84%	58 85%
Don't know	2 1%	1 1%	1 1%	2 2% d	- -%
TOTAL NEITHER/ DON'T KNOW	13 9%	8 10%	5 7%	7 10%	5 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 200

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

QP74G (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The possibility of them picking up bad language or other behaviour from other players (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
Very concerned	5 3%	3 4%	2 3%	2 3%	3 4%
Fairly concerned	8 6%	4 5%	4 6%	3 4%	5 7%
TOTAL CONCERNED	12 9%	6 9%	6 9%	5 7%	7 11%
Neither/ nor	12 8%	8 10%	4 6%	7 10%	5 7%
Not very concerned	15 11%	8 10%	8 12%	8 11%	7 11%
Not at all concerned	98 71%	52 69%	46 72%	50 71%	48 71%
TOTAL NOT CONCERNED	114 82%	60 79%	54 84%	58 82%	55 81%
Don't know	2 1%	2 2%	- -%	1 1%	1 1%
TOTAL NEITHER/ DON'T KNOW	13 10%	9 12%	4 6%	8 11%	6 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 201

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

QP74H (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The amount of advertising in games (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	365	195	170	184	181
Effective Weighted Sample	359	192	167	182	178
Total	139	76	64	71	68
Very concerned	7 5%	3 4%	4 6%	4 6%	3 4%
Fairly concerned	15 11%	8 11%	7 11%	9 13%	6 9%
TOTAL CONCERNED	22 16%	12 15%	11 17%	13 19%	9 13%
Neither/ nor	17 12%	10 13%	7 11%	12 16% d	5 8%
Not very concerned	18 13%	10 13%	8 12%	7 9%	11 16%
Not at all concerned	80 57%	44 58%	36 56%	38 53%	42 62%
TOTAL NOT CONCERNED	97 70%	54 71%	44 68%	44 63%	53 78% c
Don't know	3 2%	* *% a	2 4%	2 3%	1 1%
TOTAL NEITHER/ DON'T KNOW	20 14%	10 13%	10 15%	13 19% d	6 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 202

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

QP75 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
WHITE					
British	161 63%	83 62%	78 63%	79 62%	83 63%
English	16 6%	8 6%	8 6%	9 7%	7 5%
Scottish	19 7%	9 7%	9 8%	10 8%	9 7%
Welsh	5 2%	2 2%	3 2%	3 2%	3 2%
Irish	2 1%	* *%	2 1%	- -%	2 1%
					c
Any other white background	10 4%	5 4%	5 4%	4 3%	6 5%
MIXED					
White and Black Caribbean	4 1%	2 1%	2 2%	2 1%	2 1%
White and Black African	4 1%	2 1%	2 1%	1 1%	2 2%
White and Asian	2 1%	2 1%	1 1%	* *%	2 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 202

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

QP75 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Any other mixed background	1	1	-	*	*
	*%	1%	-%	*%	*%
ASIAN AND BRITISH ASIAN					
Indian	3	1	2	3	1
	1%	1%	2%	2%	1%
Pakistani	7	4	3	4	3
	3%	3%	2%	3%	2%
Bangladeshi	5	3	2	2	3
	2%	2%	2%	2%	2%
Any other Asian background	2	1	1	2	*
	1%	1%	1%	1%	*%
BLACK AND BLACK BRITISH					
Caribbean	2	-	2	1	1
	1%	-%	1%	1%	1%
			a		
African	7	5	2	4	3
	3%	4%	2%	3%	3%
Any other black background	1	*	*	*	*
	*%	*%	*%	*%	*%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 202

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

QP75 (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
MIDDLE EAST AND ARABIC ORIGIN					
Middle Eastern, including Arabic origin	1	1	-	1	-
	*%	1%	-%	1%	-%
CHINESE OR OTHER ETHNIC GROUP					
Any other background	3	2	2	*	3
	1%	1%	1%	*%	2% c
Refused	2	1	1	1	1
	1%	1%	1%	1%	*%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 203

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

QP76 Does your child have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled them over a period of time or that is likely to affect them over a period of time?
QP77 Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Yes	6	3	3	2	4
	2%	2%	3%	1%	3%
Yes, but does not limit activities	4	1	2	2	2
	1%	1%	2%	1%	2%
No	248	129	119	123	125
	96%	97%	96%	97%	95%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 204

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

QP78 Is there a landline phone in your home that can be used to make and receive calls? IF NECESSARY: Not a mobile phone or internet voice service. IF YES: Can this phone be used to make and receive calls? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Can use to make and receive calls	179 69%	94 71%	84 68%	101 80% d	78 59%
Can receive but not make calls/ incoming only	3 1%	1 1%	2 1%	2 1%	1 1%
Line not working properly/ needs to be repaired	4 2%	2 2%	2 2%	2 2%	2 2%
No, do not have landline phone	71 28%	35 26%	36 29%	21 17%	50 38% c
Don't know	* *%	* *%	- -%	- -%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 205

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

QP79 Can I please ask your age? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
16 - 24	31	18	13	6	25
	12%	14%	10%	4%	19%
					c
25 - 34	135	66	69	62	73
	53%	50%	56%	49%	56%
35 - 44	78	42	36	51	27
	30%	31%	29%	40%	21%
				d	
45 - 54	10	5	5	6	4
	4%	4%	4%	5%	3%
55 and over	2	1	1	1	1
	1%	1%	1%	1%	1%
Refused	1	1	-	1	-
	*%	1%	-%	1%	-%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 206

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

QP80 And at what age did YOU finish your education?/ At which age do you expect to finish your education? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Aged 16 or under	82	47	35	19	64
	32%	35%	29%	15%	49%
					c
Aged 17-18	72	32	40	32	40
	28%	24%	32%	25%	31%
			a		
Aged 19-20	32	17	14	19	13
	12%	13%	12%	15%	10%
				d	
Aged 21 or over	65	34	31	54	12
	25%	25%	25%	42%	9%
				d	
Don't know	4	3	2	2	3
	2%	2%	1%	1%	2%
Refused	2	1	1	1	*
	1%	1%	1%	1%	*%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 207

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

QP81 (SHOWCARD) And which of these options applies to your home? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Being bought on mortgage	84 33%	45 34%	39 32%	66 52% d	18 14%
Owned outright by the household	12 5%	6 5%	5 4%	8 7% d	3 3%
Rented from Local Authority/ Housing Association/ Trust	98 38%	48 36%	50 40%	26 20%	72 55% c
Rented from Private Landlord	60 23%	31 24%	28 23%	25 20%	35 26% c
Other	3 1%	2 1%	2 1%	1 1%	2 2%
Don't know	* *%	* *%	- -%	* *%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 208

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

QP82 How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
2	32 12%	17 13%	15 12%	11 8%	21 16% c
3	74 29%	39 29%	35 28%	37 29%	37 28%
4	85 33%	46 35%	39 32%	52 41% d	33 25%
5-6	57 22%	28 21%	30 24%	25 20%	33 25%
7-9	8 3%	4 3%	4 4%	2 1%	7 5% c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 209

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

QP83 How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian.(SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
1	98 38%	52 39%	46 37%	50 39%	48 37%
2	99 38%	54 40%	45 36%	55 43%	44 34%
3	37 14%	17 12%	20 16%	15 12%	22 17%
4	17 7%	8 6%	9 8%	6 4%	12 9%
5 or more	6 3%	3 3%	3 2%	2 1%	5 4%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 210

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

QP84 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Under 1	32	18	14	15	17
	13%	13%	12%	12%	13%
Aged 1	20	12	9	9	11
	8%	9%	7%	7%	8%
Aged 2	24	15	9	10	13
	9%	11%	8%	8%	10%
Aged 3	53	23	30	26	27
	20%	17%	24%	21%	20%
			a		
Aged 4	62	36	26	33	29
	24%	27%	21%	26%	22%
Aged 5	21	11	10	9	12
	8%	8%	8%	7%	9%
Aged 6	31	16	15	13	18
	12%	12%	12%	10%	14%
Aged 7	26	11	15	15	11
	10%	8%	12%	12%	9%
Aged 8	20	9	11	9	11
	8%	7%	9%	7%	8%
Aged 9	16	6	11	4	12
	6%	4%	8%	3%	9%
			a		c
Aged 10	15	7	9	5	11
	6%	5%	7%	4%	8%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 210

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

QP84 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Aged 11	13 5%	6 5%	7 6%	4 3%	9 7% c
Aged 12	7 3%	3 2%	3 3%	3 3%	3 3%
Aged 13	6 2%	3 2%	3 3%	3 2%	4 3%
Aged 14	6 2%	3 3%	3 2%	2 2%	4 3%
Aged 15	4 1%	2 1%	2 1%	1 1%	3 2%
Aged 16	1 1%	* *%	1 1%	1 1%	* *%
ANY YOUNGER SIBLINGS AT HOME	74 29%	42 32%	31 25%	35 28%	38 29%
NO YOUNGER SIBLINGS AT HOME	184 71%	91 68%	93 75%	91 72%	93 71%
ANY OLDER SIBLINGS AT HOME	111 43%	53 40%	58 47%	51 41%	60 46%
NO OLDER SIBLINGS AT HOME	146 57%	80 60%	66 53%	75 59%	71 54%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 210

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

QP84 What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
ONLY CHILD WITH NO SIBLINGS AT HOME	98	52	46	50	48
	38%	39%	37%	39%	37%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 211

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

QP85 (SHOWCARD) Which of these adults aged 16 and over live in your household with you? (MULTI CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Your husband/ wife/ partner - CHILD'S PARENT	187	97	90	106	80
	73%	73%	72%	84%	61%
				d	
Your husband/ wife/ partner - NOT CHILD'S PARENT	6	3	3	2	4
	2%	2%	2%	1%	3%
Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother	8	4	4	4	4
	3%	3%	3%	3%	3%
Your Brothers/ Sisters/ Stepbrothers/ Stepsisters	4	2	2	2	2
	1%	2%	1%	1%	2%
Your Child/ children aged 16 and over	7	4	3	3	4
	3%	3%	2%	2%	3%
Other relative of yours	4	2	3	2	2
	2%	1%	2%	2%	2%
Friend/ other person not related to you	2	2	*	1	1
	1%	1%	*%	1%	1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 211

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

QP85 (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
None - I am the only adult in the household	56	28	28	15	41
	22%	21%	23%	12%	32%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 212

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

QP87 (SHOWCARD) Which option applies to your household for the total annual household income from all sources before tax and deductions? (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Base for %	184	96	88	87	96
Under £11,500	54 29%	29 30%	25 29%	8 9%	46 48% c
£11,500 - £17,499	20 11%	10 10%	10 12%	5 6%	15 15% c
£17,500 - £29,999	50 27%	26 28%	24 27%	24 28%	26 27%
£30,000 - £49,999	39 21%	20 21%	19 21%	29 34% d	9 10%
£50,000 or over	21 11%	11 11%	10 11%	20 23% d	* *%
Don't know	19	10	9	6	13
Refused	54	27	27	33	21

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2015 - PARENTS OF CHILDREN AGED 3 TO 4 - 27th April to 15th June 2015.

Table 213

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

QP89 GENDER OF PARENT INTERVIEWED (SINGLE CODE)

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE	
	Total	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	688	352	336	334	354
Effective Weighted Sample	675	345	330	328	347
Total	257	133	124	126	131
Male	69	43	26	37	31
	27%	32%	21%	30%	24%
		b			
Female	188	91	98	89	100
	73%	68%	79%	70%	76%
			a		

Columns Tested: a,b - c,d