OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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

REGION/ NATION

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
London	202	44	69	89	202	99	104	23	21	35	33	40	49
	15%	12%	14%	18%	15%	14%	15%	12%	11%	14%	13%	16%	20%
				a									gh
South East	187	53	71	64	187	102	85	28	25	36	35	38	25
	14%	14%	14%	13%	14%	15%	12%	15%	14%	14%	14%	15%	10%
South West	105	29	41	34	105	53	52	13	16	19	22	21	13
	8%	8%	8%	7%	8%	8%	7%	7%	9%	8%	9%	8%	5%
Eastern	128	35	51	42	128	62	66	18	17	25	26	18	23
	9%	9%	10%	8%	9%	9%	10%	10%	9%	10%	10%	7%	9%
East Midlands	97	27	36	34	97	46	51	14	13	18	18	15	20
	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	6%	8%
West Midlands	133	37	48	49	133	70	63	18	18	26	22	26	23
	10%	10%	10%	10%	10%	10%	9%	10%	10%	11%	9%	10%	9%
Wales	55	17	20	18	55	29	26	10	7	10	10	9	9
	4%	5%	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	4%
Yorkshire & Humber	133	39	49	44	133	66	67	17	22	24	26	25	19
	10%	11%	10%	9%	10%	10%	10%	9%	12%	9%	10%	10%	8%
North East	59	11	22	27	59	25	35	6	5	10	11	8	19
	4%	3%	4%	5%	4%	4%	5%	3%	2%	4%	5%	3%	8%
													hk
North West	124	41	41	42	124	57	67	19	22	16	25	21	21
	9%	11%	8%	8%	9%	8%	10%	10%	12%	7%	10%	8%	8%
Scotland	124	34	43	47	124	67	57	18	16	25	18	24	22
	9%	9%	9%	9%	9%	10%	8%	9%	9%	10%	7%	10%	9%

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

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

REGION/ NATION

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Northern Ireland	28	8	9	10	28	13	15	4	4	4	5	5	5
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

Any break column with 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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
London	202	44	71	34	53	115	87	202	202	-
	15%	16%	17%	12%	14%	17%	13%	15%	17%	-%
									i	
South East	187	62	61	31	33	123	64	187	163	24
	14%	23%	14%	11%	9%	18%	9%	14%	14%	13%
		bcdfg	df			cdfg		df		
South West	105	13	26	33	33	39	66	105	80	25
	8%	5%	6%	11%	9%	6%	10%	8%	7%	14%
				abeg			abe			h
Eastern	128	30	40	26	32	70	59	128	107	22
	9%	11%	9%	9%	8%	10%	9%	9%	9%	12%
East Midlands	97	10	24	29	33	34	62	97	85	12
	7%	4%	6%	10%	8%	5%	9%	7%	7%	7%
				abe	ae		abe			
West Midlands	133	17	39	32	45	56	77	133	118	15
	10%	6%	9%	11%	12%	8%	11%	10%	10%	8%
				a	a		ae			
Wales	55	12	18	12	13	30	25	55	41	14
	4%	4%	4%	4%	3%	4%	4%	4%	3%	8%
										h
Yorkshire & Humber	133	26	32	18	58	58	75	133	122	12
	10%	9%	8%	6%	15%	8%	11%	10%	10%	6%
					abceg		c	c		
North East	59	15	22	9	14	37	23	59	52	7
	4%	5%	5%	3%	4%	5%	3%	4%	4%	4%
North West	124	21	36	28	39	57	67	124	112	13
	9%	8%	9%	10%	10%	8%	10%	9%	9%	7%

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

Any break column with 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	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Scotland	124	20	43	33	28	63	61	124	101	22
	9%	7%	10%	11%	7%	9%	9%	9%	8%	12%
Northern Ireland	28	4	10	6	7	14	13	28	14	14
	2%	1%	2%	2%	2%	2%	2%	2%	1%	8%
										h

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

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

LOCATION

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Urban	1196 87%	321 86%	438 88%	437 87%	1196 87%	587 85%	610 89%	156 83%	165 88%	216 87%	222 89%	215 86%	222 89%
Rural	179 13%	54 14%	62 12%	63 13%	179 13%	101 15%	78 11%	32 17%	22 12%	34 13%	29 11%	36 14%	27 11%

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

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

LOCATION

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Urban	1196	235	368	248	345	603	593	1196	1196	-
	87%	86%	87%	85%	89%	87%	87%	87%	100%	-%
									i	
Rural	179	38	55	44	43	93	86	179	-	179
	13%	14%	13%	15%	11%	13%	13%	13%	-%	100%
										h

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

Any break column with 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

| | Total | \multicolumn{4}{c}{CHILD'S AGE} | | \multicolumn{2}{c}{CHILD'S GENDER} | | \multicolumn{6}{c}{CHILD'S AGE AND GENDER} |
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
England	1169	316	428	425	1169	579	590	156	159	210	218	213	213
	85%	84%	86%	85%	85%	84%	86%	83%	85%	84%	87%	85%	85%
Scotland	124	34	43	47	124	67	57	18	16	25	18	24	22
	9%	9%	9%	9%	9%	10%	8%	9%	9%	10%	7%	10%	9%
Wales	55	17	20	18	55	29	26	10	7	10	10	9	9
	4%	5%	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	4%
Northern Ireland	28	8	9	10	28	13	15	4	4	4	5	5	5
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

Any break column with 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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
England	1169	237	352	241	339	588	581	1169	1040	129
	85%	87%	83%	83%	88%	85%	85%	85%	87%	72%
									i	
Scotland	124	20	43	33	28	63	61	124	101	22
	9%	7%	10%	11%	7%	9%	9%	9%	8%	12%
Wales	55	12	18	12	13	30	25	55	41	14
	4%	4%	4%	4%	3%	4%	4%	4%	3%	8%
										h
Northern Ireland	28	4	10	6	7	14	13	28	14	14
	2%	1%	2%	2%	2%	2%	2%	2%	1%	8%
										h

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

Any break column with 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

	Total	CHILD'S AGE 5-7	CHILD'S AGE 8-11	CHILD'S AGE 12-15	ALL 5-15	CHILD'S GENDER MALE	CHILD'S GENDER FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Age 5	125 9%	125 33% bcd	- -%	- -%	125 9% bc	65 9%	60 9%	65 35% ijkl	60 32% ijkl	- -%	- -%	- -%	- -%
Age 6	125 9%	125 33% bcd	- -%	- -%	125 9% bc	58 8%	67 10%	58 31% ijkl	67 36% ijkl	- -%	- -%	- -%	- -%
Age 7	125 9%	125 33% bcd	- -%	- -%	125 9% bc	65 9%	60 9%	65 35% ijkl	60 32% ijkl	- -%	- -%	- -%	- -%
Age 8	125 9%	- -%	125 25% acd	- -%	125 9% ac	65 9%	60 9%	- -%	- -%	65 26% ghkl	60 24% ghkl	- -%	- -%
Age 9	125 9%	- -%	125 25% acd	- -%	125 9% ac	61 9%	64 9%	- -%	- -%	61 24% ghkl	64 26% ghkl	- -%	- -%
Age 10	125 9%	- -%	125 25% acd	- -%	125 9% ac	62 9%	63 9%	- -%	- -%	62 25% ghkl	63 25% ghkl	- -%	- -%
Age 11	125 9%	- -%	125 25% acd	- -%	125 9% ac	62 9%	63 9%	- -%	- -%	62 25% ghkl	63 25% ghkl	- -%	- -%
Age 12	125 9%	- -%	- -%	125 25% abd	125 9% ab	60 9%	65 9%	- -%	- -%	- -%	- -%	60 24% ghij	65 26% ghij
Age 13	125 9%	- -%	- -%	125 25% abd	125 9% ab	63 9%	62 9%	- -%	- -%	- -%	- -%	63 25% ghij	62 25% ghij

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

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

QP1. AGE OF CHILD

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Age 14	125	-	-	125	125	63	62	-	-	-	-	63	62
	9%	-%	-%	25% abd	9% ab	9%	9%	-%	-%	-%	-%	25% ghij	25% ghij
Age 15	125	-	-	125	125	64	61	-	-	-	-	64	61
	9%	-%	-%	25% abd	9% ab	9%	9%	-%	-%	-%	-%	26% ghij	24% ghij
SUMMARY													
AGED 5-7	375	375	-	-	375	188	187	188	187	-	-	-	-
	27%	100% bcd	-%	-%	27% bc	27%	27%	100% ijkl	100% ijkl	-%	-%	-%	-%
AGED 8-11	500	-	500	-	500	249	251	-	-	249	251	-	-
	36%	-%	100% acd	-%	36% ac	36%	36%	-%	-%	100% ghkl	100% ghkl	-%	-%
AGED 12-15	500	-	-	500	500	251	249	-	-	-	-	251	249
	36%	-%	-%	100% abd	36% ab	36%	36%	-%	-%	-%	-%	100% ghij	100% ghij

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

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

QP1. AGE OF CHILD

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Age 5	125	25	35	25	41	59	66	125	113	12
	9%	9%	8%	9%	11%	9%	10%	9%	9%	7%
Age 6	125	22	43	29	31	65	60	125	108	17
	9%	8%	10%	10%	8%	9%	9%	9%	9%	10%
Age 7	125	22	34	30	39	56	69	125	101	24
	9%	8%	8%	10%	10%	8%	10%	9%	8%	13%
										h
Age 8	125	21	39	27	38	60	65	125	110	15
	9%	8%	9%	9%	10%	9%	10%	9%	9%	8%
Age 9	125	22	53	24	26	76	49	125	110	15
	9%	8%	13%	8%	7%	11%	7%	9%	9%	8%
			dfg			df				
Age 10	125	33	41	26	25	74	51	125	108	17
	9%	12%	10%	9%	7%	11%	8%	9%	9%	9%
		df				df				
Age 11	125	27	28	24	47	54	71	125	110	15
	9%	10%	7%	8%	12%	8%	10%	9%	9%	9%
					be		b			
Age 12	125	23	34	29	39	57	68	125	108	17
	9%	8%	8%	10%	10%	8%	10%	9%	9%	10%
Age 13	125	21	47	26	31	68	57	125	112	13
	9%	8%	11%	9%	8%	10%	8%	9%	9%	7%
Age 14	125	30	40	25	30	70	55	125	109	16
	9%	11%	9%	9%	8%	10%	8%	9%	9%	9%
Age 15	125	26	30	28	41	55	70	125	109	16
	9%	9%	7%	10%	11%	8%	10%	9%	9%	9%

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

Any break column with 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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
SUMMARY										
AGED 5-7	375	69	111	84	110	181	194	375	321	54
	27%	25%	26%	29%	29%	26%	29%	27%	27%	30%
AGED 8-11	500	104	160	100	136	264	236	500	438	62
	36%	38%	38%	34%	35%	38%	35%	36%	37%	35%
AGED 12-15	500	100	151	108	141	251	249	500	437	63
	36%	37%	36%	37%	36%	36%	37%	36%	37%	35%

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

Any break column with 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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Male	687	188	249	251	687	687	-	188	-	249	-	251	-
	50%	50%	50%	50%	50%	100%	-%	100%	-%	100%	-%	100%	-%
						f		hjl		hjl		hjl	
Female	688	187	251	249	688	-	688	-	187	-	251	-	249
	50%	50%	50%	50%	50%	-%	100%	-%	100%	-%	100%	-%	100%
							e		gik		gik		gik

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

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

QP2. GENDER OF CHILD

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Male	687	131	213	140	204	344	344	687	587	101
	50%	48%	50%	48%	53%	49%	51%	50%	49%	56%
Female	688	142	210	152	184	352	336	688	610	78
	50%	52%	50%	52%	47%	51%	49%	50%	51%	44%

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

Any break column with 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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Male 5-7	188	188	-	-	188	188	-	188	-	-	-	-	-
	14%	50%	-%	-%	14%	27%	-%	100%	-%	-%	-%	-%	-%
		bcd			bc	f		hijkl					
Female 5-7	187	187	-	-	187	-	187	-	187	-	-	-	-
	14%	50%	-%	-%	14%	-%	27%	-%	100%	-%	-%	-%	-%
		bcd			bc		e		gijkl				
Male 8-11	249	-	249	-	249	249	-	-	-	249	-	-	-
	18%	-%	50%	-%	18%	36%	-%	-%	-%	100%	-%	-%	-%
			acd		ac	f				ghjkl			
Female 8-11	251	-	251	-	251	-	251	-	-	-	251	-	-
	18%	-%	50%	-%	18%	-%	36%	-%	-%	-%	100%	-%	-%
			acd		ac		e				ghikl		
Male 12-15	251	-	-	251	251	251	-	-	-	-	-	251	-
	18%	-%	-%	50%	18%	36%	-%	-%	-%	-%	-%	100%	-%
				abd	ab	f						ghijl	
Female 12-15	249	-	-	249	249	-	249	-	-	-	-	-	249
	18%	-%	-%	50%	18%	-%	36%	-%	-%	-%	-%	-%	100%
				abd	ab		e						ghijk

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

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

CHILD'S AGE AND GENDER

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Male 5-7	188	29	56	42	60	86	102	188	156	32
	14%	11%	13%	14%	15%	12%	15%	14%	13%	18%
Female 5-7	187	40	55	42	50	95	93	187	165	22
	14%	15%	13%	14%	13%	14%	14%	14%	14%	12%
Male 8-11	249	54	79	47	70	132	117	249	216	34
	18%	20%	19%	16%	18%	19%	17%	18%	18%	19%
Female 8-11	251	50	82	53	66	132	119	251	222	29
	18%	18%	19%	18%	17%	19%	18%	18%	19%	16%
Male 12-15	251	48	78	51	74	126	125	251	215	36
	18%	17%	18%	17%	19%	18%	18%	18%	18%	20%
Female 12-15	249	53	72	57	67	125	124	249	222	27
	18%	19%	17%	20%	17%	18%	18%	18%	19%	15%

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
A	23	4	9	9	23	10	13	3	2	3	6	4	5
	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%
B	250	65	94	91	250	121	129	27	38	50	44	44	47
	18%	17%	19%	18%	18%	18%	19%	14%	20%	20%	18%	17%	19%
C1	423	111	160	151	423	213	210	56	55	79	82	78	72
	31%	30%	32%	30%	31%	31%	30%	30%	29%	32%	33%	31%	29%
C2	292	84	100	108	292	140	152	42	42	47	53	51	57
	21%	22%	20%	22%	21%	20%	22%	22%	22%	19%	21%	20%	23%
D	217	55	78	84	217	110	107	29	27	41	37	40	44
	16%	15%	16%	17%	16%	16%	16%	15%	14%	17%	15%	16%	18%
E	170	55	58	58	170	94	76	31	24	28	29	34	23
	12%	15%	12%	12%	12%	14%	11%	17%	13%	11%	12%	14%	9%
								l					
SUMMARY													
AB	273	69	104	100	273	131	142	29	40	54	50	48	53
	20%	18%	21%	20%	20%	19%	21%	16%	21%	22%	20%	19%	21%
DE	388	110	136	141	388	204	184	60	50	70	66	74	67
	28%	29%	27%	28%	28%	30%	27%	32%	27%	28%	26%	30%	27%
ABC1	695	181	264	251	695	344	352	86	95	132	132	126	125
	51%	48%	53%	50%	51%	50%	51%	46%	51%	53%	53%	50%	50%
C2DE	680	194	236	249	680	344	336	102	93	117	119	125	124
	49%	52%	47%	50%	49%	50%	49%	54%	49%	47%	47%	50%	50%

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
A	23	23	-	-	-	23	-	23	22	1
	2%	8%	-%	-%	-%	3%	-%	2%	2%	*%
		bcdefg				bcdfg		bcdf		
B	250	250	-	-	-	250	-	250	212	38
	18%	92%	-%	-%	-%	36%	-%	18%	18%	21%
		bcdefg				bcdfg		bcdf		
C1	423	-	423	-	-	423	-	423	368	55
	31%	-%	100%	-%	-%	61%	-%	31%	31%	31%
			acdefg			acdfg		acdf		
C2	292	-	-	292	-	-	292	292	248	44
	21%	-%	-%	100%	-%	-%	43%	21%	21%	24%
				abdefg			abdeg	abde		
D	217	-	-	-	217	-	217	217	196	22
	16%	-%	-%	-%	56%	-%	32%	16%	16%	12%
					abcefg		abceg	abce		
E	170	-	-	-	170	-	170	170	149	21
	12%	-%	-%	-%	44%	-%	25%	12%	12%	12%
					abcefg		abceg	abce		
SUMMARY										
AB	273	273	-	-	-	273	-	273	235	38
	20%	100%	-%	-%	-%	39%	-%	20%	20%	21%
		bcdefg				bcdfg		bcdf		
DE	388	-	-	-	388	-	388	388	345	43
	28%	-%	-%	-%	100%	-%	57%	28%	29%	24%
					abcefg		abceg	abce		
ABC1	695	273	423	-	-	695	-	695	603	93
	51%	100%	100%	-%	-%	100%	-%	51%	50%	52%
		cdfg	cdfg			cdfg		cdf		

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
C2DE	680	-	-	292	388	-	680	680	593	86
	49%	-%	-%	100%	100%	-%	100%	49%	50%	48%
				abeg	abeg		abeg	abe		

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	163	28	51	84	163	81	82	15	13	25	26	41	43
	12%	7%	10%	17%	12%	12%	12%	8%	7%	10%	10%	16%	17%
				abd	a							ghi	ghij
Household has & child makes use of	671	179	259	232	671	328	344	90	90	125	135	113	119
	49%	48%	52%	46%	49%	48%	50%	48%	48%	50%	54%	45%	48%
Household has but child does not use	58	19	22	16	58	34	23	11	8	15	8	9	7
	4%	5%	4%	3%	4%	5%	3%	6%	4%	6%	3%	4%	3%
Do not have in the household	478	149	163	165	478	243	234	73	76	84	80	87	78
	35%	40%	33%	33%	35%	35%	34%	39%	41%	34%	32%	35%	31%
		bc							jl				
Don't know	5	-	4	1	5	1	4	-	-	1	3	-	1
	*%	-%	1%	*%	*%	*%	1%	-%	-%	*%	1%	-%	1%

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

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

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	163	24	48	43	49	72	91	163	139	24
	12%	9%	11%	15%	13%	10%	13%	12%	12%	14%
				a						
Household has & child makes use of	671	161	219	134	157	380	291	671	588	83
	49%	59%	52%	46%	40%	55%	43%	49%	49%	46%
		cdfg	df			cdfg		df		
Household has but child does not use	58	13	16	11	18	30	28	58	45	13
	4%	5%	4%	4%	5%	4%	4%	4%	4%	7%
										h
Do not have in the household	478	72	140	104	162	211	267	478	421	57
	35%	26%	33%	36%	42%	30%	39%	35%	35%	32%
				a	abeg		abe	a		
Don't know	5	3	-	-	2	3	2	5	4	1
	*%	1%	-%	-%	1%	*%	*%	*%	*%	1%
		b								

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	471	99	158	215	471	245	226	52	47	80	78	113	101
	34%	26%	32%	43%	34%	36%	33%	28%	25%	32%	31%	45%	41%
				abd	a							ghij	ghj
Household has & child makes use of	520	171	181	168	520	268	253	85	87	98	83	85	83
	38%	46%	36%	34%	38%	39%	37%	45%	46%	39%	33%	34%	33%
		bcd						jkl	jkl				
Household has but child does not use	59	25	23	10	59	26	32	11	14	10	13	5	5
	4%	7%	5%	2%	4%	4%	5%	6%	7%	4%	5%	2%	2%
		cd	c		c			kl	kl				
Do not have in the household	325	79	138	107	325	148	176	40	39	61	77	48	60
	24%	21%	28%	21%	24%	22%	26%	21%	21%	24%	31%	19%	24%
			ac								ghk		

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

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

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

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	471	71	135	110	156	206	265	471	395	77
	34%	26%	32%	38%	40%	30%	39%	34%	33%	43%
				ae	abeg		abeg	ae		h
Household has & child makes use of	520	112	161	108	139	273	247	520	457	63
	38%	41%	38%	37%	36%	39%	36%	38%	38%	35%
Household has but child does not use	59	13	17	13	15	31	28	59	48	11
	4%	5%	4%	5%	4%	4%	4%	4%	4%	6%
Do not have in the household	325	77	109	60	78	186	139	325	296	28
	24%	28%	26%	21%	20%	27%	20%	24%	25%	16%
		cdf	f			cdf			i	

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

Any break column with 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 HD recorder) that allows you to record and store TV programmes and pause/ rewind live TV programmes (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	90	14	28	49	90	47	43	10	3	10	17	27	22
	7%	4%	6%	10%	7%	7%	6%	5%	2%	4%	7%	11%	9%
				abd	a			h			h	hi	hi
Household has & child makes use of	770	202	274	294	770	376	395	98	104	131	143	146	148
	56%	54%	55%	59%	56%	55%	57%	52%	55%	53%	57%	58%	59%
Household has but child does not use	138	43	57	38	138	79	59	23	20	36	20	20	18
	10%	12%	11%	8%	10%	11%	9%	12%	11%	14%	8%	8%	7%
		c								jkl			
Do not have in the household	376	116	142	118	376	186	190	56	60	72	70	58	60
	27%	31%	28%	24%	27%	27%	28%	30%	32%	29%	28%	23%	24%
		c							k				
Don't know	1	-	-	1	1	-	1	-	-	-	-	-	1
	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%

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

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

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

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	90	14	27	21	28	41	49	90	79	11
	7%	5%	6%	7%	7%	6%	7%	7%	7%	6%
Household has & child makes use of	770	177	244	156	194	420	350	770	683	87
	56%	65%	58%	54%	50%	60%	52%	56%	57%	49%
		cdfg	d			cdf		d	i	
Household has but child does not use	138	27	42	39	30	69	69	138	123	15
	10%	10%	10%	13%	8%	10%	10%	10%	10%	8%
				d						
Do not have in the household	376	55	109	76	136	164	212	376	311	65
	27%	20%	26%	26%	35%	24%	31%	27%	26%	36%
					abceg		ae	a		h
Don't know	1	1	-	-	-	1	-	1	1	-
	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%

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

Any break column with 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/ laptop/ netbook - with internet access (access to websites) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	265	13	64	188	265	134	131	9	3	32	32	93	96
	19%	3%	13%	38%	19%	19%	19%	5%	2%	13%	13%	37%	38%
			a	abd	ab					gh	gh	ghij	ghij
Household has & child makes use of	605	146	257	202	605	298	306	76	70	126	130	96	106
	44%	39%	51%	40%	44%	43%	45%	40%	38%	51%	52%	38%	42%
			acd							ghk	ghkl		
Household has but child does not use	258	126	87	45	258	134	124	60	65	43	44	31	15
	19%	33%	17%	9%	19%	20%	18%	32%	35%	17%	18%	12%	6%
		bcd	c		c			ijkl	ijkl	l	l	l	
Do not have in the household	247	91	92	65	247	121	126	42	48	48	44	31	33
	18%	24%	18%	13%	18%	18%	18%	22%	26%	19%	18%	12%	13%
		bcd	c		c			kl	jkl	k			

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

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

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

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	265	69	90	41	64	159	105	265	225	40
	19%	25%	21%	14%	17%	23%	16%	19%	19%	22%
		cdfg	cf			cdf		cf		
Household has & child makes use of	605	129	205	127	144	334	271	605	535	70
	44%	47%	49%	43%	37%	48%	40%	44%	45%	39%
		df	df			df		d		
Household has but child does not use	258	54	68	68	69	122	137	258	221	37
	19%	20%	16%	23%	18%	18%	20%	19%	18%	21%
				be						
Do not have in the household	247	21	59	57	110	80	167	247	216	32
	18%	8%	14%	19%	28%	12%	25%	18%	18%	18%
			a	ae	abceg		abeg	ae		

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

Any break column with 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 (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	641	158	233	249	641	301	340	75	84	104	130	122	127
	47%	42%	47%	50%	47%	44%	49%	40%	45%	42%	52%	49%	51%
				a			e				gi		gi
Household has & child makes use of	398	121	153	124	398	222	175	65	56	86	67	72	52
	29%	32%	31%	25%	29%	32%	26%	34%	30%	34%	27%	29%	21%
		c				f		l	l	l			
Household has but child does not use	129	38	41	50	129	73	56	22	16	24	17	27	23
	9%	10%	8%	10%	9%	11%	8%	12%	8%	10%	7%	11%	9%
Do not have in the household	208	58	73	77	208	92	116	26	32	36	37	30	48
	15%	15%	15%	15%	15%	13%	17%	14%	17%	14%	15%	12%	19%
													k

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

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

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

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	641	134	186	145	177	320	321	641	528	113
	47%	49%	44%	50%	46%	46%	47%	47%	44%	63%
										h
Household has & child makes use of	398	94	132	72	100	226	171	398	364	34
	29%	34%	31%	25%	26%	33%	25%	29%	30%	19%
		cdf	cf			cdf			i	
Household has but child does not use	129	25	49	29	26	74	54	129	118	11
	9%	9%	12%	10%	7%	11%	8%	9%	10%	6%
			d			d				
Do not have in the household	208	20	55	47	85	75	133	208	187	21
	15%	7%	13%	16%	22%	11%	20%	15%	16%	12%
			a	ae	abeg		abeg		ae	

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

Any break column with 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 - like an iPhone/ Samsung Galaxy/ BlackBerry etc. (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	659	25	200	434	659	323	336	13	12	94	106	216	218
	48%	7%	40%	87%	48%	47%	49%	7%	6%	38%	42%	86%	87%
			a	abd	ab					gh	gh	ghij	ghij
Household has & child makes use of	268	99	133	36	268	130	138	50	49	59	74	21	15
	19%	26%	27%	7%	19%	19%	20%	27%	26%	24%	29%	8%	6%
		cd	cd		c			kl	kl	kl	kl		
Household has but child does not use	409	234	148	27	409	215	194	117	117	85	63	13	14
	30%	62%	30%	5%	30%	31%	28%	62%	62%	34%	25%	5%	6%
		bcd	c		c			ijkl	ijkl	jkl	kl		
Do not have in the household	39	18	19	2	39	19	20	8	9	11	8	-	2
	3%	5%	4%	*%	3%	3%	3%	4%	5%	4%	3%	-%	1%
		c	c		c			kl	kl	kl	k		

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

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

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

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	659	138	195	138	188	333	326	659	572	87
	48%	51%	46%	47%	48%	48%	48%	48%	48%	49%
Household has & child makes use of	268	49	93	53	72	142	125	268	251	17
	19%	18%	22%	18%	19%	20%	18%	19%	21%	9%
									i	
Household has but child does not use	409	76	125	93	116	201	208	409	346	63
	30%	28%	30%	32%	30%	29%	31%	30%	29%	35%
Do not have in the household	39	10	9	7	13	19	20	39	27	12
	3%	4%	2%	3%	3%	3%	3%	3%	2%	7%
										h

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

Any break column with 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 - Games console or games player - like a PlayStation, Xbox, Nintendo Switch/ 3DS, PS Vita and so on (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	460	68	167	226	460	347	114	51	16	127	40	169	57
	33%	18%	33%	45%	33%	50%	17%	27%	9%	51%	16%	67%	23%
			a	abd	a	f		hj		ghjl	h	ghijl	h
Household has & child makes use of	273	83	99	91	273	151	123	47	36	55	45	49	42
	20%	22%	20%	18%	20%	22%	18%	25%	19%	22%	18%	20%	17%
								l					
Household has but child does not use	171	64	54	54	171	41	130	25	39	11	43	6	48
	12%	17%	11%	11%	12%	6%	19%	13%	21%	4%	17%	2%	19%
		bcd					e	ik	gik		ik		ik
Do not have in the household	470	160	180	130	470	149	321	64	97	58	122	27	102
	34%	43%	36%	26%	34%	22%	47%	34%	52%	23%	49%	11%	41%
		bcd	c		c		e	ik	gikl	k	gik		ik

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

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

QP3G. (SHOWCARD) EQUIPMENT IN THE HOME - Games console or games player - like a PlayStation, Xbox, Nintendo Switch/ 3DS, PS Vita and so on (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	460	71	142	104	143	213	247	460	376	84
	33%	26%	34%	35%	37%	31%	36%	33%	31%	47%
			a	a	ae		ae	a		h
Household has & child makes use of	273	65	76	61	72	141	133	273	242	32
	20%	24%	18%	21%	18%	20%	20%	20%	20%	18%
Household has but child does not use	171	36	51	48	37	87	85	171	154	18
	12%	13%	12%	16%	10%	12%	12%	12%	13%	10%
				d						
Do not have in the household	470	101	154	80	136	255	215	470	425	45
	34%	37%	36%	27%	35%	37%	32%	34%	36%	25%
		c	c		c	c		c	i	

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP3H. (SHOWCARD) EQUIPMENT IN THE HOME - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	85	9	29	47	85	32	53	4	6	12	16	16	31
	6%	2%	6%	9%	6%	5%	8%	2%	3%	5%	7%	6%	13%
			a	abd	a		e					g	ghijk
												g	
Household has & child makes use of	278	66	105	107	278	131	148	29	37	48	57	54	54
	20%	18%	21%	21%	20%	19%	21%	16%	20%	19%	23%	21%	22%
Household has but child does not use	406	126	143	137	406	216	190	64	62	75	68	78	60
	30%	33%	29%	27%	30%	31%	28%	34%	33%	30%	27%	31%	24%
								l	l				
Do not have in the household	605	174	224	207	605	308	297	91	83	114	109	103	104
	44%	46%	45%	41%	44%	45%	43%	49%	44%	46%	44%	41%	42%
Don't know	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%

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

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

QP3H. (SHOWCARD) EQUIPMENT IN THE HOME - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	85	23	30	13	19	54	32	85	69	16
	6%	9%	7%	4%	5%	8%	5%	6%	6%	9%
		cf				cf				
Household has & child makes use of	278	64	82	60	72	146	132	278	247	31
	20%	23%	19%	21%	19%	21%	19%	20%	21%	17%
Household has but child does not use	406	95	139	87	84	234	172	406	346	60
	30%	35%	33%	30%	22%	34%	25%	30%	29%	34%
		df	df	d		df		df		
Do not have in the household	605	91	171	131	212	261	343	605	534	71
	44%	33%	40%	45%	55%	38%	51%	44%	45%	40%
				ae	abceg		abeg		ae	
Don't know	1	-	-	1	-	-	1	1	1	-
	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%

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

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

QP3I. (SHOWCARD) EQUIPMENT IN THE HOME - DVD/ Blu Ray player (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	159	38	47	74	159	75	84	19	19	22	25	33	40
	12%	10%	9%	15%	12%	11%	12%	10%	10%	9%	10%	13%	16%
				ab									i
Household has & child makes use of	489	137	202	151	489	252	238	62	75	108	93	81	70
	36%	36%	40%	30%	36%	37%	35%	33%	40%	43%	37%	32%	28%
		c	c		c				l	gkl	l		
Household has but child does not use	213	60	65	89	213	109	104	30	30	34	31	45	43
	16%	16%	13%	18%	16%	16%	15%	16%	16%	14%	12%	18%	17%
				b									
Do not have in the household	513	140	187	187	513	252	261	77	63	85	102	91	96
	37%	37%	37%	37%	37%	37%	38%	41%	34%	34%	41%	36%	38%

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

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

QP3I. (SHOWCARD) EQUIPMENT IN THE HOME - DVD/ Blu Ray player (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	159	35	49	35	40	84	75	159	128	31
	12%	13%	12%	12%	10%	12%	11%	12%	11%	17% h
Household has & child makes use of	489	109	152	105	124	261	229	489	421	69
	36%	40% d	36%	36%	32%	38%	34%	36%	35%	38%
Household has but child does not use	213	50	71	48	45	121	93	213	186	28
	16%	18% d	17% d	16%	12%	17% d	14%	16%	16%	15%
Do not have in the household	513	79	151	104	180	230	283	513	462	51
	37%	29%	36%	36%	46% abceg	33%	42% ae	37% a	39% i	29%

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

Any break column with 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 - Smart speakers which can respond to voice commands - e.g. Amazon Echo (Alexa), Google Home, Apple HomePod (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Child has their own one	49	7	10	32	49	24	25	4	4	7	3	13	19
	4%	2%	2%	6% abd	4%	3%	4%	2%	2%	3%	1%	5% j	7% ghij
Household has & child makes use of	162	36	69	57	162	84	78	23	12	34	35	27	30
	12%	9%	14% a	11%	12%	12%	11%	12% h	7%	13% h	14% h	11%	12%
Household has but child does not use	81	29	25	27	81	46	34	19	10	14	11	14	13
	6%	8%	5%	5%	6%	7%	5%	10% j	5%	6%	4%	5%	5%
Do not have in the household	1082	303	396	383	1082	532	550	142	162	195	201	196	187
	79%	81%	79%	77%	79%	77%	80%	75%	86% gikl	78%	80%	78%	75%
Don't know	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%

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

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

QP3J. (SHOWCARD) EQUIPMENT IN THE HOME - Smart speakers which can respond to voice commands - e.g. Amazon Echo (Alexa), Google Home, Apple HomePod (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Child has their own one	49	10	21	11	7	31	18	49	42	7
	4%	4%	5%	4%	2%	5%	3%	4%	4%	4%
			df			d				
Household has & child makes use of	162	41	56	36	28	98	64	162	131	31
	12%	15%	13%	12%	7%	14%	9%	12%	11%	17%
		df	df	d		df		d		h
Household has but child does not use	81	17	28	21	14	45	35	81	76	5
	6%	6%	7%	7%	4%	7%	5%	6%	6%	3%
				d		d				
Do not have in the household	1082	205	317	222	339	521	561	1082	946	136
	79%	75%	75%	76%	87%	75%	83%	79%	79%	76%
					abcefg		abceg			
Don't know	1	-	-	1	-	-	1	1	1	-
	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%

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

Any break column with 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-J - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Any type of mobile phone, including Smartphone	659 48%	25 7%	200 40% a	434 87% abd	659 48% ab	323 47%	336 49%	13 7%	12 6%	94 38% gh	106 42% gh	216 86% ghij	218 87% ghij
Tablet computer	641 47%	158 42%	233 47%	249 50% a	641 47%	301 44%	340 49% e	75 40%	84 45%	104 42%	130 52% gi	122 49%	127 51% gi
Standard TV set	471 34%	99 26%	158 32%	215 43% abd	471 34% a	245 36%	226 33%	52 28%	47 25%	80 32%	78 31%	113 45% ghij	101 41% ghj
Games console or games player	460 33%	68 18%	167 33% a	226 45% abd	460 33% a	347 50% f	114 17%	51 27% hj	16 9%	127 51% ghjl	40 16% h	169 67% ghijl	57 23% h
Desktop computer/ laptop/ netbook - with internet access	265 19%	13 3%	64 13% a	188 38% abd	265 19% ab	134 19%	131 19%	9 5%	3 2%	32 13% gh	32 13% gh	93 37% ghij	96 38% ghij
Smart TV set	163 12%	28 7%	51 10%	84 17% abd	163 12% a	81 12%	82 12%	15 8%	13 7%	25 10%	26 10%	41 16% ghi	43 17% ghij
DVD/ Blu-ray player	159 12%	38 10%	47 9%	74 15% ab	159 12%	75 11%	84 12%	19 10%	19 10%	22 9%	25 10%	33 13%	40 16% i
Digital Video Recorder/ DVR	90 7%	14 4%	28 6%	49 10% abd	90 7% a	47 7%	43 6%	10 5% h	3 2%	10 4%	17 7% h	27 11% hi	22 9% hi

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

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

QP3A-J - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Radio	85	9	29	47	85	32	53	4	6	12	16	16	31
	6%	2%	6%	9%	6%	5%	8%	2%	3%	5%	7%	6%	13%
			a	abd	a		e					g	ghijk
												g	
Smart speakers	49	7	10	32	49	24	25	4	4	7	3	13	19
	4%	2%	2%	6%	4%	3%	4%	2%	2%	3%	1%	5%	7%
				abd								j	ghij
ANY STANDARD/ SMART TV	587	112	198	277	587	301	287	57	55	100	98	143	133
	43%	30%	40%	55%	43%	44%	42%	30%	30%	40%	39%	57%	54%
			a	abd	a					gh	h	ghij	ghij
None of these	322	156	134	32	322	161	162	78	78	69	65	14	18
	23%	42%	27%	6%	23%	23%	24%	42%	42%	28%	26%	5%	7%
		bcd	c		c			ijkl	ijkl	kl	kl		
Mean number of types of equipment (out of 10)	2.2	1.2	2.0	3.2	2.2	2.3	2.1	1.3	1.1	2.1	1.9	3.4	3.0
			a	abd	ab	f				gh	gh	ghij	ghij
Standard deviation	1.93	1.44	1.79	1.94	1.93	1.98	1.88	1.58	1.28	1.88	1.70	1.88	1.99
Standard error	.05	.07	.08	.09	.05	.07	.07	.11	.08	.12	.11	.12	.13

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP3A-J - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Any type of mobile phone, including Smartphone	659	138	195	138	188	333	326	659	572	87
	48%	51%	46%	47%	48%	48%	48%	48%	48%	49%
Tablet computer	641	134	186	145	177	320	321	641	528	113
	47%	49%	44%	50%	46%	46%	47%	47%	44%	63%
										h
Standard TV set	471	71	135	110	156	206	265	471	395	77
	34%	26%	32%	38%	40%	30%	39%	34%	33%	43%
				ae	abeg		abeg	ae		h
Games console or games player	460	71	142	104	143	213	247	460	376	84
	33%	26%	34%	35%	37%	31%	36%	33%	31%	47%
			a	a	ae		ae	a		h
Desktop computer/ laptop/ netbook - with internet access	265	69	90	41	64	159	105	265	225	40
	19%	25%	21%	14%	17%	23%	16%	19%	19%	22%
		cdfg	cf			cdf		cf		
Smart TV set	163	24	48	43	49	72	91	163	139	24
	12%	9%	11%	15%	13%	10%	13%	12%	12%	14%
				a						
DVD/ Blu-ray player	159	35	49	35	40	84	75	159	128	31
	12%	13%	12%	12%	10%	12%	11%	12%	11%	17%
										h
Digital Video Recorder/ DVR	90	14	27	21	28	41	49	90	79	11
	7%	5%	6%	7%	7%	6%	7%	7%	7%	6%

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

Any break column with 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-J - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Radio	85	23	30	13	19	54	32	85	69	16
	6%	9%	7%	4%	5%	8%	5%	6%	6%	9%
		cf				cf				
Smart speakers	49	10	21	11	7	31	18	49	42	7
	4%	4%	5%	4%	2%	5%	3%	4%	4%	4%
			df			d				
ANY STANDARD/ SMART TV	587	92	167	139	190	259	328	587	492	96
	43%	34%	39%	48%	49%	37%	48%	43%	41%	54%
				abe	abeg		abeg	ae		h
None of these	322	65	112	63	82	177	145	322	298	25
	23%	24%	27%	22%	21%	25%	21%	23%	25%	14%
									i	
Mean number of types of equipment (out of 10)	2.2	2.2	2.2	2.3	2.2	2.2	2.3	2.2	2.1	2.7
										h
Standard deviation	1.93	1.96	2.07	1.86	1.82	2.03	1.83	1.93	1.92	1.96
Standard error	.05	.12	.10	.10	.09	.08	.07	.05	.05	.14

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

Any break column with 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 10

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
NONE	322	156	134	32	322	161	162	78	78	69	65	14	18
	23%	42%	27%	6%	23%	23%	24%	42%	42%	28%	26%	5%	7%
		bcd	c		c			ijkl	ijkl	kl	kl		
1-2	510	156	190	164	510	228	282	71	85	86	103	70	94
	37%	42%	38%	33%	37%	33%	41%	38%	45%	35%	41%	28%	38%
		c					e	k	ik		k		k
3-4	348	51	123	175	348	188	160	30	20	63	60	95	80
	25%	13%	25%	35%	25%	27%	23%	16%	11%	25%	24%	38%	32%
			a	abd	a					gh	gh	ghij	gh
5-10	195	12	53	129	195	111	84	8	4	31	22	72	57
	14%	3%	11%	26%	14%	16%	12%	4%	2%	12%	9%	29%	23%
			a	abd	a	f				gh	gh	ghij	ghij
Mean number of types of equipment (out of 10)	2.2	1.2	2.0	3.2	2.2	2.3	2.1	1.3	1.1	2.1	1.9	3.4	3.0
			a	abd	ab	f				gh	gh	ghij	ghij
Standard deviation	1.93	1.44	1.79	1.94	1.93	1.98	1.88	1.58	1.28	1.88	1.70	1.88	1.99
Standard error	.05	.07	.08	.09	.05	.07	.07	.11	.08	.12	.11	.12	.13

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

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

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 10

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
NONE	322	65	112	63	82	177	145	322	298	25
	23%	24%	27%	22%	21%	25%	21%	23%	25%	14%
									i	
1-2	510	107	146	106	151	253	256	510	446	64
	37%	39%	35%	36%	39%	36%	38%	37%	37%	36%
3-4	348	59	98	84	107	157	191	348	293	55
	25%	22%	23%	29%	27%	23%	28%	25%	24%	31%
				ae			ae			
5-10	195	42	65	39	49	107	87	195	160	35
	14%	15%	15%	13%	13%	15%	13%	14%	13%	20%
										h
Mean number of types of equipment (out of 10)	2.2	2.2	2.2	2.3	2.2	2.2	2.3	2.2	2.1	2.7
										h
Standard deviation	1.93	1.96	2.07	1.86	1.82	2.03	1.83	1.93	1.92	1.96
Standard error	.05	.12	.10	.10	.09	.08	.07	.05	.05	.14

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

Any break column with 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-J - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Tablet computer	1039	279	386	373	1039	523	515	140	140	189	197	194	179
	76%	75%	77%	75%	76%	76%	75%	74%	75%	76%	78%	77%	72%
Standard TV set	992	270	339	383	992	513	479	136	134	178	161	198	184
	72%	72%	68%	77%	72%	75%	70%	73%	71%	71%	64%	79%	74%
				b		f						j	j
Any type of mobile phone, including Smartphone	927	124	333	471	927	453	474	63	61	153	180	237	233
	67%	33%	67%	94%	67%	66%	69%	33%	33%	61%	72%	95%	93%
			a	abd	a					gh	ghi	ghij	ghij
Desktop computer/ laptop/ netbook - with internet access	869	159	320	390	869	432	437	85	74	158	162	189	201
	63%	42%	64%	78%	63%	63%	64%	45%	39%	63%	65%	75%	81%
			a	abd	a					gh	gh	ghij	ghij
Digital Video Recorder/ DVR	860	216	301	343	860	423	438	109	107	141	160	173	170
	63%	58%	60%	69%	63%	61%	64%	58%	57%	57%	64%	69%	68%
				abd								ghi	ghi
Smart TV set	834	207	311	317	834	409	426	104	103	150	161	155	162
	61%	55%	62%	63%	61%	59%	62%	55%	55%	60%	64%	62%	65%
			a	a	a						h		gh
Games console or games player	734	151	266	316	734	497	236	99	52	181	85	217	99
	53%	40%	53%	63%	53%	72%	34%	53%	28%	73%	34%	87%	40%
			a	abd	a	f		hjl		ghjl		ghijl	h
DVD/ Blu-ray player	648	175	249	225	648	326	322	81	94	130	118	115	110
	47%	47%	50%	45%	47%	47%	47%	43%	50%	52%	47%	46%	44%

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

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

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

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Radio	364	75	134	155	364	163	201	33	42	60	74	70	85
	26%	20%	27%	31%	26%	24%	29%	17%	23%	24%	29%	28%	34%
			a	a	a		e				g	g	ghi
Smart speakers	211	43	79	89	211	108	103	27	16	40	39	40	49
	15%	11%	16%	18%	15%	16%	15%	14%	9%	16%	15%	16%	19%
				a	a					h	h	h	h
ANY STANDARD/ SMART TV	1331	360	477	493	1331	669	662	181	180	242	236	247	246
	97%	96%	95%	99%	97%	97%	96%	96%	96%	97%	94%	98%	99%
				abd								j	j
None of these	4	1	3	1	4	2	2	-	1	2	1	-	1
	*%	*%	1%	*%	*%	*%	*%	-%	*%	1%	*%	-%	*%
Mean number of types of equipment (out of 10)	5.4	4.5	5.4	6.1	5.4	5.6	5.3	4.7	4.4	5.5	5.3	6.3	5.9
			a	abd	a	f				gh	gh	ghijl	ghij
Standard deviation	1.94	1.89	1.88	1.75	1.94	1.93	1.93	1.89	1.88	1.93	1.82	1.63	1.83
Standard error	.05	.09	.08	.08	.05	.07	.07	.13	.12	.12	.11	.10	.12

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

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

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

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Tablet computer	1039	228	318	216	276	546	492	1039	892	147
	76%	83%	75%	74%	71%	79%	72%	76%	75%	82%
		bcdfg				df				h
Standard TV set	992	183	296	218	295	479	513	992	852	140
	72%	67%	70%	75%	76%	69%	75%	72%	71%	78%
				a	ae		ae			h
Any type of mobile phone, including Smartphone	927	188	288	192	259	475	451	927	823	103
	67%	69%	68%	66%	67%	68%	66%	67%	69%	58%
									i	
Desktop computer/ laptop/ netbook - with internet access	869	198	295	168	209	493	376	869	759	110
	63%	72%	70%	57%	54%	71%	55%	63%	63%	62%
		cdfg	cdfg			cdfg		df		
Digital Video Recorder/ DVR	860	190	271	177	222	461	399	860	762	99
	63%	70%	64%	61%	57%	66%	59%	63%	64%	55%
		cdfg				df			i	
Smart TV set	834	185	267	177	206	452	382	834	727	107
	61%	68%	63%	61%	53%	65%	56%	61%	61%	60%
		dfg	df			df		d		
Games console or games player	734	136	218	165	215	354	380	734	618	116
	53%	50%	52%	56%	55%	51%	56%	53%	52%	65%
										h
DVD/ Blu-ray player	648	143	201	140	163	345	304	648	549	100
	47%	53%	48%	48%	42%	50%	45%	47%	46%	56%
		df				d				h

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Radio	364	87	113	73	91	200	164	364	316	48
	26%	32%	27%	25%	23%	29%	24%	26%	26%	27%
		df								
Smart speakers	211	51	77	47	35	129	82	211	173	38
	15%	19%	18%	16%	9%	19%	12%	15%	14%	21%
		df	df	d		df		df		h
ANY STANDARD/ SMART TV	1331	261	409	287	374	670	661	1331	1158	173
	97%	96%	97%	98%	96%	96%	97%	97%	97%	97%
				a						
None of these	4	1	1	-	3	1	3	4	4	-
	*%	*%	*%	-%	1%	*%	*%	*%	*%	-%
Mean number of types of equipment (out of 10)	5.4	5.8	5.5	5.4	5.1	5.7	5.2	5.4	5.4	5.6
		cdfg	df	d		cdfg		df		
Standard deviation	1.94	1.95	1.93	1.90	1.91	1.94	1.91	1.94	1.93	1.98
Standard error	.05	.11	.09	.10	.10	.07	.07	.05	.05	.14

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

Any break column with 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-J - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Any type of mobile phone, including Smartphone	1336 97%	357 95%	481 96%	498 100% abd	1336 97%	668 97%	668 97%	179 96%	178 95%	238 96%	243 97%	251 100% ghij	247 99% ghi
Tablet computer	1167 85%	317 85%	427 85%	423 85%	1167 85%	596 87%	571 83%	162 86%	156 83%	213 86%	214 85%	221 88%	202 81% l
Desktop computer/ laptop/ netbook - with internet access	1128 82%	284 76%	408 82% a	435 87% abd	1128 82% a	566 82%	561 82%	146 78%	139 74%	201 81%	206 82% h	219 88% ghi	216 87% gh
Standard TV set	1050 76%	296 79% b	362 72%	393 79% b	1050 76%	539 78%	511 74%	148 79% j	148 79% j	189 76%	173 69%	203 81% j	190 76%
Digital Video Recorder/ DVR	998 73%	259 69%	358 72%	381 76% a	998 73%	502 73%	497 72%	132 70%	127 68%	177 71%	181 72%	193 77% h	189 76%
Games console or games player	905 66%	215 57%	320 64% a	370 74% abd	905 66% a	539 78% f	366 53%	124 66% hj	91 48%	192 77% ghjl	128 51%	223 89% ghijl	147 59% h
Smart TV set	892 65%	226 60%	333 67%	333 67%	892 65%	443 64%	449 65%	115 61%	111 59%	165 66%	168 67%	164 65%	170 68%
DVD/ Blu-ray player	862 63%	235 63%	313 63%	313 63%	862 63%	435 63%	426 62%	111 59%	124 66%	164 66%	149 59%	160 64%	153 62%

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

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

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

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Radio	769	201	276	292	769	379	391	96	104	135	141	147	145
	56%	54%	55%	58%	56%	55%	57%	51%	56%	54%	56%	59%	58%
Smart speakers	291	72	104	116	291	154	137	46	26	54	50	54	62
	21%	19%	21%	23%	21%	22%	20%	25%	14%	22%	20%	22%	25%
								h		h		h	h
ANY STANDARD/ SMART TV	1353	371	486	496	1353	678	675	186	185	244	242	248	248
	98%	99%	97%	99%	98%	99%	98%	99%	99%	98%	96%	99%	99%
				b									j
Mean number of types of equipment (out of 10)	6.8	6.6	6.8	7.1	6.8	7.0	6.7	6.7	6.4	6.9	6.6	7.3	6.9
				abd	a	f				hj		ghijl	h
Standard deviation	1.77	1.79	1.81	1.68	1.77	1.69	1.83	1.75	1.82	1.78	1.83	1.49	1.82
Standard error	.05	.08	.08	.08	.05	.06	.07	.12	.12	.11	.12	.09	.12

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

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

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

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Any type of mobile phone, including Smartphone	1336	263	413	284	375	676	659	1336	1169	167
	97%	96%	98%	97%	97%	97%	97%	97%	98%	93%
									i	
Tablet computer	1167	253	367	245	302	620	547	1167	1009	158
	85%	93%	87%	84%	78%	89%	80%	85%	84%	88%
		bcdfg	df			cdfg		df		
Desktop computer/ laptop/ netbook - with internet access	1128	252	364	235	278	615	513	1128	980	147
	82%	92%	86%	81%	72%	88%	75%	82%	82%	82%
		bcdfg	df	d		cdfg		df		
Standard TV set	1050	196	313	231	309	509	541	1050	900	151
	76%	72%	74%	79%	80%	73%	80%	76%	75%	84%
				ae	ae		abe			h
Digital Video Recorder/ DVR	998	217	313	216	252	530	468	998	885	114
	73%	80%	74%	74%	65%	76%	69%	73%	74%	64%
		dfg	d	d		df		d	i	
Games console or games player	905	172	269	212	252	441	464	905	771	134
	66%	63%	64%	73%	65%	63%	68%	66%	64%	75%
				abdeg						h
Smart TV set	892	199	283	187	223	481	411	892	772	120
	65%	73%	67%	64%	58%	69%	60%	65%	65%	67%
		cdfg	df			df		d		
DVD/ Blu-ray player	862	194	272	188	208	466	396	862	734	127
	63%	71%	64%	64%	54%	67%	58%	63%	61%	71%
		dfg	d	d		df		d		h

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

Any break column with 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-J - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Radio	769	182	252	160	175	434	335	769	662	108
	56%	67%	60%	55%	45%	62%	49%	56%	55%	60%
		cdfg	df	d		cdfg		df		
Smart speakers	291	68	106	68	49	174	117	291	249	43
	21%	25%	25%	23%	13%	25%	17%	21%	21%	24%
		df	df	df		df		df		
ANY STANDARD/ SMART TV	1353	267	415	290	382	682	671	1353	1176	177
	98%	98%	98%	99%	98%	98%	99%	98%	98%	99%
Mean number of types of equipment (out of 10)	6.8	7.3	7.0	6.9	6.3	7.1	6.6	6.8	6.8	7.1
		bcdfg	df	df		dfg	d	df		h
Standard deviation	1.77	1.63	1.74	1.72	1.79	1.70	1.79	1.77	1.79	1.59
Standard error	.05	.10	.08	.09	.09	.06	.07	.05	.05	.11

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

Any break column with 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
Yes	608	**	173	416	608	297	311	**	**	**	**	207	208
	92%	**	87%	96%	92%	92%	92%	**	**	**	**	96%	96%
				bd	b								
No	50	**	27	17	50	25	25	**	**	**	**	8	9
	8%	**	13%	4%	8%	8%	8%	**	**	**	**	4%	4%
			cd		c								
Don't know	1	**	-	1	1	1	-	**	**	**	**	1	-
	*%	**	-%	*%	*%	*%	-%	**	**	**	**	*%	-%

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

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

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	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
Yes	608	131	178	125	174	309	299	608	531	**
	92%	95%	91%	90%	93%	93%	92%	92%	93%	**
No	50	7	17	14	13	23	27	50	41	**
	8%	5%	9%	10%	7%	7%	8%	8%	7%	**
Don't know	1	1	-	-	-	1	-	1	1	**
	*%	1%	-%	-%	-%	*%	-%	*%	*%	**

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

Any break column with 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 : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
SMARTPHONE	608	**	173	416	608	297	311	**	**	**	**	207	208
	92%	**	87%	96%	92%	92%	92%	**	**	**	**	96%	96%
				bd	b								
NOT SMARTPHONE	50	**	27	17	50	25	25	**	**	**	**	8	9
	8%	**	13%	4%	8%	8%	8%	**	**	**	**	4%	4%
			cd		c								
UNSURE IF SMARTPHONE	1	**	-	1	1	1	-	**	**	**	**	1	-
	*%	**	-%	*%	*%	*%	-%	**	**	**	**	*%	-%

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

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : Parents of children with a mobile phone

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
SMARTPHONE	608	131	178	125	174	309	299	608	531	**
	92%	95%	91%	90%	93%	93%	92%	92%	93%	**
NOT SMARTPHONE	50	7	17	14	13	23	27	50	41	**
	8%	5%	9%	10%	7%	7%	8%	8%	7%	**
UNSURE IF SMARTPHONE	1	1	-	-	-	1	-	1	1	**
	*%	1%	-%	-%	-%	*%	-%	*%	*%	**

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

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
SMARTPHONE	608	19	173	416	608	297	311	10	9	80	93	207	208
	44%	5%	35%	83%	44%	43%	45%	5%	5%	32%	37%	83%	84%
			a	abd	ab					gh	gh	ghij	ghij
NOT SMARTPHONE	50	6	27	17	50	25	25	3	3	14	13	8	9
	4%	2%	5%	3%	4%	4%	4%	2%	2%	6%	5%	3%	4%
			a		a					gh	g		
UNSURE IF SMARTPHONE	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%
NO MOBILE PHONE	716	350	300	66	716	365	352	175	175	155	145	34	32
	52%	93%	60%	13%	52%	53%	51%	93%	94%	62%	58%	14%	13%
		bcd	cd		c			ijkl	ijkl	kl	kl		

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
SMARTPHONE	608	131	178	125	174	309	299	608	531	77
	44%	48%	42%	43%	45%	44%	44%	44%	44%	43%
NOT SMARTPHONE	50	7	17	14	13	23	27	50	41	10
	4%	2%	4%	5%	3%	3%	4%	4%	3%	5%
UNSURE IF SMARTPHONE	1	1	-	-	-	1	-	1	1	-
	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%
NO MOBILE PHONE	716	135	228	154	200	362	354	716	624	92
	52%	49%	54%	53%	52%	52%	52%	52%	52%	51%

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

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

QP4A. (SHOWCARD) Which if any of these ways of going online are available to your child at home?

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Using a fixed broadband connection (perhaps using Wi-Fi)	1272 93%	329 88%	467 93% a	476 95% ad	1272 93% a	635 92%	638 93%	166 89%	163 87%	230 92%	237 94% gh	238 95% gh	238 95% gh
Using a mobile network signal (likely to be 3G or 4G)	774 56%	153 41%	262 52% a	359 72% abd	774 56% a	383 56%	391 57%	69 37%	84 45%	134 54% g	128 51% g	179 72% ghij	180 72% ghij
Neither of these	36 3%	25 7% bcd	10 2% c	1 *%	36 3% c	19 3%	17 3%	12 7% ijkl	13 7% ijkl	6 3% kl	4 1%	- -%	1 *%
Don't know	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%
SUMMARY													
EITHER OF THESE	1338 97%	350 93%	489 98% a	499 100% abd	1338 97% a	669 97%	669 97%	175 93%	174 93%	243 97% gh	246 98% gh	251 100% ghij	249 100% ghi
BOTH OF THESE	708 52%	133 35%	240 48% a	336 67% abd	708 52% a	349 51%	360 52%	60 32%	72 39%	122 49% gh	118 47% g	167 67% ghij	169 68% ghij
FIXED BROADBAND ONLY AVAILABLE	564 41%	197 52% bcd	227 45% c	140 28%	564 41% c	286 42%	278 40%	106 57% ikl	91 48% kl	108 43% kl	118 47% kl	71 28%	69 28%

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

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

QP4A. (SHOWCARD) Which if any of these ways of going online are available to your child at home?

Base : All parents

	Total	_____CHILD'S AGE_____				__CHILD'S GENDER__		_____CHILD'S AGE AND GENDER_____					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
MOBILE NETWORK SIGNAL ONLY AVAILABLE	66	20	22	23	66	34	32	9	11	13	10	12	11
	5%	5%	4%	5%	5%	5%	5%	5%	6%	5%	4%	5%	4%

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

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

QP4A. (SHOWCARD) Which if any of these ways of going online are available to your child at home?

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Using a fixed broadband connection (perhaps using Wi-Fi)	1272 93%	258 95% df	405 96% cdfg	270 92% d	339 87%	664 95% dfg	609 90%	1272 93% df	1103 92%	169 94%
Using a mobile network signal (likely to be 3G or 4G)	774 56%	157 58%	247 58%	159 55%	210 54%	404 58%	370 54%	774 56%	693 58% i	81 45%
Neither of these	36 3%	7 3%	6 1%	10 4%	13 3%	13 2%	23 3%	36 3%	35 3% i	1 *%
Don't know	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
SUMMARY										
EITHER OF THESE	1338 97%	266 97%	416 98%	282 96%	375 97%	681 98%	657 97%	1338 97%	1160 97%	178 100% h
BOTH OF THESE	708 52%	150 55% df	237 56% df	147 51%	174 45%	386 56% df	322 47%	708 52% d	637 53% i	72 40%
FIXED BROADBAND ONLY AVAILABLE	564 41%	109 40%	168 40%	122 42%	165 42%	277 40%	287 42%	564 41%	467 39%	97 54% h
MOBILE NETWORK SIGNAL ONLY AVAILABLE	66 5%	7 3%	10 2%	12 4%	36 9% abceg	18 3%	48 7% abeg	66 5% be	56 5%	9 5%

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

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

QP4B. And does your child go online at home through... (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
A fixed broadband connection (perhaps using Wi-Fi)	1145 83%	260 69%	429 86% a	456 91% abd	1145 83% a	579 84%	567 82%	134 71%	126 67%	214 86% gh	215 86% gh	231 92% ghij	225 90% gh
A mobile network signal (likely to be 3G or 4G)	506 37%	71 19%	157 31% a	278 56% abd	506 37% ab	253 37%	254 37%	36 19%	35 19%	79 32% gh	78 31% gh	138 55% ghij	140 56% ghij
No - child does not go online at home	114 8%	74 20% bcd	35 7% c	6 1%	114 8% c	52 8%	61 9%	34 18% ijkl	40 21% ijkl	15 6% kl	20 8% kl	4 1%	2 1%
Don't know	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%
SUMMARY													
EITHER OF THESE	1248 91%	291 78%	463 93% a	494 99% abd	1248 91% a	626 91%	622 90%	148 79%	143 76%	231 93% gh	232 93% gh	247 99% ghij	247 99% ghij
BOTH OF THESE	430 31%	55 15%	135 27% a	240 48% abd	430 31% a	216 31%	214 31%	28 15%	27 14%	66 26% gh	69 27% gh	122 49% ghij	118 47% ghij
FIXED BROADBAND ONLY	737 54%	218 58% c	303 61% cd	216 43%	737 54% c	372 54%	365 53%	112 60% kl	106 56% kl	150 60% kl	153 61% kl	109 44%	107 43%

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

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

QP4B. And does your child go online at home through... (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
MOBILE NETWORK SIGNAL ONLY	81	18	26	37	81	38	43	7	10	15	11	16	22
	6%	5%	5%	7%	6%	6%	6%	4%	5%	6%	4%	6%	9%
													g
DOES NOT HAVE ACCESS AT HOME	36	25	10	1	36	19	17	12	13	6	4	-	1
	3%	7%	2%	*%	3%	3%	3%	7%	7%	3%	1%	-%	*%
		bcd	c		c			ijkl	ijkl	kl			

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

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

QP4B. And does your child go online at home through... (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
A fixed broadband connection (perhaps using Wi-Fi)	1145 83%	231 85%	368 87% df	240 82%	306 79%	599 86% df	546 80%	1145 83% d	997 83%	148 83%
A mobile network signal (likely to be 3G or 4G)	506 37%	105 38%	159 38%	104 36%	138 36%	264 38%	242 36%	506 37%	458 38% i	48 27%
No - child does not go online at home	114 8%	22 8%	34 8%	24 8%	33 8%	57 8%	57 8%	114 8%	96 8%	17 10%
Don't know	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
SUMMARY										
EITHER OF THESE	1248 91%	252 92%	387 92%	263 90%	345 89%	640 92%	608 89%	1248 91%	1083 91%	165 92%
BOTH OF THESE	430 31% df	94 34% df	147 35% df	87 30%	101 26%	241 35% df	189 28%	430 31%	394 33% i	36 20%
FIXED BROADBAND ONLY	737 54%	146 54%	226 54%	158 54%	207 53%	372 54%	365 54%	737 54%	620 52%	117 65% h
MOBILE NETWORK SIGNAL ONLY	81 6%	12 4%	14 3%	18 6%	37 10% abeg	26 4%	55 8% be	81 6% be	68 6%	13 7%

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

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

QP4B. And does your child go online at home through... (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
DOES NOT HAVE ACCESS AT HOME	36	7	6	10	13	13	23	36	35	1
	3%	3%	1%	4%	3%	2%	3%	3%	3%	*%
										i

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

Any break column with 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
A television set	1288	365	471	451	1288	636	652	184	181	236	235	216	236
	94%	97%	94%	90%	94%	92%	95%	98%	97%	95%	94%	86%	95%
		bcd	c		c			jk	k	k	k		k
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	459	133	151	174	459	215	244	61	72	67	84	87	87
	33%	36%	30%	35%	33%	31%	35%	33%	39%	27%	34%	35%	35%
									i				
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	278	41	72	165	278	139	139	16	25	33	38	89	76
	20%	11%	14%	33%	20%	20%	20%	8%	13%	13%	15%	36%	30%
				abd	ab						g	ghij	ghij
A desktop computer/ laptop/ netbook	234	36	69	129	234	108	126	18	19	27	42	64	65
	17%	10%	14%	26%	17%	16%	18%	9%	10%	11%	17%	26%	26%
				abd	a						gh	ghij	ghij
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch/3DS, PS Vita and so on)	172	31	45	97	172	124	48	17	13	30	15	77	20
	13%	8%	9%	19%	13%	18%	7%	9%	7%	12%	6%	31%	8%
				abd	ab	f					j	ghijl	
Other type of device	3	-	3	-	3	-	3	-	-	-	3	-	-
	*%	-%	1%	-%	*%	-%	*%	-%	-%	-%	1%	-%	-%

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

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

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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Does not watch TV programmes	17	4	6	6	17	10	7	2	3	3	3	5	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Don't know	3	2	1	-	3	-	3	-	2	-	1	-	-
	*%	1%	*%	-%	*%	-%	*%	-%	1%	-%	1%	-%	-%
SUMMARY													
EVER WATCHES TV PROGRAMMES	1355	368	493	494	1355	677	678	186	183	246	247	246	248
	99%	98%	99%	99%	99%	99%	99%	99%	98%	99%	98%	98%	99%
ONLY THROUGH A TV SET	664	204	277	183	664	331	333	111	93	145	131	75	108
	48%	54%	55%	37%	48%	48%	48%	59%	50%	58%	52%	30%	43%
		cd	cd		c			kl	k	kl	k		k
ANY DEVICE OTHER THAN A TV SET	691	165	216	310	691	346	345	75	90	101	115	171	140
	50%	44%	43%	62%	50%	50%	50%	40%	48%	40%	46%	68%	56%
				abd	ab							ghijl	gij
ONLY THROUGH A DEVICE OTHER THAN A TV SET	67	3	22	42	67	42	25	2	2	10	12	30	12
	5%	1%	4%	8%	5%	6%	4%	1%	1%	4%	5%	12%	5%
			a	abd	a	f				gh	gh	ghijl	gh
THROUGH A COMPUTER/ LAPTOP/ TABLET	581	151	183	248	581	278	303	69	82	81	102	128	119
	42%	40%	37%	50%	42%	40%	44%	37%	44%	33%	40%	51%	48%
				abd	b						i	gij	gi

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

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

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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
A television set	1288	254	398	272	364	652	636	1288	1121	167
	94%	93%	94%	93%	94%	94%	94%	94%	94%	93%
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	459	109	146	82	121	256	203	459	393	66
	33%	40%	35%	28%	31%	37%	30%	33%	33%	37%
		cdfg				cf				
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	278	54	82	52	90	135	142	278	241	37
	20%	20%	19%	18%	23%	19%	21%	20%	20%	21%
A desktop computer/ laptop/ netbook	234	57	76	52	49	134	101	234	203	31
	17%	21%	18%	18%	13%	19%	15%	17%	17%	17%
		df	d			df		d		
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch/3DS, PS Vita and so on)	172	32	46	38	56	78	94	172	143	29
	13%	12%	11%	13%	14%	11%	14%	13%	12%	16%
Other type of device	3	2	1	-	-	3	-	3	2	1
	*%	1%	*%	-%	-%	*%	-%	*%	*%	1%
		f								
Does not watch TV programmes	17	1	5	3	6	7	10	17	14	2
	1%	*%	1%	1%	2%	1%	1%	1%	1%	1%

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

Any break column with 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Don't know	3	1	2	-	-	3	-	3	3	-
	*%	*%	*%	-%	-%	*%	-%	*%	*%	-%
SUMMARY										
EVER WATCHES TV PROGRAMMES	1355	270	415	288	381	685	670	1355	1179	176
	99%	99%	98%	99%	98%	99%	99%	99%	99%	99%
ONLY THROUGH A TV SET	664	117	200	154	193	317	347	664	581	83
	48%	43%	47%	53%	50%	46%	51%	48%	49%	46%
				ae			ae			
ANY DEVICE OTHER THAN A TV SET	691	153	215	134	189	368	323	691	598	93
	50%	56%	51%	46%	49%	53%	48%	50%	50%	52%
		cf				cf				
ONLY THROUGH A DEVICE OTHER THAN A TV SET	67	16	17	17	17	33	34	67	57	10
	5%	6%	4%	6%	4%	5%	5%	5%	5%	6%
THROUGH A COMPUTER/ LAPTOP/ TABLET	581	138	193	111	139	331	251	581	505	76
	42%	50%	46%	38%	36%	48%	37%	42%	42%	43%
		cdfg	cdf			cdfg		df		

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP6. Does your child ever watch TV programmes or films via any on-demand and streaming TV and video services that you pay to receive such as Netflix, Now TV or Amazon Prime Video? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Yes	672	166	217	289	672	336	336	86	80	102	115	148	141
	49%	44%	43%	58%	49%	49%	49%	46%	43%	41%	46%	59%	56%
				abd	b							ghij	ghij
No	696	208	277	211	696	349	347	101	106	145	133	102	109
	51%	55%	55%	42%	51%	51%	51%	54%	57%	58%	53%	41%	44%
		c	c		c			kl	kl	kl	kl		
Don't know	7	1	6	-	7	3	4	1	1	2	3	-	-
	1%	*%	1%	-%	1%	*%	1%	*%	*%	1%	1%	-%	-%
			c										

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

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

QP6. Does your child ever watch TV programmes or films via any on-demand and streaming TV and video services that you pay to receive such as Netflix, Now TV or Amazon Prime Video? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Yes	672	161	192	134	185	353	319	672	567	104
	49%	59%	45%	46%	48%	51%	47%	49%	47%	58%
		bcdefg								h
No	696	109	229	157	201	338	359	696	623	74
	51%	40%	54%	54%	52%	49%	53%	51%	52%	41%
			a	a	a	a	a	a	i	
Don't know	7	3	2	1	1	5	2	7	6	1
	1%	1%	*%	*%	*%	1%	*%	1%	1%	*%

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	5-7	5-7	8-11	8-11	12-15	12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	685	198	211	276	685	340	345	99	99	95	116	146	130
Effective Weighted Sample	639	190	196	260	639	318	321	95	96	89	107	138	123
Total	672	166	217	289	672	336	336	86	80	102	115	148	141
Films (general)	36	6	10	20	36	22	14	**	**	**	3	13	7
	5%	4%	4%	7%	5%	6%	4%	**	**	**	3%	9%	5%
Netflix (general)	23	5	9	9	23	11	13	**	**	**	4	2	7
	3%	3%	4%	3%	3%	3%	4%	**	**	**	3%	2%	5%
Disney (general)	14	5	6	2	14	1	12	**	**	**	6	-	2
	2%	3%	3%	1%	2%	*%	4%	**	**	**	6%	-%	1%
		c					e				k		
The Vampire Diaries	13	-	-	13	13	1	12	**	**	**	-	1	12
	2%	-%	-%	4%	2%	*%	3%	**	**	**	-%	1%	8%
				abd			e						jk
Paw Patrol	12	9	3	-	12	7	5	**	**	**	1	-	-
	2%	6%	1%	-%	2%	2%	1%	**	**	**	1%	-%	-%
		bcd			c								
Pretty Little Liars	11	-	1	10	11	-	11	**	**	**	1	-	10
	2%	-%	1%	4%	2%	-%	3%	**	**	**	1%	-%	7%
				ab			e						jk
The Simpsons	11	3	5	3	11	6	5	**	**	**	1	1	3
	2%	2%	2%	1%	2%	2%	1%	**	**	**	1%	*%	2%
Brooklyn Nine-Nine	11	-	-	11	11	5	6	**	**	**	-	5	6
	2%	-%	-%	4%	2%	2%	2%	**	**	**	-%	3%	4%
				abd									j
Love Island	9	-	2	8	9	1	8	**	**	**	2	1	7
	1%	-%	1%	3%	1%	*%	2%	**	**	**	1%	1%	5%
				a			e						k
YouTube (general)	9	3	4	2	9	6	4	**	**	**	1	1	1
	1%	2%	2%	1%	1%	2%	1%	**	**	**	1%	1%	1%

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	685	198	211	276	685	340	345	99	99	95	116	146	130
Effective Weighted Sample	639	190	196	260	639	318	321	95	96	89	107	138	123
Total	672	166	217	289	672	336	336	86	80	102	115	148	141
Cartoons (general)	9	6	2	1	9	5	4	**	**	**	1	1	-
	1%	4% cd	1%	*%	1%	1%	1%	**	**	**	1%	1%	-%
Marvel (general)	9	2	4	3	9	9	-	**	**	**	-	3	-
	1%	1%	2%	1%	1%	3% f	-%	**	**	**	-%	2%	-%
Pokemon	9	7	1	1	9	7	1	**	**	**	1	1	-
	1%	4% bcd	1%	*%	1%	2% f	*%	**	**	**	1%	*%	-%
Riverdale	8	-	-	8	8	1	7	**	**	**	-	1	7
	1%	-%	-%	3% ab	1%	*%	2%	**	**	**	-%	1%	5% jk
Friends	8	-	1	7	8	4	4	**	**	**	-	3	4
	1%	-%	1%	2% a	1%	1%	1%	**	**	**	-%	2%	3%
Nickelodeon	8	4	3	1	8	3	4	**	**	**	3	1	-
	1%	2%	1%	*%	1%	1%	1%	**	**	**	2%	1%	-%
Cooking programmes (general)	7	-	5	2	7	3	5	**	**	**	3	1	1
	1%	-%	2% a	1%	1%	1%	1%	**	**	**	3%	1%	1%
Britain's Got Talent	7	-	3	4	7	5	2	**	**	**	1	4	1
	1%	-%	1%	2%	1%	2%	1%	**	**	**	1%	2%	1%
SpongeBob SquarePants	7	5	1	1	7	3	4	**	**	**	1	-	1
	1%	3% bcd	*%	*%	1%	1%	1%	**	**	**	1%	-%	1%

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	685	198	211	276	685	340	345	99	99	95	116	146	130
Effective Weighted Sample	639	190	196	260	639	318	321	95	96	89	107	138	123
Total	672	166	217	289	672	336	336	86	80	102	115	148	141
Lego (general)	7	4	2	-	7	4	2	**	**	**	1	-	-
	1%	3% c	1%	-%	1%	1%	1%	**	**	**	1%	-%	-%
Comedy (films/ TV)	7	-	-	7	7	5	1	**	**	**	-	5	1
	1%	-%	-%	2% ab	1%	2%	*%	**	**	**	-%	4% j	1%
Power Rangers	7	5	1	1	7	7	-	**	**	**	-	1	-
	1%	3% bc	*%	*%	1%	2% f	-%	**	**	**	-%	1%	-%
Horrid Henry	6	5	1	1	6	2	5	**	**	**	-	-	1
	1%	3% bcd	*%	*%	1%	1%	1%	**	**	**	-%	-%	1%
Game of Thrones	6	-	-	6	6	2	5	**	**	**	-	2	5
	1%	-%	-%	2% ab	1%	1%	1%	**	**	**	-%	1%	3%
The Amazing World of Gumball	6	1	3	3	6	5	1	**	**	**	-	3	-
	1%	*%	1%	1%	1%	2%	*%	**	**	**	-%	2%	-%
Stranger Things	6	-	1	5	6	3	3	**	**	**	1	3	2
	1%	-%	*%	2%	1%	1%	1%	**	**	**	1%	2%	2%
Rick and Morty	6	-	-	6	6	5	1	**	**	**	-	5	1
	1%	-%	-%	2% ab	1%	1%	*%	**	**	**	-%	3%	1%
13 Reasons Why	6	-	-	6	6	3	3	**	**	**	-	3	3
	1%	-%	-%	2% ab	1%	1%	1%	**	**	**	-%	2%	2%

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	685	198	211	276	685	340	345	99	99	95	116	146	130
Effective Weighted Sample	639	190	196	260	639	318	321	95	96	89	107	138	123
Total	672	166	217	289	672	336	336	86	80	102	115	148	141
The Walking Dead	6	-	-	6	6	4	1	**	**	**	-	4	1
	1%	-%	-%	2% b	1%	1%	*%	**	**	**	-%	3%	1%
Star Wars	5	1	2	2	5	5	-	**	**	**	-	2	-
	1%	1%	1%	1%	1%	2% f	-%	**	**	**	-%	2%	-%
The Fresh Prince of Bel-Air	5	-	3	3	5	4	1	**	**	**	1	3	-
	1%	-%	1%	1%	1%	1%	*%	**	**	**	1%	2%	-%
Peppa Pig	5	4	1	-	5	1	4	**	**	**	-	-	-
	1%	3% cd	*%	-%	1%	*%	1%	**	**	**	-%	-%	-%
The Next Step	5	-	3	2	5	1	4	**	**	**	3	1	1
	1%	-%	2%	1%	1%	*%	1%	**	**	**	3%	1%	1%
H2O	5	1	3	1	5	-	5	**	**	**	3	-	1
	1%	*%	1%	1%	1%	-%	1% e	**	**	**	2%	-%	1%
Football	5	-	3	2	5	5	-	**	**	**	-	2	-
	1%	-%	1%	1%	1%	1% f	-%	**	**	**	-%	1%	-%
Full House/ Fuller House	4	1	3	1	4	1	3	**	**	**	2	-	1
	1%	1%	1%	*%	1%	*%	1%	**	**	**	1%	-%	1%
Top Gear	4	-	1	3	4	4	-	**	**	**	-	3	-
	1%	-%	1%	1%	1%	1% f	-%	**	**	**	-%	2%	-%

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

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	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	5-7	5-7	8-11	8-11	12-15	12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	685	198	211	276	685	340	345	99	99	95	116	146	130
Effective Weighted Sample	639	190	196	260	639	318	321	95	96	89	107	138	123
Total	672	166	217	289	672	336	336	86	80	102	115	148	141
iCarly	4	1	3	-	4	-	4	**	**	**	3	-	-
	1%	1%	1%	-%	1%	-%	1%	**	**	**	2%	-%	-%
CBeebies	4	2	2	-	4	2	2	**	**	**	1	-	-
	1%	1%	1%	-%	1%	1%	1%	**	**	**	1%	-%	-%
Boss Baby	4	2	2	-	4	-	4	**	**	**	2	-	-
	1%	1%	1%	-%	1%	-%	1%	**	**	**	2%	-%	-%
The Greatest Showman	4	2	1	1	4	1	3	**	**	**	1	1	-
	1%	1%	*%	*%	1%	*%	1%	**	**	**	*%	1%	-%
Sam & Cat	4	-	2	2	4	1	3	**	**	**	1	-	2
	1%	-%	1%	1%	1%	*%	1%	**	**	**	1%	-%	1%
Emmerdale	4	-	1	2	4	-	4	**	**	**	1	-	2
	1%	-%	1%	1%	1%	-%	1%	**	**	**	1%	-%	2%
CBBC	4	2	1	-	4	1	2	**	**	**	1	-	-
	1%	1%	1%	-%	1%	*%	1%	**	**	**	1%	-%	-%
My Little Pony	4	3	1	-	4	1	2	**	**	**	1	-	-
	1%	2% c	*%	-%	1%	*%	1%	**	**	**	1%	-%	-%
Harry Potter	3	1	2	-	3	2	1	**	**	**	1	-	-
	1%	1%	1%	-%	1%	1%	*%	**	**	**	1%	-%	-%
Thomas and Friends	3	1	2	-	3	3	-	**	**	**	-	-	-
	*%	1%	1%	-%	*%	1%	-%	**	**	**	-%	-%	-%
The 100	3	-	-	3	3	3	-	**	**	**	-	3	-
	*%	-%	-%	1%	*%	1%	-%	**	**	**	-%	2%	-%

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	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	685	198	211	276	685	340	345	99	99	95	116	146	130
Effective Weighted Sample	639	190	196	260	639	318	321	95	96	89	107	138	123
Total	672	166	217	289	672	336	336	86	80	102	115	148	141
Adventure Time	3	-	2	1	3	3	-	**	**	**	-	1	-
	*%	-%	1%	*%	*%	1%	-%	**	**	**	-%	1%	-%
Goosebumps	3	1	2	-	3	2	1	**	**	**	1	-	-
	*%	*%	1%	-%	*%	1%	*%	**	**	**	1%	-%	-%
Just Add Magic	3	-	2	1	3	-	3	**	**	**	2	-	1
	*%	-%	1%	*%	*%	-%	1%	**	**	**	2%	-%	1%
Barbie	3	2	1	-	3	-	3	**	**	**	1	-	-
	*%	1%	*%	-%	*%	-%	1%	**	**	**	1%	-%	-%
Ninjago	3	1	2	-	3	3	-	**	**	**	-	-	-
	*%	*%	1%	-%	*%	1%	-%	**	**	**	-%	-%	-%
Amazon Prime	3	1	1	1	3	2	1	**	**	**	1	1	-
	*%	1%	*%	*%	*%	1%	*%	**	**	**	1%	1%	-%
Transformers	3	-	-	3	3	3	-	**	**	**	-	3	-
	*%	-%	-%	1%	*%	1%	-%	**	**	**	-%	2%	-%
Odd Squad	2	2	-	-	2	1	1	**	**	**	-	-	-
	*%	1%	-%	-%	*%	*%	*%	**	**	**	-%	-%	-%
		c											
Scooby Doo	2	2	-	1	2	1	1	**	**	**	-	-	1
	*%	1%	-%	*%	*%	*%	*%	**	**	**	-%	-%	1%
Nick Jr	2	1	1	-	2	1	1	**	**	**	-	-	-
	*%	1%	*%	-%	*%	*%	*%	**	**	**	-%	-%	-%
Alexa and Katie	2	-	2	-	2	-	2	**	**	**	2	-	-
	*%	-%	1%	-%	*%	-%	1%	**	**	**	2%	-%	-%

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		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	685	198	211	276	685	340	345	99	99	95	116	146	130
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Total	672	166	217	289	672	336	336	86	80	102	115	148	141
PJ Masks	2	2	-	-	2	1	1	**	**	**	-	-	-
	*%	1%	-%	-%	*%	*%	*%	**	**	**	-%	-%	-%
Ben 10	2	1	1	-	2	2	-	**	**	**	-	-	-
	*%	*%	1%	-%	*%	1%	-%	**	**	**	-%	-%	-%
Shimmer and Shine	2	2	-	-	2	-	2	**	**	**	-	-	-
	*%	1%	-%	-%	*%	-%	1%	**	**	**	-%	-%	-%
Blaze and the Monster Machines	2	1	1	-	2	2	-	**	**	**	-	-	-
	*%	*%	*%	-%	*%	*%	-%	**	**	**	-%	-%	-%
Frozen	1	1	-	-	1	-	1	**	**	**	-	-	-
	*%	1%	-%	-%	*%	-%	*%	**	**	**	-%	-%	-%
Hey Duggee	1	-	1	-	1	1	-	**	**	**	-	-	-
	*%	-%	1%	-%	*%	*%	-%	**	**	**	-%	-%	-%
Horrible Histories	1	-	1	-	1	1	1	**	**	**	1	-	-
	*%	-%	1%	-%	*%	*%	*%	**	**	**	1%	-%	-%
Wild Kratts	1	-	1	-	1	1	-	**	**	**	-	-	-
	*%	-%	1%	-%	*%	*%	-%	**	**	**	-%	-%	-%
Trolls	1	-	-	1	1	1	-	**	**	**	-	1	-
	*%	-%	-%	*%	*%	*%	-%	**	**	**	-%	1%	-%
NOW TV	1	-	-	1	1	1	-	**	**	**	-	1	-
	*%	-%	-%	*%	*%	*%	-%	**	**	**	-%	1%	-%
Peter Rabbit	1	1	-	-	1	1	-	**	**	**	-	-	-
	*%	*%	-%	-%	*%	*%	-%	**	**	**	-%	-%	-%

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

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	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l
Unweighted total	685	198	211	276	685	340	345	99	99	95	116	146	130
Effective Weighted Sample	639	190	196	260	639	318	321	95	96	89	107	138	123
Total	672	166	217	289	672	336	336	86	80	102	115	148	141
Justin's House	1	-	1	-	1	1	-	**	**	**	-	-	-
	*%	-%	*%	-%	*%	*%	-%	**	**	**	-%	-%	-%
Masha and the Bear	1	1	-	-	1	-	1	**	**	**	-	-	-
	*%	*%	-%	-%	*%	-%	*%	**	**	**	-%	-%	-%
Dinosaur King	1	1	-	-	1	-	1	**	**	**	-	-	-
	*%	*%	-%	-%	*%	-%	*%	**	**	**	-%	-%	-%
Other	196	44	76	77	196	92	104	**	**	**	44	40	37
	29%	26%	35%	27%	29%	27%	31%	**	**	**	39% k	27%	26%
None in particular/ Don't know	67	13	21	33	67	40	28	**	**	**	11	21	12
	10%	8%	10%	11%	10%	12%	8%	**	**	**	10%	14%	8%

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	685	171	188	147	179	359	326	685	575	110
Effective Weighted Sample	639	161	176	137	167	336	303	639	537	103
Total	672	161	192	134	185	353	319	672	567	104
Films (general)	36	8	11	9	7	19	16	36	34	2
	5%	5%	6%	7%	4%	5%	5%	5%	6%	2%
Netflix (general)	23	3	7	7	6	10	13	23	16	7
	3%	2%	4%	5%	3%	3%	4%	3%	3%	7%
Disney (general)	14	3	5	1	5	8	6	14	13	1
	2%	2%	3%	1%	3%	2%	2%	2%	2%	1%
The Vampire Diaries	13	3	1	4	6	4	9	13	13	-
	2%	2%	1%	3%	3%	1%	3%	2%	2%	-%
Paw Patrol	12	1	4	1	7	4	8	12	11	1
	2%	*%	2%	1%	4% a	1%	2%	2%	2%	1%
Pretty Little Liars	11	2	6	2	1	8	3	11	8	4
	2%	2%	3%	2%	1%	2%	1%	2%	1%	4%
The Simpsons	11	-	8	1	2	8	3	11	10	1
	2%	-%	4% afg	1%	1%	2%	1%	2%	2%	1%
Brooklyn Nine-Nine	11	6	3	2	1	8	3	11	8	3
	2%	3% df	1%	1%	*%	2%	1%	2%	1%	2%
Love Island	9	3	1	1	4	4	5	9	7	3
	1%	2%	1%	1%	2%	1%	2%	1%	1%	3%
YouTube (general)	9	1	6	-	3	7	3	9	8	1
	1%	1%	3% c	-%	1%	2%	1%	1%	1%	1%
Cartoons (general)	9	1	3	1	4	4	5	9	7	2
	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	685	171	188	147	179	359	326	685	575	110
Effective Weighted Sample	639	161	176	137	167	336	303	639	537	103
Total	672	161	192	134	185	353	319	672	567	104
Marvel (general)	9	2	2	1	4	4	4	9	9	-
	1%	1%	1%	*%	2%	1%	1%	1%	2%	-%
Pokemon	9	1	2	2	4	2	6	9	6	3
	1%	*%	1%	1%	2%	1%	2%	1%	1%	3%
Riverdale	8	-	3	2	3	3	5	8	8	-
	1%	-%	2%	2%	1%	1%	2%	1%	1%	-%
Friends	8	4	2	1	1	6	2	8	8	-
	1%	2%	1%	*%	*%	2%	*%	1%	1%	-%
Nickelodeon	8	1	3	2	1	4	3	8	7	1
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Cooking programmes (general)	7	3	1	1	3	4	4	7	5	2
	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%
Britain's Got Talent	7	2	4	-	1	6	1	7	5	2
	1%	2%	2%	-%	*%	2%	*%	1%	1%	2%
			f							
SpongeBob SquarePants	7	3	3	1	-	6	1	7	6	1
	1%	2%	1%	1%	-%	2%	*%	1%	1%	1%
Lego (general)	7	2	2	-	2	4	2	7	7	-
	1%	1%	1%	-%	1%	1%	1%	1%	1%	-%
Comedy (films/ TV)	7	1	2	1	3	3	3	7	7	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
Power Rangers	7	3	3	-	-	7	-	7	5	2
	1%	2%	2%	-%	-%	2%	-%	1%	1%	2%
		f	f			f				

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	685	171	188	147	179	359	326	685	575	110
Effective Weighted Sample	639	161	176	137	167	336	303	639	537	103
Total	672	161	192	134	185	353	319	672	567	104
Horrid Henry	6	2	1	1	2	3	3	6	6	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
Game of Thrones	6	3	-	2	1	3	3	6	3	3
	1%	2%	-%	1%	1%	1%	1%	1%	1%	3% h
The Amazing World of Gumball	6	1	2	-	3	3	3	6	6	-
	1%	1%	1%	-%	2%	1%	1%	1%	1%	-%
Stranger Things	6	2	2	2	-	4	2	6	6	-
	1%	1%	1%	1%	-%	1%	1%	1%	1%	-%
Rick and Morty	6	-	4	-	2	4	2	6	6	-
	1%	-%	2%	-%	1%	1%	1%	1%	1%	-%
13 Reasons Why	6	-	1	1	4	1	4	6	6	-
	1%	-%	1%	*%	2%	*%	1%	1%	1%	-%
The Walking Dead	6	-	1	3	1	1	4	6	5	1
	1%	-%	1%	3% ae	*%	*%	1%	1%	1%	1%
Star Wars	5	2	-	1	2	2	3	5	4	2
	1%	1%	-%	*%	1%	1%	1%	1%	1%	2%
The Fresh Prince of Bel-Air	5	-	1	3	1	1	4	5	5	-
	1%	-%	1%	2%	1%	*%	1%	1%	1%	-%
Peppa Pig	5	2	1	2	-	3	2	5	5	-
	1%	1%	*%	2%	-%	1%	1%	1%	1%	-%
The Next Step	5	3	-	-	2	3	2	5	2	3
	1%	2%	-%	-%	1%	1%	1%	1%	*%	3% h

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	685	171	188	147	179	359	326	685	575	110
Effective Weighted Sample	639	161	176	137	167	336	303	639	537	103
Total	672	161	192	134	185	353	319	672	567	104
H2O	5	2	2	-	1	3	1	5	5	-
	1%	1%	1%	-%	1%	1%	*%	1%	1%	-%
Football	5	1	1	1	1	2	2	5	5	-
	1%	1%	*%	1%	1%	1%	1%	1%	1%	-%
Full House/ Fuller House	4	3	-	1	1	3	1	4	4	1
	1%	2%	-%	*%	*%	1%	*%	1%	1%	1%
Top Gear	4	1	1	-	2	2	2	4	4	-
	1%	1%	*%	-%	1%	1%	1%	1%	1%	-%
iCarly	4	-	2	-	2	2	2	4	4	-
	1%	-%	1%	-%	1%	1%	1%	1%	1%	-%
CBeebies	4	2	1	1	-	3	1	4	4	-
	1%	1%	1%	*%	-%	1%	*%	1%	1%	-%
Boss Baby	4	2	-	-	2	2	2	4	3	1
	1%	1%	-%	-%	1%	*%	1%	1%	1%	1%
The Greatest Showman	4	1	2	1	-	3	1	4	3	1
	1%	1%	1%	*%	-%	1%	*%	1%	1%	*%
Sam & Cat	4	1	-	2	1	1	3	4	4	-
	1%	*%	-%	2%	*%	*%	1%	1%	1%	-%
Emmerdale	4	-	-	2	1	-	4	4	3	1
	1%	-%	-%	2%	1%	-%	1%	1%	*%	1%
				e						
CBBC	4	2	-	1	1	2	2	4	3	1
	1%	1%	-%	*%	1%	1%	*%	1%	*%	1%

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	685	171	188	147	179	359	326	685	575	110
Effective Weighted Sample	639	161	176	137	167	336	303	639	537	103
Total	672	161	192	134	185	353	319	672	567	104
My Little Pony	4	2	-	-	1	2	1	4	2	2
	1%	2%	-%	-%	1%	1%	*%	1%	*%	2%
Harry Potter	3	1	2	-	-	3	-	3	1	2
	1%	1%	1%	-%	-%	1%	-%	1%	*%	2% h
Thomas and Friends	3	1	-	1	1	1	2	3	3	-
	*%	1%	-%	1%	1%	*%	1%	*%	1%	-%
The 100	3	2	1	-	-	3	-	3	3	-
	*%	1%	1%	-%	-%	1%	-%	*%	1%	-%
Adventure Time	3	-	1	1	1	1	2	3	2	1
	*%	-%	1%	1%	*%	*%	1%	*%	*%	1%
Goosebumps	3	-	-	2	1	-	3	3	3	-
	*%	-%	-%	1% e	1%	-%	1%	*%	1%	-%
Just Add Magic	3	-	2	1	-	2	1	3	3	-
	*%	-%	1%	1%	-%	1%	*%	*%	1%	-%
Barbie	3	1	1	-	2	1	2	3	2	1
	*%	*%	*%	-%	1%	*%	*%	*%	*%	1%
Ninjago	3	-	3	-	-	3	-	3	1	1
	*%	-%	1% f	-%	-%	1%	-%	*%	*%	1%
Amazon Prime	3	1	-	1	1	1	2	3	1	2
	*%	1%	-%	*%	*%	*%	*%	*%	*%	1%
Transformers	3	-	-	-	3	-	3	3	1	1
	*%	-%	-%	-%	1% e	-%	1%	*%	*%	1%

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	685	171	188	147	179	359	326	685	575	110
Effective Weighted Sample	639	161	176	137	167	336	303	639	537	103
Total	672	161	192	134	185	353	319	672	567	104
Odd Squad	2	-	2	1	-	2	1	2	2	-
	*%	-%	1%	*%	-%	1%	*%	*%	*%	-%
Scooby Doo	2	1	-	1	1	1	2	2	2	-
	*%	*%	-%	1%	*%	*%	*%	*%	*%	-%
Nick Jr	2	1	-	1	1	1	1	2	1	1
	*%	1%	-%	*%	*%	*%	*%	*%	*%	1%
Alexa and Katie	2	2	-	-	-	2	-	2	1	1
	*%	1%	-%	-%	-%	1%	-%	*%	*%	1%
PJ Masks	2	1	-	1	-	1	1	2	2	-
	*%	1%	-%	*%	-%	*%	*%	*%	*%	-%
Ben 10	2	-	-	1	1	-	2	2	1	1
	*%	-%	-%	1%	*%	-%	1%	*%	*%	1%
Shimmer and Shine	2	-	1	-	1	1	1	2	2	-
	*%	-%	1%	-%	*%	*%	*%	*%	*%	-%
Blaze and the Monster Machines	2	1	1	-	-	2	-	2	2	-
	*%	*%	*%	-%	-%	*%	-%	*%	*%	-%
Frozen	1	-	1	-	1	1	1	1	1	-
	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%
Hey Duggee	1	-	-	-	1	-	1	1	1	-
	*%	-%	-%	-%	1%	-%	*%	*%	*%	-%
Horrible Histories	1	-	1	-	1	1	1	1	1	-
	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%
Wild Kratts	1	1	-	-	-	1	-	1	1	-
	*%	1%	-%	-%	-%	*%	-%	*%	*%	-%

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

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QP7. Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (RESPONSES FROM PARENTS FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Children who watch TV programmes or films on OTT television services

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	685	171	188	147	179	359	326	685	575	110
Effective Weighted Sample	639	161	176	137	167	336	303	639	537	103
Total	672	161	192	134	185	353	319	672	567	104
Trolls	1	-	1	-	-	1	-	1	1	-
	*%	-%	1%	-%	-%	*%	-%	*%	*%	-%
NOW TV	1	-	-	1	-	-	1	1	1	-
	*%	-%	-%	1%	-%	-%	*%	*%	*%	-%
Peter Rabbit	1	-	1	-	-	1	-	1	1	-
	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%
Justin's House	1	1	-	-	-	1	-	1	1	-
	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%
Masha and the Bear	1	-	-	1	-	-	1	1	-	1
	*%	-%	-%	*%	-%	-%	*%	*%	-%	1%
Dinosaur King	1	1	-	-	-	1	-	1	1	-
	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%
Other	196	45	52	44	54	97	99	196	170	26
	29%	28%	27%	33%	29%	28%	31%	29%	30%	25%
None in particular/ Don't know	67	19	15	16	17	34	33	67	51	16
	10%	12%	8%	12%	9%	10%	10%	10%	9%	16%
										h

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

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

QP8A. Please think about the time your child spends watching television on a TV set on a typical school day. How many hours would you say they spend watching TV programmes on a TV set at home or elsewhere on a typical school day IF NECESSARY - This could be watching TV programmes as they are broadcast or on-demand content which can be accessed at a time that is convenient IF NECESSARY - Not watching DVDs (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1346	437	470	439	1346	662	684	215	222	232	238	215	224
Effective Weighted Sample	1252	421	434	411	1252	617	636	207	215	214	220	202	210
Total	1288	365	471	451	1288	636	652	184	181	236	235	216	236
None	41	5	18	18	41	18	23	2	3	7	12	9	9
	3%	1%	4% a	4% a	3% a	3%	4%	1%	1%	3%	5% gh	4%	4%
Up to 1 hour	570	158	217	196	570	282	288	72	86	109	108	101	94
	44%	43%	46%	43%	44%	44%	44%	39%	47%	46%	46%	47%	40%
Up to 2 hours	483	161	172	150	483	246	237	86	75	88	84	72	78
	37%	44% bcd	36%	33%	37%	39%	36%	47% jkl	41%	37%	36%	34%	33%
Up to 3 hours	143	30	49	63	143	65	78	17	13	25	25	23	40
	11%	8%	10%	14% a	11%	10%	12%	9%	7%	10%	11%	11%	17% ghi
Up to 4 hours	42	8	13	20	42	18	24	4	4	6	7	8	13
	3%	2%	3%	5%	3%	3%	4%	2%	2%	3%	3%	4%	5%
Up to 5 hours	7	3	2	3	7	5	2	2	1	2	-	1	1
	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	-%	1%	1%
Up to 6 hours	2	1	-	1	2	1	1	1	-	-	-	-	1
	*%	*%	-%	*%	*%	*%	*%	1%	-%	-%	-%	-%	*%
Mean number of hours	1.6	1.6	1.6	1.7 b	1.6	1.6	1.6	1.7 j	1.6	1.6	1.5	1.6	1.8 hijk
Standard deviation	.92	.84	.90	1.00	.92	.91	.93	.88	.79	.90	.90	.94	1.05
Standard error	.03	.04	.04	.05	.03	.04	.04	.06	.05	.06	.06	.06	.07

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

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

QP8A. 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 they spend watching TV programmes on a TV set at home or elsewhere on a typical school day IF NECESSARY - This could be watching TV programmes as they are broadcast or on-demand content which can be accessed at a time that is convenient IF NECESSARY - Not watching DVDs (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1346	272	397	312	365	669	677	1346	1163	183
Effective Weighted Sample	1252	255	372	292	339	625	627	1252	1082	171
Total	1288	254	398	272	364	652	636	1288	1121	167
None	41	10	9	10	11	19	21	41	38	2
	3%	4%	2%	4%	3%	3%	3%	3%	3%	1%
Up to 1 hour	570	133	177	105	154	311	259	570	488	82
	44%	52%	45%	39%	42%	48%	41%	44%	44%	49%
		cdfg				cf				
Up to 2 hours	483	80	158	108	136	238	245	483	429	54
	37%	31%	40%	40%	37%	37%	38%	37%	38%	32%
			a	a			a			
Up to 3 hours	143	23	41	39	41	64	80	143	122	22
	11%	9%	10%	14%	11%	10%	13%	11%	11%	13%
				e						
Up to 4 hours	42	6	12	7	16	18	24	42	35	6
	3%	3%	3%	3%	4%	3%	4%	3%	3%	4%
Up to 5 hours	7	2	-	1	4	2	5	7	6	1
	1%	1%	-%	*%	1%	*%	1%	1%	1%	*%
Up to 6 hours	2	-	-	1	1	-	2	2	2	-
	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%
Mean number of hours	1.6	1.5	1.6	1.7	1.7	1.5	1.7	1.6	1.6	1.6
			a	ae	ae		ae	a		
Standard deviation	.92	.91	.84	.94	.98	.87	.96	.92	.92	.90
Standard error	.03	.06	.04	.05	.05	.03	.04	.03	.03	.07

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

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

QP8B. And how many hours would you say they watch TV programmes on a TV set on a weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1346	437	470	439	1346	662	684	215	222	232	238	215	224
Effective Weighted Sample	1252	421	434	411	1252	617	636	207	215	214	220	202	210
Total	1288	365	471	451	1288	636	652	184	181	236	235	216	236
None	36	7	11	18	36	17	19	3	4	3	8	11	8
	3%	2%	2%	4%	3%	3%	3%	2%	2%	1%	3%	5% i	3%
Up to 1 hour	311	83	115	113	311	158	153	39	44	58	56	61	52
	24%	23%	24%	25%	24%	25%	23%	21%	24%	25%	24%	28%	22%
Up to 2 hours	403	117	144	143	403	195	208	63	54	69	75	64	79
	31%	32%	31%	32%	31%	31%	32%	34%	30%	29%	32%	30%	33%
Up to 3 hours	226	67	81	78	226	109	117	35	32	42	39	32	46
	18%	18%	17%	17%	18%	17%	18%	19%	18%	18%	16%	15%	20%
Up to 4 hours	166	55	62	49	166	82	84	27	28	32	31	24	25
	13%	15%	13%	11%	13%	13%	13%	14%	15%	13%	13%	11%	11%
Up to 5 hours	94	24	37	33	94	50	44	11	13	19	18	19	13
	7%	7%	8%	7%	7%	8%	7%	6%	7%	8%	8%	9%	6%
Up to 6 hours	39	9	18	12	39	17	21	4	6	9	8	5	7
	3%	3%	4%	3%	3%	3%	3%	2%	3%	4%	4%	2%	3%
Up to 7 hours	4	-	2	2	4	3	1	-	-	2	-	1	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	-%	*%	*%
Up to 8 hours	3	3	-	-	3	2	1	2	1	-	-	-	-
	*%	1%	-%	-%	*%	*%	*%	1%	1%	-%	-%	-%	-%
Over 8 hours	6	-	2	5	6	2	5	-	-	2	-	-	5
	1%	-%	*%	1% a	1%	*%	1%	-%	-%	1%	-%	-%	2% ghjk
Mean number of hours	2.5	2.5	2.6	2.5	2.5	2.5	2.5	2.5	2.5	2.7 k	2.5	2.3	2.6
Standard deviation	1.56	1.44	1.56	1.66	1.56	1.54	1.59	1.42	1.47	1.64	1.46	1.50	1.79
Standard error	.04	.07	.07	.08	.04	.06	.06	.10	.10	.11	.09	.10	.12

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

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

QP8B. And how many hours would you say they watch TV programmes on a TV set on a weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1346	272	397	312	365	669	677	1346	1163	183
Effective Weighted Sample	1252	255	372	292	339	625	627	1252	1082	171
Total	1288	254	398	272	364	652	636	1288	1121	167
None	36	10	11	4	12	20	15	36	33	3
	3%	4%	3%	1%	3%	3%	2%	3%	3%	2%
Up to 1 hour	311	69	99	64	79	169	142	311	277	34
	24%	27%	25%	23%	22%	26%	22%	24%	25%	21%
Up to 2 hours	403	87	118	89	109	205	198	403	353	51
	31%	34%	30%	33%	30%	31%	31%	31%	31%	30%
Up to 3 hours	226	44	75	49	59	118	108	226	194	32
	18%	17%	19%	18%	16%	18%	17%	18%	17%	19%
Up to 4 hours	166	23	54	29	60	77	89	166	141	25
	13%	9%	13%	11%	17%	12%	14%	13%	13%	15%
					ace		a			
Up to 5 hours	94	11	28	25	30	39	55	94	83	11
	7%	4%	7%	9%	8%	6%	9%	7%	7%	7%
				a			a			
Up to 6 hours	39	9	12	5	13	20	18	39	29	9
	3%	3%	3%	2%	4%	3%	3%	3%	3%	6%
										h
Up to 7 hours	4	-	2	2	-	2	2	4	4	-
	*%	-%	*%	1%	-%	*%	*%	*%	*%	-%
Up to 8 hours	3	-	-	1	2	-	3	3	2	1
	*%	-%	-%	*%	1%	-%	*%	*%	*%	1%
Over 8 hours	6	1	-	4	1	1	5	6	6	1
	1%	1%	-%	2%	*%	*%	1%	1%	1%	*%
				beg						
Mean number of hours	2.5	2.3	2.5	2.6	2.6	2.4	2.6	2.5	2.5	2.7
				ae	ae		ae	a		h
Standard deviation	1.56	1.47	1.46	1.76	1.56	1.46	1.65	1.56	1.55	1.64

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

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

QP8B. And how many hours would you say they watch TV programmes on a TV set on a weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Standard error	.04	.09	.07	.10	.08	.06	.06	.04	.05	.12
Columns Tested: a,b,c,d,e,f,g - h,i										

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

QP8A-B. HOURS WATCH TELEVISION ON A TV SET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1346	437	470	439	1346	662	684	215	222	232	238	215	224
Effective Weighted Sample	1252	421	434	411	1252	617	636	207	215	214	220	202	210
Total	1288	365	471	451	1288	636	652	184	181	236	235	216	236
None	15	2	5	7	15	7	8	1	2	2	4	5	3
	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	2%	2%	1%
Up to 5 hours	90	11	45	35	90	45	45	5	6	21	23	18	17
	7%	3%	9%	8%	7%	7%	7%	3%	3%	9%	10%	8%	7%
			a	a	a					gh	gh	gh	
Up to 10 hours	412	128	146	138	412	206	206	60	68	73	73	73	66
	32%	35%	31%	31%	32%	32%	32%	32%	38%	31%	31%	34%	28%
									l				
Up to 15 hours	333	96	121	116	333	164	169	52	44	58	62	54	62
	26%	26%	26%	26%	26%	26%	26%	28%	24%	25%	26%	25%	26%
Up to 20 hours	258	89	90	79	258	128	130	44	45	46	43	38	41
	20%	24%	19%	18%	20%	20%	20%	24%	25%	20%	18%	18%	17%
		c											
Up to 25 hours	118	23	44	50	118	54	64	13	10	23	21	18	32
	9%	6%	9%	11%	9%	8%	10%	7%	6%	10%	9%	8%	14%
				a									gh
Up to 30 hours	43	13	16	14	43	24	19	8	5	9	7	7	7
	3%	3%	3%	3%	3%	4%	3%	4%	3%	4%	3%	3%	3%
Up to 35 hours	11	1	3	8	11	4	7	-	1	1	1	3	5
	1%	*%	1%	2%	1%	1%	1%	-%	*%	1%	1%	1%	2%
				a									g
Up to 40 hours	5	1	2	2	5	2	3	-	1	2	-	-	2
	*%	*%	*%	*%	*%	*%	*%	-%	1%	1%	-%	-%	1%
Over 40 hours	2	1	-	1	2	1	1	1	-	-	-	-	1
	*%	*%	-%	*%	*%	*%	*%	1%	-%	-%	-%	-%	*%
Mean number of hours	13.1	13.3	12.9	13.3	13.1	13.1	13.2	13.6	12.9	13.2	12.5	12.5	14.1
													jk

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

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

QP8A-B. HOURS WATCH TELEVISION ON A TV SET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Standard deviation	6.85	6.21	6.80	7.38	6.85	6.84	6.87	6.32	6.08	7.04	6.56	7.03	7.62
Standard error	.19	.30	.31	.35	.19	.27	.26	.43	.41	.46	.43	.48	.51

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

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

QP8A-B. HOURS WATCH TELEVISION ON A TV SET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1346	272	397	312	365	669	677	1346	1163	183
Effective Weighted Sample	1252	255	372	292	339	625	627	1252	1082	171
Total	1288	254	398	272	364	652	636	1288	1121	167
None	15	4	6	3	3	9	6	15	14	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Up to 5 hours	90	28	26	14	22	55	36	90	86	4
	7%	11%	7%	5%	6%	8%	6%	7%	8%	3%
		bcdfg							i	
Up to 10 hours	412	92	129	81	109	221	191	412	352	60
	32%	36%	32%	30%	30%	34%	30%	32%	31%	36%
Up to 15 hours	333	66	96	74	98	162	171	333	290	42
	26%	26%	24%	27%	27%	25%	27%	26%	26%	25%
Up to 20 hours	258	34	89	59	76	123	135	258	226	32
	20%	13%	22%	22%	21%	19%	21%	20%	20%	19%
			a	a	a		a	a		
Up to 25 hours	118	17	41	27	33	58	60	118	102	16
	9%	7%	10%	10%	9%	9%	9%	9%	9%	9%
Up to 30 hours	43	10	7	7	19	17	26	43	35	8
	3%	4%	2%	2%	5%	3%	4%	3%	3%	5%
					be		b			
Up to 35 hours	11	3	5	3	1	7	4	11	10	2
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
Up to 40 hours	5	-	-	4	2	-	5	5	5	1
	*%	-%	-%	1%	*%	-%	1%	*%	*%	*%
				be			e			
Over 40 hours	2	-	-	1	1	-	2	2	2	-
	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%
Mean number of hours	13.1	11.9	12.9	13.8	13.7	12.5	13.8	13.1	13.1	13.6
			a	ae	ae		ae	a		
Standard deviation	6.85	6.53	6.49	7.21	7.06	6.52	7.12	6.85	6.86	6.78
Standard error	.19	.40	.33	.41	.37	.25	.27	.19	.20	.50

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

Any break column with 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) Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub, All 4 etc), these services offer information about the age suitability of programmes. This information can be in the form of ratings (e.g. G for guidance, 12, 15, 18) or labels (such as 'violence', 'sex', 'drug use', or 'strong language'). They may appear as a pop-up screen asking for age confirmation before accessing the content. Did you know that, before today?

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Yes, knew this	1141	308	413	420	1141	573	568	155	153	207	206	211	209
	83%	82%	83%	84%	83%	83%	83%	83%	82%	83%	82%	84%	84%
No, did not know this	234	67	87	80	234	114	119	33	34	42	45	40	40
	17%	18%	17%	16%	17%	17%	17%	17%	18%	17%	18%	16%	16%

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

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

QP9. (SHOWCARD) Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub, All 4 etc), these services offer information about the age suitability of programmes. This information can be in the form of ratings (e.g. G for guidance, 12, 15, 18) or labels (such as 'violence', 'sex', 'drug use', or 'strong language'). They may appear as a pop-up screen asking for age confirmation before accessing the content. Did you know that, before today?

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Yes, knew this	1141	233	354	238	316	587	555	1141	995	146
	83%	85%	84%	82%	82%	84%	82%	83%	83%	82%
No, did not know this	234	40	69	53	72	109	125	234	201	32
	17%	15%	16%	18%	18%	16%	18%	17%	17%	18%

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

Any break column with 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. Have you set up a PIN code or password on any of these catch-up services to prevent your child watching or downloading unsuitable programmes or films?

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Yes	756	203	284	269	756	362	394	95	107	135	149	131	137
	55%	54%	57%	54%	55%	53%	57%	51%	57%	54%	59%	52%	55%
No	608	170	213	226	608	321	288	92	78	113	100	116	110
	44%	45%	43%	45%	44%	47%	42%	49%	42%	45%	40%	46%	44%
Don't know	11	3	3	6	11	5	6	1	2	1	2	3	2
	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%

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

Any break column with 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. Have you set up a PIN code or password on any of these catch-up services to prevent your child watching or downloading unsuitable programmes or films?

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Yes	756	169	240	163	183	409	346	756	652	103
	55%	62%	57%	56%	47%	59%	51%	55%	55%	58%
		dfg	d	d		df		d		
No	608	103	176	127	203	279	329	608	534	74
	44%	38%	42%	43%	52%	40%	48%	44%	45%	42%
					abceg		abe	a		
Don't know	11	1	6	2	2	7	4	11	10	1
	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%

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

Any break column with 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) Do you have any of these rules about the TV and DVDs that your child watches? (MULTICODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Rules about what they watch	959	281	385	293	959	487	472	147	134	197	187	142	151
	71%	76%	78%	59%	71%	72%	70%	79%	73%	80%	76%	58%	61%
		cd	cd		c			kl	kl	kl	kl		
Rules about when they watch	739	210	305	225	739	360	379	104	106	146	159	111	114
	55%	57%	62%	46%	55%	53%	56%	56%	58%	59%	64%	45%	46%
		c	cd		c			kl	kl	kl	kl		
Rules about how much time they spend watching	730	213	292	225	730	367	363	108	105	147	144	111	113
	54%	58%	59%	46%	54%	54%	53%	58%	57%	60%	58%	46%	46%
		c	c		c			kl	kl	kl	kl		
Rules about who they are watching with/ can only watch when supervised	389	123	161	106	389	198	191	62	61	82	79	55	51
	29%	33%	32%	21%	29%	29%	28%	33%	33%	33%	32%	22%	20%
		c	c		c			kl	kl	kl	kl		
Other rules - Please say	4	-	1	3	4	1	3	-	-	-	1	1	1
	*%	-%	*%	1%	*%	*%	*%	-%	-%	-%	1%	*%	1%
ANY RULES	1122	328	436	359	1122	567	555	170	158	219	217	179	180
	83%	89%	88%	73%	83%	84%	82%	91%	87%	89%	87%	73%	73%
		cd	cd		c			kl	kl	kl	kl		
No, do not have any rules	233	41	59	134	233	110	123	16	25	28	31	66	68
	17%	11%	12%	27%	17%	16%	18%	9%	13%	11%	13%	27%	27%
				abd	ab							ghij	ghij

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

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

QP12. (SHOWCARD) Do you have any of these rules about the TV and DVDs that your child watches? (MULTICODE)

Base : Parents whose child watches television on any device

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Rules about what they watch	959	199	279	211	271	477	482	959	832	127
	71%	73%	67%	73%	71%	70%	72%	71%	71%	72%
Rules about when they watch	739	141	233	155	209	375	365	739	645	94
	55%	52%	56%	54%	55%	55%	54%	55%	55%	53%
Rules about how much time they spend watching	730	161	237	148	185	397	333	730	628	102
	54%	59%	57%	51%	49%	58%	50%	54%	53%	58%
		df	df			cdf				
Rules about who they are watching with/ can only watch when supervised	389	89	106	79	115	195	194	389	339	50
	29%	33%	26%	27%	30%	28%	29%	29%	29%	28%
		b								
Other rules - Please say	4	-	3	-	1	3	1	4	4	-
	*%	-%	1%	-%	*%	*%	*%	*%	*%	-%
ANY RULES	1122	222	339	248	314	561	561	1122	968	155
	83%	82%	82%	86%	83%	82%	84%	83%	82%	87%
No, do not have any rules	233	50	75	42	66	125	108	233	211	23
	17%	18%	18%	14%	17%	18%	16%	17%	18%	13%

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

Any break column with 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. (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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Very concerned	91	30	36	25	91	42	49	18	12	17	19	7	18
	7%	8%	7%	5%	7%	6%	7%	10%	7%	7%	8%	3%	7%
								k	k	k	k		k
Fairly concerned	313	60	135	117	313	167	146	37	24	76	59	54	63
	23%	16%	27%	24%	23%	25%	21%	20%	13%	31%	24%	22%	25%
			a	a	a					ghk	h	h	h
Neither/ nor	159	32	62	66	159	84	76	15	17	28	34	41	25
	12%	9%	12%	13%	12%	12%	11%	8%	9%	11%	14%	17%	10%
				a								ghl	
Not very concerned	383	110	126	147	383	190	192	54	57	62	63	75	72
	28%	30%	25%	30%	28%	28%	28%	29%	31%	25%	26%	30%	29%
Not at all concerned	408	135	136	137	408	193	215	62	73	63	73	67	70
	30%	37%	28%	28%	30%	29%	32%	33%	40%	26%	29%	28%	28%
		bcd							ijkl				
Don't know	2	1	-	1	2	1	1	-	1	-	-	1	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	*%	-%
SUMMARY CODES													
TOTAL CONCERNED	403	91	171	142	403	209	195	55	36	93	78	61	81
	30%	25%	35%	29%	30%	31%	29%	29%	20%	38%	31%	25%	33%
			a		a			h		hk	h		h
TOTAL NOT CONCERNED	791	245	262	284	791	383	408	116	129	126	136	142	142
	58%	66%	53%	58%	58%	57%	60%	62%	71%	51%	55%	58%	57%
		bcd			b			i	ijkl				
TOTAL NEITHER/ DON'T KNOW	161	33	62	67	161	85	76	15	18	28	34	42	25
	12%	9%	12%	14%	12%	13%	11%	8%	10%	11%	14%	17%	10%
				a								ghl	

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

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

QP13A. (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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Very concerned	91	27	28	14	22	55	36	91	82	8
	7%	10%	7%	5%	6%	8%	5%	7%	7%	5%
		cf				f				
Fairly concerned	313	67	97	67	82	164	149	313	270	43
	23%	25%	23%	23%	21%	24%	22%	23%	23%	24%
Neither/ nor	159	24	56	33	47	79	80	159	140	19
	12%	9%	13%	11%	12%	12%	12%	12%	12%	11%
Not very concerned	383	74	116	84	108	190	192	383	337	45
	28%	27%	28%	29%	28%	28%	29%	28%	29%	26%
Not at all concerned	408	81	117	90	121	197	211	408	347	62
	30%	30%	28%	31%	32%	29%	32%	30%	29%	35%
Don't know	2	-	-	2	-	-	2	2	2	-
	*%	-%	-%	1%	-%	-%	*%	*%	*%	-%
				e						
SUMMARY CODES										
TOTAL CONCERNED	403	94	125	81	103	219	184	403	352	52
	30%	34%	30%	28%	27%	32%	28%	30%	30%	29%
		f								
TOTAL NOT CONCERNED	791	155	233	174	230	388	403	791	684	107
	58%	57%	56%	60%	60%	56%	60%	58%	58%	60%
TOTAL NEITHER/ DON'T KNOW	161	24	56	35	47	79	82	161	142	19
	12%	9%	13%	12%	12%	12%	12%	12%	12%	11%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP13B. (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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Very concerned	86	25	44	17	86	46	41	15	10	22	22	8	9
	6%	7%	9%	4%	6%	7%	6%	8%	5%	9%	9%	3%	4%
		c	c		c			kl		kl	kl		
Fairly concerned	295	61	124	111	295	152	144	35	26	62	61	54	57
	22%	17%	25%	22%	22%	22%	21%	19%	14%	25%	25%	22%	23%
			a	a	a					h	h	h	h
Neither/ nor	136	38	43	56	136	69	67	18	20	23	20	28	27
	10%	10%	9%	11%	10%	10%	10%	10%	11%	9%	8%	12%	11%
Not very concerned	399	112	148	139	399	196	204	53	59	69	79	74	66
	29%	30%	30%	28%	29%	29%	30%	29%	32%	28%	32%	30%	26%
Not at all concerned	437	132	136	169	437	213	223	64	68	70	66	79	89
	32%	36%	28%	34%	32%	32%	33%	34%	37%	29%	26%	32%	36%
		b		b					j				j
Don't know	2	1	-	1	2	1	1	-	1	-	-	1	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	*%	-%
SUMMARY CODES													
TOTAL CONCERNED	382	86	168	128	382	198	184	50	36	85	83	62	66
	28%	23%	34%	26%	28%	29%	27%	27%	20%	34%	34%	26%	26%
			acd							hk	h		
TOTAL NOT CONCERNED	836	244	284	308	836	409	427	117	127	139	145	153	155
	62%	66%	57%	62%	62%	60%	63%	63%	69%	56%	59%	62%	63%
		b							ij				
TOTAL NEITHER/ DON'T KNOW	138	38	43	57	138	70	67	18	20	23	20	29	27
	10%	10%	9%	12%	10%	10%	10%	10%	11%	9%	8%	12%	11%

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

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

QP13B. (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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Very concerned	86	21	31	19	16	51	35	86	76	10
	6%	8%	7%	7%	4%	7%	5%	6%	6%	6%
						d				
Fairly concerned	295	59	102	53	81	161	135	295	269	26
	22%	22%	25%	18%	21%	23%	20%	22%	23%	15%
									i	
Neither/ nor	136	24	44	29	40	68	68	136	116	20
	10%	9%	11%	10%	10%	10%	10%	10%	10%	11%
Not very concerned	399	85	118	85	111	203	196	399	345	54
	29%	31%	28%	29%	29%	30%	29%	29%	29%	31%
Not at all concerned	437	82	120	103	132	202	235	437	370	67
	32%	30%	29%	36%	35%	29%	35%	32%	31%	38%
							be			
Don't know	2	1	-	-	1	1	1	2	1	1
	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
SUMMARY CODES										
TOTAL CONCERNED	382	80	132	72	97	212	170	382	346	36
	28%	29%	32%	25%	26%	31%	25%	28%	29%	20%
			cf			f			i	
TOTAL NOT CONCERNED	836	168	237	189	243	405	431	836	715	121
	62%	62%	57%	65%	64%	59%	64%	62%	61%	68%
				b			be			
TOTAL NEITHER/ DON'T KNOW	138	25	44	29	40	69	69	138	117	20
	10%	9%	11%	10%	11%	10%	10%	10%	10%	12%

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

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

QP13C. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The amount of TV advertising they see (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Very concerned	128	43	56	29	128	59	70	21	23	26	30	13	17
	9%	12%	11%	6%	9%	9%	10%	11%	12%	10%	12%	5%	7%
		c	c		c			k	kl	k	k		
Fairly concerned	262	70	106	86	262	134	128	40	31	52	54	42	44
	19%	19%	21%	18%	19%	20%	19%	21%	17%	21%	22%	17%	18%
Neither/ nor	169	43	64	62	169	85	84	19	24	35	29	31	31
	12%	12%	13%	13%	12%	13%	12%	10%	13%	14%	12%	13%	13%
Not very concerned	410	100	152	157	410	211	199	55	45	76	76	79	78
	30%	27%	31%	32%	30%	31%	29%	30%	25%	31%	31%	32%	32%
Not at all concerned	384	110	117	157	384	188	196	50	60	58	59	80	77
	28%	30%	24%	32%	28%	28%	29%	27%	33%	23%	24%	33%	31%
		b		b					ij			ij	
Don't know	3	2	-	1	3	1	1	1	1	-	-	-	1
	*%	1%	-%	*%	*%	*%	*%	1%	*%	-%	-%	-%	*%
SUMMARY CODES													
TOTAL CONCERNED	391	113	161	116	391	193	198	60	53	78	84	55	61
	29%	31%	33%	24%	29%	28%	29%	32%	29%	31%	34%	22%	25%
		c	c		c			k		k	kl		
TOTAL NOT CONCERNED	793	210	269	314	793	398	395	105	105	134	135	159	155
	59%	57%	54%	64%	59%	59%	58%	57%	57%	54%	54%	65%	63%
				ab								ij	
TOTAL NEITHER/ DON'T KNOW	172	45	64	63	172	86	86	20	24	35	29	31	32
	13%	12%	13%	13%	13%	13%	13%	11%	13%	14%	12%	13%	13%

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

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

QP13C. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The amount of TV advertising they see (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Very concerned	128	28	46	27	28	73	55	128	115	13
	9%	10%	11%	9%	7%	11%	8%	9%	10%	8%
Fairly concerned	262	54	87	44	77	141	121	262	232	30
	19%	20%	21%	15%	20%	21%	18%	19%	20%	17%
						c				
Neither/ nor	169	28	49	40	53	77	92	169	157	12
	12%	10%	12%	14%	14%	11%	14%	12%	13%	7%
									i	
Not very concerned	410	83	132	91	104	214	195	410	352	57
	30%	30%	32%	31%	27%	31%	29%	30%	30%	32%
Not at all concerned	384	79	100	88	118	178	205	384	319	65
	28%	29%	24%	30%	31%	26%	31%	28%	27%	37%
					b		b			h
Don't know	3	1	1	1	-	2	1	3	3	-
	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%
SUMMARY CODES										
TOTAL CONCERNED	391	82	133	71	106	214	176	391	347	43
	29%	30%	32%	24%	28%	31%	26%	29%	29%	24%
			cf			cf				
TOTAL NOT CONCERNED	793	161	231	179	222	393	401	793	671	122
	59%	59%	56%	62%	58%	57%	60%	59%	57%	69%
										h
TOTAL NEITHER/ DON'T KNOW	172	29	50	40	53	79	93	172	160	12
	13%	11%	12%	14%	14%	12%	14%	13%	14%	7%
										i

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 69

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

QP13D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV advertising they see (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Very concerned	118	38	46	34	118	64	54	24	14	23	23	17	17
	9%	10%	9%	7%	9%	9%	8%	13% kl	8%	9%	9%	7%	7%
Fairly concerned	299	82	131	86	299	140	159	39	43	65	67	36	50
	22%	22%	27% cd	17%	22% c	21%	23%	21%	23% k	26% k	27% k	15%	20%
Neither/ nor	152	36	52	64	152	74	78	17	19	25	27	32	32
	11%	10%	11%	13%	11%	11%	11%	9%	10%	10%	11%	13%	13%
Not very concerned	397	111	140	146	397	213	184	61	50	76	64	77	69
	29%	30%	28%	30%	29%	31%	27%	33%	28%	31%	26%	31%	28%
Not at all concerned	386	100	124	162	386	183	203	44	57	57	67	83	80
	28%	27%	25%	33% b	28%	27%	30%	23%	31%	23%	27%	34% gi	32% gi
Don't know	4	1	2	1	4	3	1	1	-	2	-	-	1
	*%	*%	*%	*%	*%	*%	*%	1%	-%	1%	-%	-%	*%
SUMMARY CODES													
TOTAL CONCERNED	417	120	177	120	417	204	213	63	57	87	90	53	67
	31%	33% c	36% cd	24%	31% c	30%	31%	34% k	31% k	35% k	36% kl	22%	27%
TOTAL NOT CONCERNED	783	211	263	308	783	396	387	104	107	133	131	159	149
	58%	57%	53%	63% b	58%	58%	57%	56%	59%	54%	53%	65% ij	60%
TOTAL NEITHER/ DON'T KNOW	156	37	54	65	156	77	79	18	19	27	27	32	32
	12%	10%	11%	13%	12%	11%	12%	10%	10%	11%	11%	13%	13%

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

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

QP13D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV advertising they see (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Very concerned	118	27	44	21	25	72	46	118	108	9
	9%	10%	11%	7%	7%	10%	7%	9%	9%	5%
			df			df				
Fairly concerned	299	56	92	62	89	148	151	299	262	38
	22%	21%	22%	21%	23%	22%	23%	22%	22%	21%
Neither/ nor	152	27	41	32	52	69	83	152	135	17
	11%	10%	10%	11%	14%	10%	12%	11%	11%	10%
Not very concerned	397	84	124	91	98	208	189	397	346	51
	29%	31%	30%	31%	26%	30%	28%	29%	29%	29%
Not at all concerned	386	77	111	83	115	188	198	386	323	63
	28%	28%	27%	29%	30%	27%	30%	28%	27%	35%
										h
Don't know	4	1	1	1	2	2	2	4	4	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%
SUMMARY CODES										
TOTAL CONCERNED	417	83	136	83	114	220	197	417	370	47
	31%	31%	33%	29%	30%	32%	29%	31%	31%	27%
TOTAL NOT CONCERNED	783	161	235	174	213	396	387	783	670	113
	58%	59%	57%	60%	56%	58%	58%	58%	57%	64%
TOTAL NEITHER/ DON'T KNOW	156	28	42	32	53	70	85	156	139	17
	12%	10%	10%	11%	14%	10%	13%	12%	12%	10%

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

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QP14. (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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Very concerned	82	18	36	28	82	43	39	11	7	21	14	11	17
	6%	5%	7%	6%	6%	6%	6%	6%	4%	9% h	6%	4%	7%
Fairly concerned	284	70	118	97	284	153	131	41	29	56	62	56	41
	21%	19%	24%	20%	21%	23%	19%	22%	16%	23%	25% hl	23%	16%
Not very concerned	513	138	173	202	513	247	267	67	71	87	87	93	109
	38%	37%	35%	41%	38%	36%	39%	36%	39%	35%	35%	38%	44%
Not at all concerned	474	142	167	165	474	235	240	67	75	83	84	85	80
	35%	39%	34%	33%	35%	35%	35%	36%	41% l	34%	34%	35%	32%
Don't know	2	-	1	2	2	-	2	-	-	-	1	-	2
	*%	-%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	1%
SUMMARY CODES													
TOTAL CONCERNED	366	88	153	124	366	196	170	52	36	77	76	66	58
	27%	24%	31% a	25%	27%	29%	25%	28% h	20%	31% h	31% h	27%	23%
TOTAL NOT CONCERNED	987	280	340	367	987	481	506	134	147	169	171	178	189
	73%	76% b	69%	74%	73%	71%	75%	72%	80% gij	69%	69%	73%	76%

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

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QP14. (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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Very concerned	82	20	33	18	11	52	29	82	73	8
	6%	7%	8%	6%	3%	8%	4%	6%	6%	5%
		d	df	d		df		d		
Fairly concerned	284	56	89	52	87	145	139	284	261	24
	21%	21%	21%	18%	23%	21%	21%	21%	22%	13%
									i	
Not very concerned	513	107	157	101	148	264	249	513	444	70
	38%	39%	38%	35%	39%	38%	37%	38%	38%	39%
Not at all concerned	474	90	134	118	132	224	250	474	399	75
	35%	33%	32%	41%	35%	33%	37%	35%	34%	43%
				be						h
Don't know	2	-	1	-	1	1	1	2	2	1
	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
SUMMARY CODES										
TOTAL CONCERNED	366	76	121	70	99	197	169	366	334	32
	27%	28%	29%	24%	26%	29%	25%	27%	28%	18%
										i
TOTAL NOT CONCERNED	987	196	292	219	280	488	499	987	842	145
	73%	72%	71%	76%	74%	71%	75%	73%	72%	82%
										h

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

Any break column with 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. 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	382	106	153	123	382	204	178	60	46	79	74	65	58
Effective Weighted Sample	356	103	142	115	356	190	165	58	45	73	69	61	54
Total	366	88	153	124	366	196	170	52	36	77	76	66	58
Bad language	214	50	92	72	214	116	98	**	**	**	**	**	**
	58%	57%	60%	58%	58%	59%	58%	**	**	**	**	**	**
Unsuitable content for younger people/ children	181	46	69	65	181	96	85	**	**	**	**	**	**
	49%	52%	45%	52%	49%	49%	50%	**	**	**	**	**	**
Sex/ sexually explicit content	178	39	70	69	178	98	80	**	**	**	**	**	**
	49%	44%	46%	56%	49%	50%	47%	**	**	**	**	**	**
Violence (in general)	164	38	63	62	164	91	72	**	**	**	**	**	**
	45%	43%	41%	50%	45%	47%	43%	**	**	**	**	**	**
Unsuitable content aired too early/ pre-watershed/ before 9pm	137	28	60	49	137	75	62	**	**	**	**	**	**
	37%	31%	39%	40%	37%	38%	36%	**	**	**	**	**	**
Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc)	126	23	53	50	126	57	69	**	**	**	**	**	**
	34%	26%	34%	40%	34%	29%	40%	**	**	**	**	**	**
				a			e						
Nakedness/ naked bodies/ naked body parts	109	23	39	47	109	61	48	**	**	**	**	**	**
	30%	26%	26%	38%	30%	31%	28%	**	**	**	**	**	**
				b									

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

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QP15. 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	382	106	153	123	382	204	178	60	46	79	74	65	58
Effective Weighted Sample	356	103	142	115	356	190	165	58	45	73	69	61	54
Total	366	88	153	124	366	196	170	52	36	77	76	66	58
Portrayal of anti-social behaviour	95	21	32	42	95	56	38	**	**	**	**	**	**
	26%	24%	21%	33%	26%	29%	23%	**	**	**	**	**	**
				b									
Glamorisation of certain lifestyles	89	20	37	32	89	46	43	**	**	**	**	**	**
	24%	23%	24%	26%	24%	24%	25%	**	**	**	**	**	**
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	74	13	29	31	74	40	34	**	**	**	**	**	**
	20%	15%	19%	25%	20%	20%	20%	**	**	**	**	**	**
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	68	14	23	31	68	37	31	**	**	**	**	**	**
	19%	15%	15%	25%	19%	19%	18%	**	**	**	**	**	**
Lack of respect towards adults	56	10	19	27	56	34	23	**	**	**	**	**	**
	15%	11%	13%	22%	15%	17%	13%	**	**	**	**	**	**
				a									
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	54	13	13	28	54	37	17	**	**	**	**	**	**
	15%	15%	9%	22%	15%	19%	10%	**	**	**	**	**	**
				b		f							

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

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

QP15. 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	382	106	153	123	382	204	178	60	46	79	74	65	58
Effective Weighted Sample	356	103	142	115	356	190	165	58	45	73	69	61	54
Total	366	88	153	124	366	196	170	52	36	77	76	66	58
Negative portrayal of women/ objectification of women	47 13%	11 13%	21 13%	15 12%	47 13%	25 13%	22 13%	** **	** **	** **	** **	** **	** **
Invasion of privacy/ not respecting people's privacy	37 10%	7 8%	11 7%	19 15% b	37 10%	24 12%	13 7%	** **	** **	** **	** **	** **	** **
Other	13 3%	3 4%	5 3%	4 3%	13 3%	9 5%	4 2%	** **	** **	** **	** **	** **	** **
Don't know	8 2%	1 1%	4 2%	3 3%	8 2%	7 4%	1 1%	** **	** **	** **	** **	** **	** **

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

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QP15. 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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i
Unweighted total	382	81	121	82	98	202	180	382	347	35
Effective Weighted Sample	356	76	113	77	91	189	167	356	323	33
Total	366	76	121	70	99	197	169	366	334	32
Bad language	214	**	69	**	**	120	94	214	195	**
	58%	**	57%	**	**	61%	56%	58%	58%	**
Unsuitable content for younger people/ children	181	**	64	**	**	102	78	181	167	**
	49%	**	52%	**	**	52%	46%	49%	50%	**
Sex/ sexually explicit content	178	**	59	**	**	99	79	178	166	**
	49%	**	48%	**	**	50%	47%	49%	50%	**
Violence (in general)	164	**	56	**	**	94	70	164	145	**
	45%	**	46%	**	**	48%	41%	45%	44%	**
Unsuitable content aired too early/ pre-watershed/ before 9pm	137	**	50	**	**	73	63	137	126	**
	37%	**	41%	**	**	37%	37%	37%	38%	**
Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc)	126	**	39	**	**	68	58	126	116	**
	34%	**	33%	**	**	35%	34%	34%	35%	**
Nakedness/ naked bodies/ naked body parts	109	**	37	**	**	69	40	109	102	**
	30%	**	30%	**	**	35%	24%	30%	30%	**
						f				

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

Any break column with 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. 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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i
Unweighted total	382	81	121	82	98	202	180	382	347	35
Effective Weighted Sample	356	76	113	77	91	189	167	356	323	33
Total	366	76	121	70	99	197	169	366	334	32
Portrayal of anti-social behaviour	95	**	36	**	**	57	38	95	88	**
	26%	**	30%	**	**	29%	22%	26%	26%	**
Glamorisation of certain lifestyles	89	**	32	**	**	51	38	89	85	**
	24%	**	27%	**	**	26%	22%	24%	25%	**
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	74	**	34	**	**	42	31	74	68	**
	20%	**	28%	**	**	22%	19%	20%	20%	**
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	68	**	28	**	**	37	31	68	64	**
	19%	**	23%	**	**	19%	19%	19%	19%	**
Lack of respect towards adults	56	**	16	**	**	32	24	56	51	**
	15%	**	13%	**	**	16%	14%	15%	15%	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	54	**	20	**	**	28	26	54	49	**
	15%	**	17%	**	**	14%	15%	15%	15%	**

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

Any break column with 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. 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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i
Unweighted total	382	81	121	82	98	202	180	382	347	35
Effective Weighted Sample	356	76	113	77	91	189	167	356	323	33
Total	366	76	121	70	99	197	169	366	334	32
Negative portrayal of women/ objectification of women	47	**	17	**	**	27	20	47	47	**
	13%	**	14%	**	**	14%	12%	13%	14%	**
Invasion of privacy/ not respecting people's privacy	37	**	14	**	**	21	16	37	31	**
	10%	**	11%	**	**	11%	9%	10%	9%	**
Other	13	**	5	**	**	8	4	13	12	**
	3%	**	4%	**	**	4%	3%	3%	4%	**
Don't know	8	**	2	**	**	3	5	8	8	**
	2%	**	2%	**	**	2%	3%	2%	2%	**

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

Any break column with 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. 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 whose child watches television on any device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Bad language	214	50	92	72	214	116	98	29	21	51	41	36	36
	16%	14%	19%	15%	16%	17%	14%	16%	12%	20%	17%	15%	15%
			a								h		
Unsuitable content for younger people/ children	181	46	69	65	181	96	85	26	20	39	30	31	35
	13%	13%	14%	13%	13%	14%	13%	14%	11%	16%	12%	12%	14%
Sex/ sexually explicit content	178	39	70	69	178	98	80	25	14	39	32	35	35
	13%	11%	14%	14%	13%	15%	12%	14%	8%	16%	13%	14%	14%
								h		h		h	h
Violence (in general)	164	38	63	62	164	91	72	21	17	34	30	36	26
	12%	10%	13%	13%	12%	13%	11%	11%	9%	14%	12%	15%	10%
Unsuitable content aired too early/ pre-watershed/ before 9pm	137	28	60	49	137	75	62	20	7	30	30	24	25
	10%	7%	12%	10%	10%	11%	9%	11%	4%	12%	12%	10%	10%
			a					h		h	h	h	h
Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc)	126	23	53	50	126	57	69	14	9	22	31	21	29
	9%	6%	11%	10%	9%	8%	10%	8%	5%	9%	12%	8%	12%
			a	a							h		h

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

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

QP15. 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 whose child watches television on any device

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Nakedness/ naked bodies/ naked body parts	109	23	39	47	109	61	48	17	6	21	18	24	23
	8%	6%	8%	10%	8%	9%	7%	9%	3%	9%	7%	10%	9%
								h		h		h	h
Portrayal of anti-social behaviour	95	21	32	42	95	56	38	13	8	20	12	23	18
	7%	6%	6%	8%	7%	8%	6%	7%	4%	8%	5%	10%	7%
												h	
Glamorisation of certain lifestyles	89	20	37	32	89	46	43	12	8	18	19	17	15
	7%	5%	7%	6%	7%	7%	6%	6%	5%	7%	8%	7%	6%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	74	13	29	31	74	40	34	10	4	17	13	13	18
	5%	4%	6%	6%	5%	6%	5%	5%	2%	7%	5%	5%	7%
										h			h
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	68	14	23	31	68	37	31	7	6	15	9	15	16
	5%	4%	5%	6%	5%	6%	5%	4%	3%	6%	4%	6%	6%
Lack of respect towards adults	56	10	19	27	56	34	23	6	4	11	8	16	11
	4%	3%	4%	5%	4%	5%	3%	3%	2%	5%	3%	7%	4%
				a								h	

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

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

QP15. 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 whose child watches television on any device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	54 4%	13 4%	13 3%	28 6% b	54 4%	37 5% f	17 2%	10 5%	3 2%	9 3%	5 2%	19 8% hj	9 4%
Negative portrayal of women/ objectification of women	47 3%	11 3%	21 4%	15 3%	47 3%	25 4%	22 3%	7 4%	5 2%	12 5%	9 4%	7 3%	8 3%
Invasion of privacy/ not respecting people's privacy	37 3%	7 2%	11 2%	19 4%	37 3%	24 4%	13 2%	4 2%	2 1%	7 3%	4 2%	13 5% hj	6 2%
Other	13 1%	3 1%	5 1%	4 1%	13 1%	9 1%	4 1%	3 2%	1 *%	4 2%	2 1%	2 1%	1 1%
Don't know	8 1%	1 *%	4 1%	3 1%	8 1%	7 1% f	1 *%	1 1%	- -%	3 1%	1 *%	3 1%	- -%
TOTAL NOT CONCERNED	990 73%	280 76% b	341 69%	369 75%	990 73%	481 71%	509 75%	134 72%	147 80% gij	169 69%	172 69%	178 73%	190 77%

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

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

QP15. 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 whose child watches television on any device

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Bad language	214	51	69	46	48	120	94	214	195	19
	16%	19%	17%	16%	13%	17%	14%	16%	17%	11%
		d							i	
Unsuitable content for younger people/ children	181	39	64	45	33	102	78	181	167	14
	13%	14%	15%	15%	9%	15%	12%	13%	14%	8%
		d	d	d		d		d	i	
Sex/ sexually explicit content	178	41	59	37	42	99	79	178	166	12
	13%	15%	14%	13%	11%	14%	12%	13%	14%	7%
									i	
Violence (in general)	164	38	56	27	43	94	70	164	145	18
	12%	14%	13%	9%	11%	14%	10%	12%	12%	10%
Unsuitable content aired too early/ pre-watershed/ before 9pm	137	24	50	29	34	73	63	137	126	11
	10%	9%	12%	10%	9%	11%	9%	10%	11%	6%
Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc)	126	29	39	33	25	68	58	126	116	9
	9%	10%	10%	11%	6%	10%	9%	9%	10%	5%
				d					i	
Nakedness/ naked bodies/ naked body parts	109	32	37	18	22	69	40	109	102	8
	8%	12%	9%	6%	6%	10%	6%	8%	9%	4%
		cdfg				df			i	

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

Any break column with 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. 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 whose child watches television on any device

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Portrayal of anti-social behaviour	95	21	36	18	19	57	38	95	88	6
	7%	8%	9%	6%	5%	8%	6%	7%	8%	3%
			df						i	
Glamorisation of certain lifestyles	89	19	32	24	14	51	38	89	85	4
	7%	7%	8%	8%	4%	7%	6%	7%	7%	2%
			d	d		d		d	i	
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	74	9	34	17	14	42	31	74	68	6
	5%	3%	8%	6%	4%	6%	5%	5%	6%	3%
			adf							
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	68	9	28	14	18	37	31	68	64	4
	5%	3%	7%	5%	5%	5%	5%	5%	5%	2%
Lack of respect towards adults	56	16	16	13	11	32	24	56	51	6
	4%	6%	4%	5%	3%	5%	4%	4%	4%	3%
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	54	8	20	13	13	28	26	54	49	5
	4%	3%	5%	4%	3%	4%	4%	4%	4%	3%

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

Any break column with 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. 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 whose child watches television on any device

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Negative portrayal of women/ objectification of women	47 3%	10 4%	17 4%	11 4%	9 2%	27 4%	20 3%	47 3%	47 4% i	- -%
Invasion of privacy/ not respecting people's privacy	37 3%	7 3%	14 3%	10 3%	6 2%	21 3%	16 2%	37 3%	31 3%	6 4%
Other	13 1%	3 1%	5 1%	1 *%	4 1%	8 1%	4 1%	13 1%	12 1%	1 *%
Don't know	8 1%	1 *%	2 1%	- -%	5 1% c	3 *%	5 1%	8 1%	8 1%	- -%
TOTAL NOT CONCERNED	990 73%	196 72%	293 71%	219 76%	281 74%	489 71%	501 75%	990 73%	844 72%	146 82% h

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

Any break column with 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. (SHOWCARD) In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
Never	322	55	102	165	322	158	164	27	28	49	52	81	84
	24%	15%	21%	33%	24%	23%	24%	15%	15%	20%	21%	33%	34%
			a	abd	a							ghij	ghij
Every day	72	40	22	10	72	37	35	21	19	13	8	3	7
	5%	11%	4%	2%	5%	5%	5%	11%	11%	5%	3%	1%	3%
		bcd			c			ijkl	ijkl	k			
Every week	227	92	85	50	227	109	119	45	47	42	44	22	28
	17%	25%	17%	10%	17%	16%	17%	24%	26%	17%	18%	9%	11%
		bcd	c		c			kl	ijkl	k	k		
Every month	209	57	85	66	209	101	107	29	28	41	44	31	35
	15%	16%	17%	13%	15%	15%	16%	16%	15%	17%	18%	13%	14%
Every couple of months	187	58	80	49	187	93	93	30	27	39	41	24	25
	14%	16%	16%	10%	14%	14%	14%	16%	15%	16%	16%	10%	10%
		c	c		c			k			k		
Less frequently	312	60	114	139	312	164	148	29	30	56	58	79	61
	23%	16%	23%	28%	23%	24%	22%	16%	17%	23%	23%	32%	24%
			a	ad	a							ghij	gh
SUMMARY													
WEEKLY	299	132	107	60	299	146	154	66	66	55	52	25	35
	22%	36%	22%	12%	22%	22%	23%	36%	36%	22%	21%	10%	14%
		bcd	c		c			ijkl	ijkl	kl	k		
MONTHLY	508	189	192	126	508	247	261	95	94	96	96	56	71
	37%	51%	39%	26%	37%	36%	38%	51%	51%	39%	39%	23%	29%
		bcd	c		c			ijkl	ijkl	kl	kl		
EVER	1007	306	386	315	1007	504	503	155	151	191	195	158	157
	74%	83%	78%	64%	74%	74%	74%	83%	83%	77%	79%	65%	63%
		cd	c		c			kl	kl	kl	kl		

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

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

QP16. (SHOWCARD) In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1411	441	492	478	1411	701	710	217	224	242	250	242	236
Effective Weighted Sample	1314	425	455	448	1314	654	660	209	216	223	231	227	221
Total	1356	368	494	493	1356	677	679	186	183	247	248	245	248
LESS FREQUENTLY THAN MONTHLY	499	117	193	189	499	257	242	60	57	95	98	103	86
	37%	32%	39%	38%	37%	38%	36%	32%	31%	39%	40%	42%	35%
			a	a								gh	
Don't know	27	7	7	13	27	15	12	3	3	6	1	6	7
	2%	2%	1%	3%	2%	2%	2%	2%	2%	3%	*%	2%	3%
										j			j

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

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

QP16. (SHOWCARD) In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
Never	322	70	94	69	89	164	158	322	276	46
	24%	26%	23%	24%	23%	24%	24%	24%	23%	26%
Every day	72	8	16	14	34	24	49	72	66	6
	5%	3%	4%	5%	9%	3%	7%	5%	6%	4%
					abceg		abe			
Every week	227	29	74	51	74	103	124	227	205	22
	17%	11%	18%	17%	19%	15%	19%	17%	17%	12%
			a	a	a		a	a		
Every month	209	46	62	53	48	108	101	209	181	28
	15%	17%	15%	18%	13%	16%	15%	15%	15%	16%
				d						
Every couple of months	187	39	59	37	51	99	88	187	152	34
	14%	14%	14%	13%	13%	14%	13%	14%	13%	19%
										h
Less frequently	312	78	100	60	74	178	134	312	272	40
	23%	29%	24%	21%	20%	26%	20%	23%	23%	23%
		cdfg				df				
SUMMARY										
WEEKLY	299	37	90	65	108	126	173	299	271	28
	22%	13%	22%	22%	28%	18%	26%	22%	23%	16%
			a	a	abeg		ae	a	i	
MONTHLY	508	82	152	118	155	234	274	508	452	56
	37%	30%	37%	41%	41%	34%	41%	37%	38%	32%
				ae	ae		ae	a		
EVER	1007	200	311	216	281	511	496	1007	876	131
	74%	73%	75%	74%	74%	74%	74%	74%	74%	74%

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

Any break column with 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. (SHOWCARD) In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1411	289	412	330	380	701	710	1411	1218	193
Effective Weighted Sample	1314	270	386	308	353	656	658	1314	1134	180
Total	1356	272	414	290	380	686	670	1356	1178	178
LESS FREQUENTLY THAN MONTHLY	499	117	159	97	125	277	223	499	424	75
	37%	43%	38%	34%	33%	40%	33%	37%	36%	42%
		cdf				cdf				
Don't know	27	2	9	5	10	11	15	27	26	1
	2%	1%	2%	2%	3%	2%	2%	2%	2%	*%

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

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

QP17A. (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 and read through the full list of TV services to let me know which you have at home. (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1409	444	484	481	1409	701	708	217	227	239	245	245	236
Effective Weighted Sample	1312	428	447	451	1312	654	658	209	219	221	227	230	221
Total	1353	371	486	496	1353	678	675	186	185	244	242	248	248
Sky Satellite TV	601	149	223	229	601	306	294	72	77	114	109	121	108
	44%	40%	46%	46%	44%	45%	44%	39%	41%	47%	45%	49% g	44%
Freeview (through a set-top box or television set)	378	112	136	130	378	173	205	53	58	62	75	59	72
	28%	30%	28%	26%	28%	26%	30%	29%	31%	25%	31%	24%	29%
Virgin Media (Cable TV)	233	58	80	95	233	125	108	27	31	45	35	52	42
	17%	16%	17%	19%	17%	18%	16%	14%	17%	19%	14%	21%	17%
NOW TV	69	25	16	28	69	33	36	11	15	6	9	16	12
	5%	7% b	3%	6%	5%	5%	5%	6%	8% i	3%	4%	6%	5%
BT TV (formerly BT Vision)	67	12	23	31	67	33	33	7	6	9	15	18	13
	5%	3%	5%	6% a	5%	5%	5%	4%	3%	4%	6%	7%	5%
TalkTalk TV	56	19	16	21	56	29	27	11	8	8	8	10	11
	4%	5%	3%	4%	4%	4%	4%	6%	4%	3%	3%	4%	4%
Freesat Satellite TV	46	15	12	19	46	23	23	11	5	7	5	6	13
	3%	4%	2%	4%	3%	3%	3%	6%	2%	3%	2%	2%	5%
Other Satellite TV	29	6	16	7	29	12	17	2	4	8	8	2	5
	2%	2%	3%	1%	2%	2%	2%	1%	2%	3%	3%	1%	2%
EE TV	15	7	3	6	15	6	9	3	4	2	1	1	5
	1%	2% b	1%	1%	1%	1%	1%	2%	2%	1%	*%	*%	2%

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

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

QP17A. (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 and read through the full list of TV services to let me know which you have at home. (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1409	444	484	481	1409	701	708	217	227	239	245	245	236
Effective Weighted Sample	1312	428	447	451	1312	654	658	209	219	221	227	230	221
Total	1353	371	486	496	1353	678	675	186	185	244	242	248	248
YouView	9	2	3	4	9	3	6	2	-	-	3	1	3
	1%	1%	1%	1%	1%	*%	1%	1%	-%	-%	1%	*%	1%
Don't know	13	5	5	3	13	8	5	4	2	2	2	2	1
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%
ANY SATELLITE	674	169	251	254	674	342	332	84	84	128	123	129	125
	50%	45%	52%	51%	50%	50%	49%	45%	45%	53%	51%	52%	50%

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

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

QP17A. (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 and read through the full list of TV services to let me know which you have at home. (MULTI CODE)

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1409	285	413	330	381	698	711	1409	1216	193
Effective Weighted Sample	1312	267	387	308	354	653	659	1312	1132	180
Total	1353	267	415	290	382	682	671	1353	1176	177
Sky Satellite TV	601	122	190	142	147	312	288	601	534	66
	44%	46%	46%	49%	38%	46%	43%	44%	45%	37%
			d	d		d		d	i	
Freeview (through a set-top box or television set)	378	58	114	74	133	172	207	378	311	67
	28%	22%	27%	25%	35%	25%	31%	28%	26%	38%
					abceg		ae	a		h
Virgin Media (Cable TV)	233	62	74	36	60	136	96	233	214	19
	17%	23%	18%	12%	16%	20%	14%	17%	18%	11%
		cdfg				cf		c	i	
NOW TV	69	10	23	14	23	33	36	69	60	10
	5%	4%	5%	5%	6%	5%	5%	5%	5%	5%
BT TV (formerly BT Vision)	67	20	21	14	11	41	25	67	49	17
	5%	8%	5%	5%	3%	6%	4%	5%	4%	10%
		df				d				h
TalkTalk TV	56	7	17	16	17	23	33	56	49	7
	4%	3%	4%	5%	4%	3%	5%	4%	4%	4%
Freesat Satellite TV	46	6	11	11	17	18	28	46	37	9
	3%	2%	3%	4%	4%	3%	4%	3%	3%	5%
Other Satellite TV	29	4	1	13	10	6	23	29	26	3
	2%	2%	*%	5%	3%	1%	3%	2%	2%	2%
				abeg	be		be	be		
EE TV	15	5	4	2	5	9	6	15	15	1
	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%

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

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

QP17A. (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 and read through the full list of TV services to let me know which you have at home. (MULTI CODE)

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1409	285	413	330	381	698	711	1409	1216	193
Effective Weighted Sample	1312	267	387	308	354	653	659	1312	1132	180
Total	1353	267	415	290	382	682	671	1353	1176	177
YouView	9	2	4	1	2	6	3	9	8	1
	1%	1%	1%	*%	1%	1%	*%	1%	1%	*%
Don't know	13	3	7	2	1	10	3	13	11	2
	1%	1%	2%	1%	*%	2%	*%	1%	1%	1%
			df			df				
ANY SATELLITE	674	133	202	166	173	335	339	674	595	78
	50%	50%	49%	57%	45%	49%	51%	50%	51%	44%
				bdefg						

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

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

QP17B. (SHOWCARD) And which of these do you consider is your main type of television? (SINGLE CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1409	444	484	481	1409	701	708	217	227	239	245	245	236
Effective Weighted Sample	1312	428	447	451	1312	654	658	209	219	221	227	230	221
Total	1353	371	486	496	1353	678	675	186	185	244	242	248	248
Sky Satellite TV	597	147	223	227	597	304	293	72	76	114	109	119	108
	44%	40%	46%	46%	44%	45%	43%	39%	41%	47%	45%	48%	44%
												g	
Freeview (through a set-top box or television set)	279	89	106	84	279	128	152	45	44	51	55	31	53
	21%	24%	22%	17%	21%	19%	22%	24%	24%	21%	23%	13%	21%
		c						k	k	k	k		k
Virgin Media (Cable TV)	230	58	79	93	230	123	106	27	31	45	34	51	41
	17%	16%	16%	19%	17%	18%	16%	14%	17%	19%	14%	21%	17%
BT TV (formerly BT Vision)	56	12	18	25	56	31	25	7	6	7	11	17	8
	4%	3%	4%	5%	4%	5%	4%	4%	3%	3%	5%	7%	3%
NOW TV	53	20	11	22	53	23	31	7	13	4	7	11	11
	4%	5%	2%	4%	4%	3%	5%	4%	7%	2%	3%	5%	4%
		b							ij				
TalkTalk TV	51	18	15	18	51	27	24	10	8	8	7	9	9
	4%	5%	3%	4%	4%	4%	4%	5%	4%	3%	3%	3%	4%
Freesat Satellite TV	38	12	11	15	38	19	19	9	3	6	5	4	11
	3%	3%	2%	3%	3%	3%	3%	5%	1%	3%	2%	2%	4%
								hk					
Other Satellite TV	27	6	14	7	27	11	17	2	4	6	8	2	5
	2%	2%	3%	1%	2%	2%	2%	1%	2%	3%	3%	1%	2%
YouView	6	2	3	1	6	2	4	2	-	-	3	-	1
	*%	1%	1%	*%	*%	*%	1%	1%	-%	-%	1%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP17B. (SHOWCARD) And which of these do you consider is your main type of television? (SINGLE CODE)

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1409	444	484	481	1409	701	708	217	227	239	245	245	236
Effective Weighted Sample	1312	428	447	451	1312	654	658	209	219	221	227	230	221
Total	1353	371	486	496	1353	678	675	186	185	244	242	248	248
EE TV	2	2	-	1	2	2	-	2	-	-	-	1	-
	*%	*%	-%	*%	*%	*%	-%	1%	-%	-%	-%	*%	-%
Don't know	13	5	5	3	13	8	5	4	2	2	2	2	1
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%
ANY SATELLITE	663	165	249	249	663	334	329	83	82	126	123	125	123
	49%	45%	51%	50%	49%	49%	49%	45%	44%	52%	51%	51%	50%
			a										

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP17B. (SHOWCARD) And which of these do you consider is your main type of television? (SINGLE CODE)

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1409	285	413	330	381	698	711	1409	1216	193
Effective Weighted Sample	1312	267	387	308	354	653	659	1312	1132	180
Total	1353	267	415	290	382	682	671	1353	1176	177
Sky Satellite TV	597	122	190	140	146	312	286	597	531	66
	44%	46%	46%	48%	38%	46%	43%	44%	45%	37%
			d	d		d		d		
Freeview (through a set-top box or television set)	279	39	84	50	107	122	157	279	228	52
	21%	14%	20%	17%	28%	18%	23%	21%	19%	29%
					abceg		ace	a		h
Virgin Media (Cable TV)	230	61	72	36	60	133	96	230	211	18
	17%	23%	17%	12%	16%	20%	14%	17%	18%	10%
		cdfg				cf			i	
BT TV (formerly BT Vision)	56	17	19	12	8	36	20	56	41	15
	4%	6%	5%	4%	2%	5%	3%	4%	3%	8%
		df				df				h
NOW TV	53	7	16	11	20	23	31	53	47	6
	4%	3%	4%	4%	5%	3%	5%	4%	4%	3%
TalkTalk TV	51	6	14	14	17	20	31	51	44	7
	4%	2%	3%	5%	4%	3%	5%	4%	4%	4%
Freesat Satellite TV	38	5	10	11	12	15	23	38	32	6
	3%	2%	2%	4%	3%	2%	3%	3%	3%	4%
Other Satellite TV	27	4	1	13	8	6	22	27	24	3
	2%	2%	*%	5%	2%	1%	3%	2%	2%	2%
				abeg	b		be	be		
YouView	6	2	1	-	2	4	2	6	5	1
	*%	1%	*%	-%	1%	1%	*%	*%	*%	*%

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

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

QP17B. (SHOWCARD) And which of these do you consider is your main type of television? (SINGLE CODE)

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1409	285	413	330	381	698	711	1409	1216	193
Effective Weighted Sample	1312	267	387	308	354	653	659	1312	1132	180
Total	1353	267	415	290	382	682	671	1353	1176	177
EE TV	2	1	1	1	-	2	1	2	2	1
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
Don't know	13	3	7	2	1	10	3	13	11	2
	1%	1%	2%	1%	*%	2%	*%	1%	1%	1%
			df			df				
ANY SATELLITE	663	131	201	164	167	332	331	663	587	76
	49%	49%	48%	57%	44%	49%	49%	49%	50%	43%
				bdefg						

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP18. (SHOWCARD) Can I please ask you to read the following information about Personal Identification Numbers or PINs on your TV service? PINs are typically 4 digit access codes that need to be used in order to watch certain programmes or access certain channels or services. There are two different types of PINs. Mandatory PINs and Voluntary PINs (DESCRIPTION OF BOTH TYPES OF PIN PROVIDED BY INTERVIEWER FOR RESPONDENT TO READ). First of all I'd like you to think about Mandatory PINs. As far as you are aware does your TV service provider/ do any of your TV service providers use these Mandatory PINs to restrict access to unsuitable content?

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1409	444	484	481	1409	701	708	217	227	239	245	245	236
Effective Weighted Sample	1312	428	447	451	1312	654	658	209	219	221	227	230	221
Total	1353	371	486	496	1353	678	675	186	185	244	242	248	248
Yes	808	216	291	301	808	404	404	106	110	145	146	153	148
	60%	58%	60%	61%	60%	60%	60%	57%	59%	59%	60%	62%	60%
No	407	113	147	147	407	207	200	56	56	76	71	75	72
	30%	30%	30%	30%	30%	31%	30%	30%	30%	31%	29%	30%	29%
Don't know	138	43	48	47	138	67	72	23	20	24	25	20	27
	10%	11%	10%	10%	10%	10%	11%	12%	11%	10%	10%	8%	11%

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

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

QP18. (SHOWCARD) Can I please ask you to read the following information about Personal Identification Numbers or PINs on your TV service? PINs are typically 4 digit access codes that need to be used in order to watch certain programmes or access certain channels or services. There are two different types of PINs. Mandatory PINs and Voluntary PINs (DESCRIPTION OF BOTH TYPES OF PIN PROVIDED BY INTERVIEWER FOR RESPONDENT TO READ). First of all I'd like you to think about Mandatory PINs. As far as you are aware does your TV service provider/ do any of your TV service providers use these Mandatory PINs to restrict access to unsuitable content?

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1409	285	413	330	381	698	711	1409	1216	193
Effective Weighted Sample	1312	267	387	308	354	653	659	1312	1132	180
Total	1353	267	415	290	382	682	671	1353	1176	177
Yes	808	179	258	159	212	437	371	808	710	98
	60%	67%	62%	55%	56%	64%	55%	60%	60%	55%
		cdfg	f			cdf				
No	407	66	117	101	123	183	224	407	345	62
	30%	25%	28%	35%	32%	27%	33%	30%	29%	35%
				ae	a		ae			
Don't know	138	22	40	29	47	62	76	138	121	17
	10%	8%	10%	10%	12%	9%	11%	10%	10%	10%

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

Any break column with 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. And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home?

Base : Parents who are aware that their TV service provider uses Mandatory PINs

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	829	256	285	288	829	412	417	123	133	139	146	150	138
Effective Weighted Sample	773	246	264	271	773	386	388	118	128	129	135	142	130
Total	808	216	291	301	808	404	404	106	110	145	146	153	148
Yes	376	95	140	141	376	193	183	49	46	70	70	74	66
	47%	44%	48%	47%	47%	48%	45%	46%	42%	49%	48%	49%	45%
No	394	114	135	145	394	190	203	54	59	64	71	72	73
	49%	53%	46%	48%	49%	47%	50%	51%	54%	45%	48%	47%	49%
Don't know	38	7	16	15	38	20	18	3	4	10	6	7	9
	5%	3%	5%	5%	5%	5%	4%	3%	3%	7%	4%	4%	6%

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

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

QP18A. And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home?

Base : Parents who are aware that their TV service provider uses Mandatory PINs

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	829	189	258	176	206	447	382	829	725	104
Effective Weighted Sample	773	177	241	165	192	418	355	773	676	97
Total	808	179	258	159	212	437	371	808	710	98
Yes	376	87	133	73	84	220	157	376	332	44
	47%	48%	51%	46%	40%	50%	42%	47%	47%	45%
			df			df				
No	394	83	113	80	119	195	199	394	345	49
	49%	46%	44%	50%	56%	45%	54%	49%	49%	50%
					be		be			
Don't know	38	10	13	6	9	22	16	38	33	6
	5%	5%	5%	4%	4%	5%	4%	5%	5%	6%

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

Any break column with 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. And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home?

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1409	444	484	481	1409	701	708	217	227	239	245	245	236
Effective Weighted Sample	1312	428	447	451	1312	654	658	209	219	221	227	230	221
Total	1353	371	486	496	1353	678	675	186	185	244	242	248	248
Yes	376	95	140	141	376	193	183	49	46	70	70	74	66
	28%	26%	29%	28%	28%	29%	27%	26%	25%	29%	29%	30%	27%
No	394	114	135	145	394	190	203	54	59	64	71	72	73
	29%	31%	28%	29%	29%	28%	30%	29%	32%	26%	29%	29%	30%
Don't know	38	7	16	15	38	20	18	3	4	10	6	7	9
	3%	2%	3%	3%	3%	3%	3%	2%	2%	4%	2%	3%	3%
DON'T THINK CAN USE MANDATORY PINS ON TV SERVICE(S)	545	155	195	195	545	274	271	79	76	100	96	95	100
	40%	42%	40%	39%	40%	40%	40%	43%	41%	41%	40%	38%	40%

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

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

QP18A. And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home?

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

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1409	285	413	330	381	698	711	1409	1216	193
Effective Weighted Sample	1312	267	387	308	354	653	659	1312	1132	180
Total	1353	267	415	290	382	682	671	1353	1176	177
Yes	376	87	133	73	84	220	157	376	332	44
	28%	32%	32%	25%	22%	32%	23%	28%	28%	25%
		df	cdf			cdfg		df		
No	394	83	113	80	119	195	199	394	345	49
	29%	31%	27%	28%	31%	29%	30%	29%	29%	27%
Don't know	38	10	13	6	9	22	16	38	33	6
	3%	4%	3%	2%	2%	3%	2%	3%	3%	3%
DON'T THINK CAN USE MANDATORY PINS ON TV SERVICE(S)	545	88	157	131	170	245	300	545	466	79
	40%	33%	38%	45%	44%	36%	45%	40%	40%	45%
				ae	ae		abe	a		

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

Any break column with 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 STATEMENT ABOUT MANDATORY PINS - The mandatory PINs in place on my TV service/ TV services are effective in managing my child's TV viewing. (SINGLE CODE)

Base : Parents who are aware that their TV service provider uses Mandatory PINs

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	829	256	285	288	829	412	417	123	133	139	146	150	138
Effective Weighted Sample	773	246	264	271	773	386	388	118	128	129	135	142	130
Total	808	216	291	301	808	404	404	106	110	145	146	153	148
Strongly disagree	45	8	12	24	45	27	18	6	3	7	6	15	9
	6%	4%	4%	8%	6%	7%	4%	5%	2%	5%	4%	10%	6%
				a								h	
Slightly disagree	44	10	14	19	44	19	25	5	5	8	6	6	13
	5%	5%	5%	6%	5%	5%	6%	5%	5%	5%	4%	4%	9%
Neither agree nor disagree	144	40	45	58	144	71	73	19	22	25	21	27	31
	18%	19%	16%	19%	18%	17%	18%	18%	20%	17%	14%	18%	21%
Slightly agree	194	39	72	82	194	91	102	20	19	34	38	37	45
	24%	18%	25%	27%	24%	23%	25%	19%	17%	24%	26%	24%	30%
				a									gh
Strongly agree	341	106	135	100	341	177	164	54	52	67	68	56	44
	42%	49%	46%	33%	42%	44%	41%	51%	47%	46%	46%	37%	30%
		c	c		c			kl	l	l	l		
Don't know	41	12	12	17	41	19	22	3	9	5	7	11	6
	5%	6%	4%	6%	5%	5%	6%	3%	8%	3%	5%	7%	4%
SUMMARY CODES													
TOTAL DISAGREE	89	19	27	44	89	46	42	11	8	14	12	22	22
	11%	9%	9%	14%	11%	11%	10%	10%	7%	10%	8%	14%	15%
				a									
TOTAL AGREE	534	145	207	183	534	268	267	74	71	101	106	93	90
	66%	67%	71%	61%	66%	66%	66%	70%	64%	70%	73%	61%	60%
			c								kl		
TOTAL NEITHER/ DON'T KNOW	185	52	57	75	185	89	95	22	31	30	28	38	37
	23%	24%	20%	25%	23%	22%	24%	20%	28%	20%	19%	25%	25%

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

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

QP18B.(SHOWCARD) AGREEMENT WITH STATEMENT ABOUT MANDATORY PINS - The mandatory PINs in place on my TV service/ TV services are effective in managing my child's TV viewing. (SINGLE CODE)

Base : Parents who are aware that their TV service provider uses Mandatory PINs

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	829	189	258	176	206	447	382	829	725	104
Effective Weighted Sample	773	177	241	165	192	418	355	773	676	97
Total	808	179	258	159	212	437	371	808	710	98
Strongly disagree	45	6	15	13	11	21	24	45	38	7
	6%	3%	6%	8%	5%	5%	7%	6%	5%	7%
				a						
Slightly disagree	44	14	16	9	5	30	13	44	38	6
	5%	8%	6%	5%	2%	7%	4%	5%	5%	6%
		df				df				
Neither agree nor disagree	144	24	44	36	41	67	76	144	127	17
	18%	13%	17%	23%	19%	15%	21%	18%	18%	17%
				ae			a			
Slightly agree	194	60	61	35	38	121	73	194	169	25
	24%	33%	24%	22%	18%	28%	20%	24%	24%	25%
		bcdfg				df				
Strongly agree	341	67	111	60	103	178	163	341	306	35
	42%	37%	43%	38%	49%	41%	44%	42%	43%	36%
					ac					
Don't know	41	8	12	7	14	20	21	41	33	9
	5%	5%	5%	4%	7%	5%	6%	5%	5%	9%
SUMMARY CODES										
TOTAL DISAGREE	89	20	30	22	16	51	38	89	76	13
	11%	11%	12%	14%	8%	12%	10%	11%	11%	13%
TOTAL AGREE	534	127	172	94	141	299	236	534	475	60
	66%	71%	67%	59%	67%	68%	64%	66%	67%	61%
		c				c				
TOTAL NEITHER/ DON'T KNOW	185	32	55	42	55	88	97	185	159	26
	23%	18%	21%	27%	26%	20%	26%	23%	22%	26%
							ae			

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

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

QP19. I'd now like you to think about Voluntary PINs. As far as you are aware is it possible to set up voluntary PINs to restrict access to unsuitable content on any of the TV services you use at home?

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1409	444	484	481	1409	701	708	217	227	239	245	245	236
Effective Weighted Sample	1312	428	447	451	1312	654	658	209	219	221	227	230	221
Total	1353	371	486	496	1353	678	675	186	185	244	242	248	248
Yes	838	235	305	298	838	423	416	123	112	154	152	146	152
	62%	63%	63%	60%	62%	62%	62%	66%	60%	63%	63%	59%	61%
No	403	101	144	157	403	206	197	47	54	74	70	85	72
	30%	27%	30%	32%	30%	30%	29%	25%	29%	30%	29%	34%	29%
												g	
Don't know	112	35	36	41	112	49	63	15	19	16	20	17	24
	8%	9%	7%	8%	8%	7%	9%	8%	10%	7%	8%	7%	10%

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

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

QP19. I'd now like you to think about Voluntary PINs. As far as you are aware is it possible to set up voluntary PINs to restrict access to unsuitable content on any of the TV services you use at home?

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

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1409	285	413	330	381	698	711	1409	1216	193
Effective Weighted Sample	1312	267	387	308	354	653	659	1312	1132	180
Total	1353	267	415	290	382	682	671	1353	1176	177
Yes	838	180	267	175	217	446	392	838	727	112
	62%	67%	64%	60%	57%	65%	58%	62%	62%	63%
		df	d			df				
No	403	63	120	89	130	183	220	403	351	52
	30%	24%	29%	31%	34%	27%	33%	30%	30%	29%
					ae		ae	a		
Don't know	112	24	28	25	34	53	59	112	98	14
	8%	9%	7%	9%	9%	8%	9%	8%	8%	8%

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

Any break column with 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. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

Base : Parents who are aware that they can set up Voluntary PINs on any of the TV services they use at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	873	282	304	287	873	439	434	146	136	149	155	144	143
Effective Weighted Sample	814	271	281	271	814	410	404	140	131	138	143	136	135
Total	838	235	305	298	838	423	416	123	112	154	152	146	152
Yes	521	147	198	176	521	262	259	76	71	102	96	84	92
	62%	63%	65%	59%	62%	62%	62%	62%	63%	66%	63%	58%	60%
No	311	86	105	119	311	157	154	47	39	51	54	59	60
	37%	37%	34%	40%	37%	37%	37%	38%	35%	33%	36%	41%	40%
Don't know	7	2	3	3	7	4	3	-	2	1	1	3	-
	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	2%	-%
SUMMARY													
AWARE AND USE VOLUNTARY PINS	521	147	198	176	521	262	259	76	71	102	96	84	92
	62%	63%	65%	59%	62%	62%	62%	62%	63%	66%	63%	58%	60%
AWARE BUT DO NOT USE VOLUNTARY PINS	318	88	108	122	318	161	157	47	41	52	55	62	60
	38%	37%	35%	41%	38%	38%	38%	38%	37%	34%	37%	42%	40%

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

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

QP19A. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

Base : Parents who are aware that they can set up Voluntary PINs on any of the TV services they use at home

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	873	190	265	201	217	455	418	873	754	119
Effective Weighted Sample	814	178	249	188	202	426	388	814	703	112
Total	838	180	267	175	217	446	392	838	727	112
Yes	521	121	153	115	132	273	248	521	451	69
	62%	67%	57%	66%	61%	61%	63%	62%	62%	62%
		b								
No	311	58	112	58	83	170	141	311	268	42
	37%	32%	42%	33%	38%	38%	36%	37%	37%	38%
			a							
Don't know	7	1	2	2	2	3	4	7	7	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
SUMMARY										
AWARE AND USE VOLUNTARY PINS	521	121	153	115	132	273	248	521	451	69
	62%	67%	57%	66%	61%	61%	63%	62%	62%	62%
		b								
AWARE BUT DO NOT USE VOLUNTARY PINS	318	59	114	60	85	173	145	318	275	42
	38%	33%	43%	34%	39%	39%	37%	38%	38%	38%
			a							

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

Any break column with 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. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

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

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1409	444	484	481	1409	701	708	217	227	239	245	245	236
Effective Weighted Sample	1312	428	447	451	1312	654	658	209	219	221	227	230	221
Total	1353	371	486	496	1353	678	675	186	185	244	242	248	248
SUMMARY													
AWARE AND USE VOLUNTARY PINS	521	147	198	176	521	262	259	76	71	102	96	84	92
	38%	40%	41%	35%	38%	39%	38%	41%	38%	42%	40%	34%	37%
AWARE BUT DO NOT USE VOLUNTARY PINS	318	88	108	122	318	161	157	47	41	52	55	62	60
	23%	24%	22%	25%	23%	24%	23%	25%	22%	21%	23%	25%	24%
DON'T THINK CAN USE VOLUNTARY PINS ON TV SERVICE(S)	515	136	181	198	515	255	260	62	74	90	90	102	96
	38%	37%	37%	40%	38%	38%	38%	34%	40%	37%	37%	41%	39%

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

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

QP19A. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1409	285	413	330	381	698	711	1409	1216	193
Effective Weighted Sample	1312	267	387	308	354	653	659	1312	1132	180
Total	1353	267	415	290	382	682	671	1353	1176	177
SUMMARY										
AWARE AND USE VOLUNTARY PINS	521	121	153	115	132	273	248	521	451	69
	38%	45%	37%	40%	35%	40%	37%	38%	38%	39%
		bdfg								
AWARE BUT DO NOT USE VOLUNTARY PINS	318	59	114	60	85	173	145	318	275	42
	23%	22%	27%	21%	22%	25%	22%	23%	23%	24%
			cf							
DON'T THINK CAN USE VOLUNTARY PINS ON TV SERVICE(S)	515	88	148	114	165	236	279	515	449	66
	38%	33%	36%	40%	43%	35%	42%	38%	38%	37%
					abe		ae			

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

Any break column with 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. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
SUMMARY													
AWARE AND USE VOLUNTARY PINS	521	147	198	176	521	262	259	76	71	102	96	84	92
	38%	39%	40%	35%	38%	38%	38%	41%	38%	41%	38%	33%	37%
AWARE BUT DO NOT USE VOLUNTARY PINS	318	88	108	122	318	161	157	47	41	52	55	62	60
	23%	23%	22%	24%	23%	23%	23%	25%	22%	21%	22%	25%	24%
DON'T THINK CAN USE VOLUNTARY PINS ON TV SERVICE(S)	515	136	181	198	515	255	260	62	74	90	90	102	96
	37%	36%	36%	40%	37%	37%	38%	33%	39%	36%	36%	41%	38%
NO TV IN HOUSEHOLD	22	4	14	4	22	10	12	2	2	5	9	3	1
	2%	1%	3%	1%	2%	1%	2%	1%	1%	2%	4%	1%	1%
			c								l		

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

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

QP19A. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
SUMMARY										
AWARE AND USE VOLUNTARY PINS	521	121	153	115	132	273	248	521	451	69
	38%	44%	36%	40%	34%	39%	36%	38%	38%	39%
		bdf								
AWARE BUT DO NOT USE VOLUNTARY PINS	318	59	114	60	85	173	145	318	275	42
	23%	22%	27%	20%	22%	25%	21%	23%	23%	24%
			cf							
DON'T THINK CAN USE VOLUNTARY PINS ON TV SERVICE(S)	515	88	148	114	165	236	279	515	449	66
	37%	32%	35%	39%	42%	34%	41%	37%	38%	37%
					abe		ae			
NO TV IN HOUSEHOLD	22	6	7	2	6	13	8	22	20	1
	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%

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

Any break column with 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) AGREEMENT WITH STATEMENT ABOUT VOLUNTARY PINS - The voluntary PINs in place on my TV service/ TV services are effective in managing my child's TV viewing. (SINGLE CODE)

Base : Parents who use Voluntary PINs on any of the TV services they use at home

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	538	174	194	170	538	271	267	90	84	98	96	83	87
Effective Weighted Sample	503	168	180	160	503	254	250	86	81	91	89	78	82
Total	521	147	198	176	521	262	259	76	71	102	96	84	92
Strongly disagree	13	7	3	3	13	7	6	**	**	**	**	**	**
	3%	4%	2%	2%	3%	3%	2%	**	**	**	**	**	**
Slightly disagree	18	2	4	12	18	8	10	**	**	**	**	**	**
	3%	1%	2%	7% ab	3%	3%	4%	**	**	**	**	**	**
Neither agree nor disagree	43	8	12	23	43	20	23	**	**	**	**	**	**
	8%	5%	6%	13% ab	8%	8%	9%	**	**	**	**	**	**
Slightly agree	132	27	62	42	132	64	69	**	**	**	**	**	**
	25%	19%	32% a	24%	25%	24%	27%	**	**	**	**	**	**
Strongly agree	310	103	113	94	310	162	148	**	**	**	**	**	**
	60%	70% bcd	57%	53%	60%	62%	57%	**	**	**	**	**	**
Don't know	5	-	3	1	5	2	3	**	**	**	**	**	**
	1%	-%	2%	1%	1%	1%	1%	**	**	**	**	**	**
SUMMARY CODES													
TOTAL DISAGREE	31	9	7	15	31	14	17	**	**	**	**	**	**
	6%	6%	4%	8%	6%	5%	6%	**	**	**	**	**	**
TOTAL AGREE	442	130	176	136	442	226	217	**	**	**	**	**	**
	85%	89% c	89% c	78%	85% c	86%	84%	**	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	48	8	15	25	48	22	26	**	**	**	**	**	**
	9%	5%	8%	14% a	9%	8%	10%	**	**	**	**	**	**

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

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

QP19B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT VOLUNTARY PINS - The voluntary PINs in place on my TV service/ TV services are effective in managing my child's TV viewing. (SINGLE CODE)

Base : Parents who use Voluntary PINs on any of the TV services they use at home

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	538	127	152	128	131	279	259	538	465	73
Effective Weighted Sample	503	119	143	121	122	262	241	503	435	69
Total	521	121	153	115	132	273	248	521	451	69
Strongly disagree	13	3	6	2	2	9	4	13	12	**
	3%	3%	4%	2%	2%	3%	2%	3%	3%	**
Slightly disagree	18	6	6	4	2	12	6	18	13	**
	3%	5%	4%	4%	1%	4%	2%	3%	3%	**
Neither agree nor disagree	43	12	11	6	14	23	20	43	37	**
	8%	10%	7%	5%	10%	8%	8%	8%	8%	**
Slightly agree	132	38	41	25	28	79	53	132	114	**
	25%	32%	27%	22%	21%	29%	21%	25%	25%	**
		f								
Strongly agree	310	60	89	76	86	148	162	310	270	**
	60%	49%	58%	66%	65%	54%	65%	60%	60%	**
				ae	a		ae	a		
Don't know	5	1	1	2	1	2	3	5	5	**
	1%	1%	*%	2%	1%	1%	1%	1%	1%	**
SUMMARY CODES										
TOTAL DISAGREE	31	9	11	6	4	21	10	31	24	**
	6%	8%	8%	5%	3%	8%	4%	6%	5%	**
TOTAL AGREE	442	98	130	101	114	228	215	442	385	**
	85%	81%	85%	88%	86%	83%	87%	85%	85%	**
TOTAL NEITHER/ DON'T KNOW	48	13	11	8	15	25	23	48	42	**
	9%	11%	7%	7%	11%	9%	9%	9%	9%	**

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

Any break column with 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. As far as you are aware, does your child know any of the PINs that have been set on any of your TV services?

Base : Parents who have used either Mandatory or Voluntary PINs on their TV services

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	670	206	242	222	670	339	331	103	103	122	120	114	108
Effective Weighted Sample	626	199	225	209	626	317	310	99	100	113	112	107	102
Total	654	174	248	231	654	329	325	88	87	126	122	115	116
Yes	125	19	44	62	125	66	58	10	8	25	19	31	30
	19%	11%	18%	27%	19%	20%	18%	12%	10%	20%	16%	27%	26%
			a	abd	a					h		ghj	gh
No	506	153	196	157	506	253	253	78	76	99	97	77	80
	77%	88%	79%	68%	77%	77%	78%	88%	87%	78%	80%	67%	69%
		bcd	c		c			kl	kl		k		
Don't know	23	2	8	13	23	9	14	-	2	3	5	7	6
	4%	1%	3%	5%	4%	3%	4%	-%	3%	2%	4%	6%	5%
				a								g	g
												g	

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

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

QP20. As far as you are aware, does your child know any of the PINs that have been set on any of your TV services?

Base : Parents who have used either Mandatory or Voluntary PINs on their TV services

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%	~	a	b	c	d	e	f	g	h	~i
Unweighted total	670	151	197	156	166	348	322	670	584	86
Effective Weighted Sample	626	142	185	147	154	327	299	626	546	81
Total	654	146	197	142	169	343	311	654	573	81
Yes	125	33	30	28	33	64	61	125	108	**
	19%	23%	15%	20%	20%	19%	20%	19%	19%	**
No	506	104	159	111	131	263	242	506	444	**
	77%	72%	81%	78%	78%	77%	78%	77%	78%	**
Don't know	23	8	8	3	4	16	7	23	20	**
	4%	5%	4%	2%	2%	5%	2%	4%	4%	**

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

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

QP21A. As far as you are aware does your TV service provider/ do any of your TV service providers allow you to remove adult channels from the on-screen menu of channels, so they cannot be seen?

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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1409	444	484	481	1409	701	708	217	227	239	245	245	236
Effective Weighted Sample	1312	428	447	451	1312	654	658	209	219	221	227	230	221
Total	1353	371	486	496	1353	678	675	186	185	244	242	248	248
Yes	474	120	179	175	474	249	225	70	51	93	87	87	88
	35%	32%	37%	35%	35%	37%	33%	37%	27%	38%	36%	35%	35%
								h		h			
No	375	106	123	147	375	202	173	52	54	65	58	85	62
	28%	28%	25%	30%	28%	30%	26%	28%	29%	27%	24%	34%	25%
												jl	
Don't know	504	145	184	175	504	227	277	64	81	87	98	76	98
	37%	39%	38%	35%	37%	34%	41%	35%	44%	36%	40%	31%	40%
							e		k		k		k

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

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

QP21A. As far as you are aware does your TV service provider/ do any of your TV service providers allow you to remove adult channels from the on-screen menu of channels, so they cannot be seen?

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1409	285	413	330	381	698	711	1409	1216	193
Effective Weighted Sample	1312	267	387	308	354	653	659	1312	1132	180
Total	1353	267	415	290	382	682	671	1353	1176	177
Yes	474	105	150	101	118	255	219	474	400	75
	35%	39%	36%	35%	31%	37%	33%	35%	34%	42%
		d				d				h
No	375	72	104	74	125	176	199	375	328	47
	28%	27%	25%	26%	33%	26%	30%	28%	28%	26%
					bce					
Don't know	504	91	161	114	139	251	253	504	449	56
	37%	34%	39%	39%	36%	37%	38%	37%	38%	31%

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

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

QP21B. And have you removed adult channels from the on-screen menu of channels?

Base : Parents whose TV service provider allows them to remove adult TV channels

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	488	143	177	168	488	261	227	82	61	92	85	87	81
Effective Weighted Sample	457	138	165	158	457	245	212	79	59	85	80	82	76
Total	474	120	179	175	474	249	225	70	51	93	87	87	88
Yes	284	73	106	105	284	151	134	**	**	**	**	**	**
	60%	61%	59%	60%	60%	61%	59%	**	**	**	**	**	**
No	178	43	68	67	178	93	86	**	**	**	**	**	**
	38%	36%	38%	38%	38%	37%	38%	**	**	**	**	**	**
Don't know	12	4	5	3	12	6	6	**	**	**	**	**	**
	2%	3%	3%	1%	2%	2%	3%	**	**	**	**	**	**
AWARE THAT CAN REMOVE ADULT CHANNELS BUT HAVE NOT SET THIS UP	190	47	73	70	190	98	92	**	**	**	**	**	**
	40%	39%	41%	40%	40%	39%	41%	**	**	**	**	**	**

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

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

QP21B. And have you removed adult channels from the on-screen menu of channels?

Base : Parents whose TV service provider allows them to remove adult TV channels

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	488	108	149	112	119	257	231	488	407	81
Effective Weighted Sample	457	102	140	106	110	241	216	457	381	76
Total	474	105	150	101	118	255	219	474	400	75
Yes	284	73	78	67	66	151	133	284	233	**
	60%	70%	52%	66%	56%	59%	61%	60%	58%	**
		bd		b						
No	178	28	68	34	49	96	82	178	155	**
	38%	27%	45%	33%	41%	38%	38%	38%	39%	**
			a		a			a		
Don't know	12	3	5	1	3	8	3	12	12	**
	2%	3%	3%	1%	2%	3%	1%	2%	3%	**
AWARE THAT CAN REMOVE ADULT	190	32	73	34	51	104	86	190	166	**
CHANNELS BUT HAVE NOT SET THIS UP	40%	30%	48%	34%	44%	41%	39%	40%	42%	**
			ac		a					

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

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

QP22A. Does your child ever use the YouTube website or app? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Yes, uses the YouTube website or app	1095 80%	262 70%	386 77% a	447 89% abd	1095 80% a	553 80%	543 79%	133 71%	129 69%	190 76%	197 78% h	230 92% ghij	217 87% ghij
No, does not use the YouTube website or app	262 19%	110 29% bcd	103 21% c	48 10%	262 19% c	125 18%	137 20%	54 29% jkl	56 30% ijkl	54 22% kl	49 20% k	16 7%	32 13% k
Don't know	18 1%	3 1%	11 2%	5 1%	18 1%	10 1%	8 1%	1 *%	2 1%	6 2%	5 2%	4 2%	1 *%

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

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

QP22A. Does your child ever use the YouTube website or app? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Yes, uses the YouTube website or app	1095	225	329	228	314	554	542	1095	959	136
	80%	82%	78%	78%	81%	80%	80%	80%	80%	76%
No, does not use the YouTube website or app	262	46	84	63	68	131	131	262	220	41
	19%	17%	20%	22%	18%	19%	19%	19%	18%	23%
Don't know	18	2	9	1	6	11	7	18	17	1
	1%	1%	2%	*%	1%	2%	1%	1%	1%	1%
			c							

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

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

QP22B. Do they use the main YouTube website or app, or the app that is aimed specifically at children called YouTube Kids, or do they use both? (MULTI CODE)

Base : Parents of children aged 5-7 whose child uses the YouTube website or app

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	309	309	-	-	309	151	158	151	158	-	-	-	-
Effective Weighted Sample	297	297	-	-	297	145	153	145	153	-	-	-	-
Total	262	262	-	-	262	133	129	133	129	-	-	-	-
Uses main YouTube website/ app	156	156	**	**	156	84	72	84	72	**	**	**	**
	60%	60%	**	**	60%	64%	55%	64%	55%	**	**	**	**
Uses YouTube Kids app	139	139	**	**	139	64	75	64	75	**	**	**	**
	53%	53%	**	**	53%	48%	58%	48%	58%	**	**	**	**
Don't know	5	5	**	**	5	2	3	2	3	**	**	**	**
	2%	2%	**	**	2%	2%	2%	2%	2%	**	**	**	**
SUMMARY													
ONLY USES YOUTUBE KIDS APP	101	101	**	**	101	46	55	46	55	**	**	**	**
	39%	39%	**	**	39%	35%	43%	35%	43%	**	**	**	**
ONLY USES THE MAIN YOUTUBE WEBSITE/ APP	119	119	**	**	119	67	52	67	52	**	**	**	**
	45%	45%	**	**	45%	50%	40%	50%	40%	**	**	**	**
USES BOTH YOUTUBE SITES/APPS	37	37	**	**	37	18	20	18	20	**	**	**	**
	14%	14%	**	**	14%	13%	15%	13%	15%	**	**	**	**

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

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

QP22B. Do they use the main YouTube website or app, or the app that is aimed specifically at children called YouTube Kids, or do they use both? (MULTI CODE)

Base : Parents of children aged 5-7 whose child uses the YouTube website or app

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	309	62	84	75	88	146	163	309	267	42
Effective Weighted Sample	297	60	81	73	85	141	157	297	257	41
Total	262	50	75	59	79	125	138	262	225	37
Uses main YouTube website/ app	156	**	**	**	**	79	77	156	132	**
	60%	**	**	**	**	63%	56%	60%	58%	**
Uses YouTube Kids app	139	**	**	**	**	63	76	139	121	**
	53%	**	**	**	**	50%	55%	53%	54%	**
Don't know	5	**	**	**	**	2	3	5	5	**
	2%	**	**	**	**	2%	2%	2%	2%	**
SUMMARY										
ONLY USES YOUTUBE KIDS APP	101	**	**	**	**	44	57	101	89	**
	39%	**	**	**	**	35%	42%	39%	39%	**
ONLY USES THE MAIN YOUTUBE WEBSITE/ APP	119	**	**	**	**	60	59	119	99	**
	45%	**	**	**	**	48%	43%	45%	44%	**
USES BOTH YOUTUBE SITES/APPS	37	**	**	**	**	19	18	37	32	**
	14%	**	**	**	**	15%	13%	14%	14%	**

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

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1119	309	378	432	1119	562	557	151	158	183	195	228	204
Effective Weighted Sample	1043	297	350	406	1043	525	518	145	153	169	181	214	192
Total	1095	262	386	447	1095	553	543	133	129	190	197	230	217
Funny videos/ jokes/ pranks/ challenges	783	161	290	332	783	401	381	78	82	144	146	179	153
	71%	61%	75%	74%	71%	73%	70%	59%	64%	76%	74%	78%	71%
			a	a	a					gh	gh	gh	g
Music videos	669	113	224	332	669	304	365	49	65	100	124	155	177
	61%	43%	58%	74%	61%	55%	67%	37%	50%	53%	63%	67%	81%
			a	abd	a		e		g	g	gh	ghi	ghijk
Cartoons/ animations/ mini-movies or songs	506	170	187	150	506	258	249	87	83	93	93	77	73
	46%	65%	48%	34%	46%	47%	46%	66%	64%	49%	47%	33%	34%
		bcd	c		c			ijkl	ijkl	kl	kl		
'How-to' videos or tutorials about hobbies/ things they are interested in	490	88	176	225	490	215	275	41	48	78	99	97	129
	45%	34%	46%	50%	45%	39%	51%	31%	37%	41%	50%	42%	59%
			a	a	a		e				gh	g	ghik
Vloggers or YouTube personalities (such as Zoella or KSI)	453	66	153	234	453	216	237	29	36	78	75	108	126
	41%	25%	40%	52%	41%	39%	44%	22%	28%	41%	38%	47%	58%
			a	abd	a					gh	g	gh	ghijk
Game tutorials/ walk-throughs/ watching other people play games	452	86	155	211	452	298	154	54	32	101	54	142	69
	41%	33%	40%	47%	41%	54%	28%	41%	24%	53%	27%	62%	32%
				abd	a	f		hj		ghjl		ghjl	

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

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1119	309	378	432	1119	562	557	151	158	183	195	228	204
Effective Weighted Sample	1043	297	350	406	1043	525	518	145	153	169	181	214	192
Total	1095	262	386	447	1095	553	543	133	129	190	197	230	217
Film trailers, clips of programmes, 'best-bits' or programme highlights	346 32%	28 11%	125 32% a	194 43% abd	346 32% a	169 31%	177 33%	14 10%	14 11%	65 34% gh	60 30% gh	90 39% gh	103 48% ghij
Sports/ football clips or videos	301 27%	37 14%	118 30% a	146 33% a	301 27% a	224 40% f	77 14%	28 21% h	10 7%	84 44% ghjl	33 17% h	112 48% ghjl	34 16% h
Whole programmes or films	282 26%	45 17%	100 26% a	137 31% a	282 26% a	124 23%	158 29% e	23 18%	22 17%	42 22%	57 29% gh	59 26%	79 36% ghik
'Unboxing' videos - e.g where toys are unwrapped or assembled	277 25%	85 32% bcd	96 25%	96 21%	277 25%	130 24%	147 27%	38 28%	47 37% ijkl	44 23%	52 26%	48 21%	47 22%
Other - please specify	5 *%	3 1% c	2 *%	- -%	5 *%	2 *%	3 1%	2 1%	2 1%	- -%	2 1%	- -%	- -%
Don't know	5 *%	1 *%	3 1%	1 *%	5 *%	4 1%	1 *%	1 1%	- -%	2 1%	1 *%	1 *%	- -%

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

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1119	234	321	257	307	555	564	1119	973	146
Effective Weighted Sample	1043	219	301	240	286	520	523	1043	907	137
Total	1095	225	329	228	314	554	542	1095	959	136
Funny videos/ jokes/ pranks/ challenges	783	152	229	171	232	380	403	783	687	96
	71%	68%	69%	75%	74%	69%	74% e	71%	72%	70%
Music videos	669	140	205	136	189	344	325	669	601	68
	61%	62%	62%	60%	60%	62%	60%	61%	63% i	50%
Cartoons/ animations/ mini-movies or songs	506	94	156	93	163	250	256	506	459	48
	46%	42%	47%	41%	52% ac	45%	47%	46%	48% i	35%
'How-to' videos or tutorials about hobbies/ things they are interested in	490	106	155	99	129	262	228	490	428	62
	45%	47%	47%	44%	41%	47%	42%	45%	45%	46%
Vloggers or YouTube personalities (such as Zoella or KSI)	453	91	147	97	118	238	215	453	395	58
	41%	41%	45%	43%	38%	43%	40%	41%	41%	43%
Game tutorials/ walk-throughs/ watching other people play games	452	94	144	90	124	238	214	452	392	60
	41%	42%	44%	39%	40%	43%	40%	41%	41%	44%
Film trailers, clips of programmes, 'best-bits' or programme highlights	346	77	106	68	95	183	163	346	312	35
	32%	34%	32%	30%	30%	33%	30%	32%	32%	26%

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

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1119	234	321	257	307	555	564	1119	973	146
Effective Weighted Sample	1043	219	301	240	286	520	523	1043	907	137
Total	1095	225	329	228	314	554	542	1095	959	136
Sports/ football clips or videos	301	53	98	59	91	151	149	301	267	33
	27%	24%	30%	26%	29%	27%	28%	27%	28%	25%
Whole programmes or films	282	63	92	59	68	155	127	282	256	26
	26%	28%	28%	26%	22%	28%	23%	26%	27%	19%
'Unboxing' videos - e.g where toys are unwrapped or assembled	277	49	82	57	89	130	147	277	242	35
	25%	22%	25%	25%	28%	24%	27%	25%	25%	26%
Other - please specify	5	-	1	2	2	1	4	5	3	2
	*%	-%	*%	1%	*%	*%	1%	*%	*%	1%
Don't know	5	1	3	1	-	4	1	5	5	-
	*%	*%	1%	*%	-%	1%	*%	*%	*%	-%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	886 64%	236 63%	330 66%	319 64%	886 64%	446 65%	440 64%	116 62%	121 64%	167 67%	163 65%	163 65%	156 63%
A laptop/ netbook	801 58%	140 37%	297 59% a	364 73% abd	801 58% a	396 58%	405 59%	76 41%	64 34%	147 59% gh	150 60% gh	173 69% ghij	191 76% ghij
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	685 50%	83 22%	207 41% a	395 79% abd	685 50% ab	328 48%	356 52%	43 23%	40 22%	93 37% gh	114 45% gh	193 77% ghij	202 81% ghij
A games console or games player (like a PlayStation, Xbox, Nintendo Switch/3DS, PS Vita and so on)	311 23%	29 8%	107 21% a	175 35% abd	311 23% a	226 33% f	85 12%	15 8%	14 7%	78 31% ghjl	29 11%	132 53% ghijl	42 17% gh
A desktop computer (PC or Mac)	210 15%	33 9%	74 15% a	104 21% abd	210 15% a	101 15%	109 16%	18 10%	14 8%	30 12%	44 18% gh	53 21% ghi	51 20% ghi

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

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

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. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
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)	172 13%	37 10%	58 12%	77 15% a	172 13%	91 13%	81 12%	21 11%	17 9%	29 11%	29 12%	42 17% h	35 14%
NONE OF THESE/ Does not go online	106 8%	66 18% bcd	37 7% c	3 1%	106 8% c	47 7%	59 9%	30 16% ijkl	36 19% ijkl	16 6% kl	21 8% kl	1 *%	2 1%
Don't know	3 *%	1 *%	1 *%	1 *%	3 *%	2 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%
SUMMARY													
GOES ONLINE THROUGH ANY TYPE OF DEVICE	1267 92%	308 82%	463 93% a	496 99% abd	1267 92% a	639 93%	628 91%	156 83%	152 81%	234 94% gh	229 91% gh	249 99% ghij	247 99% ghij
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	902 66%	159 42%	334 67% a	409 82% abd	902 66% a	447 65%	455 66%	86 46%	73 39%	162 65% gh	172 69% gh	199 79% ghij	210 84% ghij

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

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

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. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1176 86%	281 75%	419 84% a	476 95% abd	1176 86% a	597 87%	578 84%	141 75%	140 74%	214 86% gh	205 82%	242 97% ghij	234 94% ghij
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	365 27% bcd	149 40%	129 26% c	87 17%	365 27% c	192 28%	173 25%	70 38% jkl	79 42% ijkl	72 29% kl	57 23% l	50 20%	37 15%
ONLY GOES ONLINE ON A MOBILE PHONE	51 4%	16 4%	16 3%	19 4%	51 4%	23 3%	28 4%	6 3%	11 6%	9 3%	8 3%	9 4%	9 4%
ONLY GOES ONLINE ON A TABLET	170 12%	92 24% bcd	63 13% c	15 3%	170 12% c	83 12%	87 13%	44 23% ijkl	48 26% ijkl	32 13% kl	31 12% kl	7 3%	8 3%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	886 64%	195 72% cdfg	284 67% cdf	174 60%	233 60%	479 69% cdfg	407 60%	886 64% f	754 63%	131 74% h
A laptop/ netbook	801 58%	182 67% cdfg	262 62% cdf	156 54%	201 52%	444 64% cdfg	357 53%	801 58% df	698 58%	104 58%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	685 50%	133 49%	210 50%	145 50%	198 51%	342 49%	343 50%	685 50%	608 51% i	77 43%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch/3DS, PS Vita and so on)	311 23%	54 20%	93 22%	67 23%	96 25%	147 21%	164 24%	311 23%	268 22%	43 24%
A desktop computer (PC or Mac)	210 15%	45 17%	80 19% df	41 14%	44 11%	125 18% df	85 12%	210 15%	183 15%	27 15%

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

Any break column with 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. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
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)	172 13%	35 13%	58 14%	42 14%	38 10%	92 13%	80 12%	172 13%	150 13%	22 12%
NONE OF THESE/ Does not go online	106 8%	19 7%	27 6%	25 9%	34 9%	46 7%	59 9%	106 8%	91 8%	14 8%
Don't know	3 *%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	3 *%	3 *%	- -%
SUMMARY										
GOES ONLINE THROUGH ANY TYPE OF DEVICE	1267 92%	254 93%	394 93%	266 91%	353 91%	648 93%	619 91%	1267 92%	1103 92%	164 92%
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	902 66% cdfg	203 74% cdf	299 71%	177 61%	223 58%	502 72% cdfg	400 59%	902 66% df	788 66%	115 64%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1176 86%	234 86%	362 86%	249 85%	331 85%	596 86%	579 85%	1176 86%	1017 85%	159 89%

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

Any break column with 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. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	365 27%	51 19%	95 23%	89 31% abe	129 33% abeg	146 21%	218 32% abeg	365 27% ae	315 26%	50 28%
ONLY GOES ONLINE ON A MOBILE PHONE	51 4%	4 1%	11 3%	12 4% a	25 6% abeg	14 2%	37 5% abe	51 4% ae	45 4%	7 4%
ONLY GOES ONLINE ON A TABLET	170 12%	31 11%	51 12%	40 14%	48 12%	82 12%	88 13%	170 12%	143 12%	27 15%

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

Any break column with 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....(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	529 42%	207 67% bcd	207 45% c	115 23%	529 42% c	255 40%	274 44%	98 63% ijkl	109 72% ijkl	102 44% kl	105 46% kl	55 22%	60 24%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	412 33%	39 13%	109 24% a	264 53% abd	412 33% ab	179 28%	233 37% e	19 12%	20 13%	48 21% g	61 27% gh	112 45% ghij	152 62% ghijk
A laptop/ netbook	152 12%	32 10%	76 16% acd	45 9%	152 12%	72 11%	80 13%	19 12%	12 8%	33 14% k	43 19% hkl	19 8%	25 10%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch/3DS, PS Vita and so on)	102 8%	6 2%	42 9% a	54 11% a	102 8% a	95 15% f	7 1%	5 3%	1 1%	40 17% ghjl	2 1%	50 20% ghjl	4 2%
A desktop computer (PC or Mac)	42 3%	8 3%	19 4%	14 3%	42 3%	20 3%	22 4%	4 2%	5 3%	7 3%	12 5%	9 4%	5 2%

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use....(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
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)	26 2%	14 5% bcd	8 2%	3 1%	26 2% c	17 3%	9 1%	10 6% ijkl	4 3% l	4 2%	5 2% l	3 1%	- -%
Other	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%
Don't know	3 *%	1 *%	1 *%	1 *%	3 *%	1 *%	2 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%
SUMMARY													
GOES ONLINE THROUGH ANY TYPE OF DEVICE	1267 100%	308 100%	463 100%	496 100%	1267 100%	639 100%	628 100%	156 100%	152 100%	234 100%	229 100%	249 100%	247 100%
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	194 15%	40 13%	95 21% acd	59 12%	194 15%	91 14%	103 16%	23 15%	17 11%	40 17%	56 24% ghkl	29 11%	30 12%
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1070 84%	267 87% b	367 79%	436 88% b	1070 84% b	546 86%	523 83%	133 85% j	134 89% j	194 83%	173 75%	220 88% j	216 87% j

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use....(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1298	266	388	299	345	654	644	1298	1121	177
Effective Weighted Sample	1210	249	364	279	321	613	598	1210	1045	165
Total	1267	254	394	266	353	648	619	1267	1103	164
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	529	111	179	103	136	290	239	529	440	89
	42%	44%	46%	39%	38%	45%	39%	42%	40%	54%
			f			f				h
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	412	84	109	95	124	193	219	412	362	50
	33%	33%	28%	36%	35%	30%	35%	33%	33%	30%
				b	b		be			
A laptop/ netbook	152	32	60	28	32	92	60	152	143	9
	12%	13%	15%	10%	9%	14%	10%	12%	13%	5%
			df			df			i	
A games console or games player (like a PlayStation, Xbox, Nintendo Switch/3DS, PS Vita and so on)	102	13	26	21	42	39	63	102	92	10
	8%	5%	7%	8%	12%	6%	10%	8%	8%	6%
					abeg		ae			
A desktop computer (PC or Mac)	42	8	12	10	12	20	22	42	38	4
	3%	3%	3%	4%	3%	3%	4%	3%	3%	3%

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

Any break column with 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....(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1298	266	388	299	345	654	644	1298	1121	177
Effective Weighted Sample	1210	249	364	279	321	613	598	1210	1045	165
Total	1267	254	394	266	353	648	619	1267	1103	164
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)	26 2%	7 3%	6 2%	7 3%	7 2%	13 2%	13 2%	26 2%	25 2%	1 1%
Other	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
Don't know	3 *%	- -%	1 *%	2 1%	1 *%	1 *%	2 *%	3 *%	3 *%	1 *%
SUMMARY										
GOES ONLINE THROUGH ANY TYPE OF DEVICE	1267 100%	254 100%	394 100%	266 100%	353 100%	648 100%	619 100%	1267 100%	1103 100%	164 100%
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	194 15%	39 16%	73 18% df	38 14%	44 13%	112 17%	82 13%	194 15%	181 16% i	13 8%
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1070 84%	214 84%	321 81%	227 85%	308 87% b	535 83%	534 86% b	1070 84%	919 83%	150 91% h

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

Any break column with 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....(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	529 38%	207 55% bcd	207 41% c	115 23%	529 38% c	255 37%	274 40%	98 52% ijkl	109 58% ijkl	102 41% kl	105 42% kl	55 22%	60 24%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	412 30%	39 10%	109 22% a	264 53% abd	412 30% ab	179 26%	233 34% e	19 10%	20 11%	48 19% gh	61 24% gh	112 45% ghij	152 61% ghijk
A laptop/ netbook	152 11%	32 8%	76 15% acd	45 9%	152 11%	72 10%	80 12%	19 10%	12 6%	33 13% h	43 17% ghkl	19 8%	25 10%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch/3DS, PS Vita and so on)	102 7%	6 2%	42 8% a	54 11% ad	102 7% a	95 14% f	7 1%	5 3%	1 *%	40 16% ghjl	2 1%	50 20% ghjl	4 2%
A desktop computer (PC or Mac)	42 3%	8 2%	19 4%	14 3%	42 3%	20 3%	22 3%	4 2%	5 3%	7 3%	12 5%	9 4%	5 2%

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use....(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
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)	26 2%	14 4% bcd	8 2%	3 1%	26 2%	17 2%	9 1%	10 5% ijkl	4 2% l	4 2%	5 2% l	3 1%	- -%
Other	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%
Does not go online	106 8%	66 18% bcd	37 7% c	3 1%	106 8% c	47 7%	59 9%	30 16% ijkl	36 19% ijkl	16 6% kl	21 8% kl	1 *%	2 1%
Don't know	6 *%	2 1%	1 *%	2 *%	6 *%	3 *%	3 *%	1 1%	1 *%	- -%	1 1%	2 1%	1 *%
SUMMARY													
NOMINATES A DEVICE MOSTLY USED TO GO ONLINE	1264 92%	307 82%	462 92% a	494 99% abd	1264 92% a	637 93%	626 91%	156 83%	151 81%	234 94% gh	229 91% gh	248 99% ghij	246 99% ghij
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	194 14%	40 11%	95 19% acd	59 12%	194 14%	91 13%	103 15%	23 12%	17 9%	40 16% h	56 22% ghkl	29 11%	30 12%

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use....(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1070 78%	267 71%	367 73%	436 87% abd	1070 78% a	546 79%	523 76%	133 71%	134 72%	194 78%	173 69% j	220 88% ghij	216 87% ghij

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use....(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	529 38%	111 40%	179 42% df	103 35%	136 35%	290 42% df	239 35%	529 38%	440 37%	89 50% h
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	412 30%	84 31%	109 26%	95 33%	124 32%	193 28%	219 32% b	412 30%	362 30%	50 28%
A laptop/ netbook	152 11%	32 12%	60 14% df	28 10%	32 8%	92 13% df	60 9%	152 11%	143 12% i	9 5%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch/3DS, PS Vita and so on)	102 7%	13 5%	26 6%	21 7%	42 11% abeg	39 6%	63 9% ae	102 7%	92 8%	10 6%
A desktop computer (PC or Mac)	42 3%	8 3%	12 3%	10 3%	12 3%	20 3%	22 3%	42 3%	38 3%	4 2%

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

Any break column with 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....(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
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)	26 2%	7 2%	6 1%	7 2%	7 2%	13 2%	13 2%	26 2%	25 2%	1 1%
Other	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
Does not go online	106 8%	19 7%	27 6%	25 9%	34 9%	46 7%	59 9%	106 8%	91 8%	14 8%
Don't know	6 *%	- -%	2 *%	2 1%	1 *%	2 *%	4 1%	6 *%	5 *%	1 *%
SUMMARY										
NOMINATES A DEVICE MOSTLY USED TO GO ONLINE	1264 92%	254 93%	393 93%	264 91%	352 91%	647 93%	616 91%	1264 92%	1100 92%	164 92%
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	194 14%	39 14%	73 17% df	38 13%	44 11%	112 16% df	82 12%	194 14%	181 15% i	13 7%
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1070 78%	214 79%	321 76%	227 78%	308 79%	535 77%	534 79%	1070 78%	919 77%	150 84% h

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

Any break column with 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. IF NECESSARY: Such as using any type of computer (so a laptop, netbook, desktop) or tablet, mobile phone or a games console to go online. How many hours would you say they spend going online at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
None	42	26	13	4	42	12	31	8	17	3	10	1	3
	3%	8%	3%	1%	3%	2%	5%	5%	11%	1%	4%	*%	1%
		bcd	c		c		e	ikl	gijkl		ik		
Up to 1 hour	538	194	225	120	538	273	265	106	88	114	111	54	66
	42%	63%	49%	24%	42%	43%	42%	68%	58%	49%	48%	22%	27%
		bcd	cd		c			ijkl	kl	kl	kl		
Up to 2 hours	377	71	142	163	377	187	190	30	41	74	68	83	81
	30%	23%	31%	33%	30%	29%	30%	19%	27%	32%	30%	33%	33%
			a	a	a					g	g	g	g
Up to 3 hours	155	15	51	90	155	85	70	10	4	27	24	47	42
	12%	5%	11%	18%	12%	13%	11%	7%	3%	12%	11%	19%	17%
			a	abd	a					h	h	ghij	gh
Up to 4 hours	86	2	22	63	86	45	41	1	1	11	11	33	29
	7%	1%	5%	13%	7%	7%	7%	*%	1%	5%	5%	13%	12%
			a	abd	a					gh	gh	ghij	ghij
Up to 5 hours	33	1	6	26	33	16	17	1	-	4	3	11	15
	3%	*%	1%	5%	3%	2%	3%	1%	-%	2%	1%	5%	6%
				abd	a							ghj	ghij
Up to 6 hours	19	-	3	16	19	12	7	-	-	2	1	10	6
	1%	-%	1%	3%	1%	2%	1%	-%	-%	1%	*%	4%	2%
				abd	a							ghij	gh
Up to 7 hours	6	-	-	6	6	4	2	-	-	-	-	4	2
	*%	-%	-%	1%	*%	1%	*%	-%	-%	-%	-%	1%	1%
				ab									
Up to 8 hours	5	-	-	5	5	3	2	-	-	-	-	3	2
	*%	-%	-%	1%	*%	*%	*%	-%	-%	-%	-%	1%	1%
				b									

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

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

QP25A. Please think about the time your child spends going online at home or elsewhere on a typical school day. IF NECESSARY: Such as using any type of computer (so a laptop, netbook, desktop) or tablet, mobile phone or a games console to go online. How many hours would you say they spend going online at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
Over 8 hours	5	-	1	4	5	2	3	-	-	-	1	2	1
	*%	-%	*%	1%	*%	*%	*%	-%	-%	-%	1%	1%	1%
Mean number of hours	1.9	1.2	1.7	2.6	1.9	2.0	1.9	1.2	1.1	1.7	1.7	2.7	2.5
			a	abd	ab					gh	gh	ghij	ghij
Standard deviation	1.45	.77	1.17	1.68	1.45	1.44	1.46	.79	.75	1.05	1.29	1.70	1.66
Standard error	.04	.04	.05	.08	.04	.06	.06	.06	.06	.07	.09	.11	.11

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

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

QP25A. Please think about the time your child spends going online at home or elsewhere on a typical school day. IF NECESSARY: Such as using any type of computer (so a laptop, netbook, desktop) or tablet, mobile phone or a games console to go online. How many hours would you say they spend going online at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1298	266	388	299	345	654	644	1298	1121	177
Effective Weighted Sample	1210	249	364	279	321	613	598	1210	1045	165
Total	1267	254	394	266	353	648	619	1267	1103	164
None	42	8	14	13	7	22	20	42	33	9
	3%	3%	4%	5%	2%	3%	3%	3%	3%	5%
Up to 1 hour	538	121	175	99	143	296	242	538	473	65
	42%	48%	44%	37%	41%	46%	39%	42%	43%	39%
		cf				cf				
Up to 2 hours	377	75	124	80	97	200	177	377	329	48
	30%	30%	32%	30%	28%	31%	29%	30%	30%	29%
Up to 3 hours	155	25	48	31	50	74	82	155	131	24
	12%	10%	12%	12%	14%	11%	13%	12%	12%	15%
Up to 4 hours	86	13	20	24	29	33	53	86	79	7
	7%	5%	5%	9%	8%	5%	9%	7%	7%	4%
				e	e		be			
Up to 5 hours	33	3	9	9	12	12	21	33	29	4
	3%	1%	2%	4%	3%	2%	3%	3%	3%	2%
Up to 6 hours	19	5	2	6	6	6	12	19	16	3
	1%	2%	*%	2%	2%	1%	2%	1%	1%	2%
				b			b			
Up to 7 hours	6	1	1	2	1	2	3	6	5	1
	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%
Up to 8 hours	5	-	-	2	3	-	5	5	3	2
	*%	-%	-%	1%	1%	-%	1%	*%	*%	1%
				e	e		e			
Over 8 hours	5	1	1	-	3	3	3	5	4	1
	*%	1%	*%	-%	1%	*%	*%	*%	*%	1%
Mean number of hours	1.9	1.8	1.8	2.1	2.1	1.8	2.1	1.9	1.9	2.0
				abe	abeg		abeg		e	

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

Any break column with 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. IF NECESSARY: Such as using any type of computer (so a laptop, netbook, desktop) or tablet, mobile phone or a games console to go online. How many hours would you say they spend going online at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Standard deviation	1.45	1.40	1.23	1.50	1.63	1.30	1.58	1.45	1.40	1.74
Standard error	.04	.09	.06	.09	.09	.05	.06	.04	.04	.13

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

Any break column with 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 they go online at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
None	35	17	12	6	35	13	22	7	11	2	10	4	2
	3%	6%	3%	1%	3%	2%	4%	4%	7%	1%	4%	2%	1%
		bcd						il	ikl		il		
Up to 1 hour	319	126	130	62	319	158	161	61	65	67	64	30	32
	25%	41%	28%	13%	25%	25%	26%	39%	43%	29%	28%	12%	13%
		bcd	c		c			ijkl	ijkl	kl	kl		
Up to 2 hours	335	88	132	115	335	165	169	49	39	62	70	54	61
	26%	29%	29%	23%	26%	26%	27%	31%	26%	27%	31%	22%	24%
								k			k		
Up to 3 hours	192	39	64	89	192	99	92	21	18	35	29	44	45
	15%	13%	14%	18%	15%	16%	15%	13%	12%	15%	13%	18%	18%
				a									
Up to 4 hours	145	17	59	69	145	65	80	8	9	32	28	25	43
	11%	6%	13%	14%	11%	10%	13%	5%	6%	14%	12%	10%	18%
			a	a	a					gh	gh		ghk
Up to 5 hours	123	18	40	64	123	66	57	9	9	24	16	33	32
	10%	6%	9%	13%	10%	10%	9%	6%	6%	10%	7%	13%	13%
				ab	a							ghj	ghj
Up to 6 hours	59	3	15	41	59	29	30	1	1	8	7	20	21
	5%	1%	3%	8%	5%	5%	5%	1%	1%	3%	3%	8%	9%
			a	abd	a							ghij	ghij
Up to 7 hours	11	-	-	11	11	8	3	-	-	-	-	8	3
	1%	-%	-%	2%	1%	1%	*%	-%	-%	-%	-%	3%	1%
				abd								ghij	
Up to 8 hours	21	-	4	18	21	16	5	-	-	2	1	14	4
	2%	-%	1%	4%	2%	2%	1%	-%	-%	1%	1%	5%	2%
				abd	a	f						ghijl	

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP25B. And how many hours would you say they go online at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	\multicolumn{4}{c}{CHILD'S AGE}	\multicolumn{2}{c}{CHILD'S GENDER}	\multicolumn{6}{c}{CHILD'S AGE AND GENDER}
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
Over 8 hours	28	-	6	21	28	20	8	-	-	3	4	17	4
	2%	-%	1%	4%	2%	3%	1%	-%	-%	1%	2%	7%	2%
			a	abd	a	f						ghijl	
Mean number of hours	2.8	1.9	2.6	3.7	2.8	3.0	2.7	1.9	1.8	2.7	2.5	4.0	3.4
			a	abd	ab	f				gh	gh	ghijl	ghij
Standard deviation	2.14	1.31	1.85	2.45	2.14	2.24	2.02	1.29	1.34	1.76	1.94	2.68	2.16
Standard error	.06	.07	.09	.11	.06	.09	.08	.10	.10	.12	.13	.17	.14

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

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

QP25B. And how many hours would you say they go online at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1298	266	388	299	345	654	644	1298	1121	177
Effective Weighted Sample	1210	249	364	279	321	613	598	1210	1045	165
Total	1267	254	394	266	353	648	619	1267	1103	164
None	35	7	8	8	12	16	19	35	28	7
	3%	3%	2%	3%	3%	2%	3%	3%	3%	4%
Up to 1 hour	319	78	98	57	85	176	142	319	278	40
	25%	31%	25%	22%	24%	27%	23%	25%	25%	25%
		cf								
Up to 2 hours	335	64	114	79	78	178	157	335	303	32
	26%	25%	29%	30%	22%	27%	25%	26%	27%	19%
			d	d					i	
Up to 3 hours	192	41	59	44	48	100	92	192	163	29
	15%	16%	15%	17%	14%	15%	15%	15%	15%	17%
Up to 4 hours	145	30	47	26	42	77	68	145	123	23
	11%	12%	12%	10%	12%	12%	11%	11%	11%	14%
Up to 5 hours	123	17	34	25	47	51	72	123	108	14
	10%	7%	9%	10%	13%	8%	12%	10%	10%	9%
					abe		ae			
Up to 6 hours	59	9	20	11	19	29	30	59	50	9
	5%	4%	5%	4%	5%	5%	5%	5%	5%	5%
Up to 7 hours	11	1	3	-	7	4	7	11	11	-
	1%	*%	1%	-%	2%	1%	1%	1%	1%	-%
					c					
Up to 8 hours	21	5	5	7	5	9	12	21	18	4
	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%
Over 8 hours	28	2	5	9	11	8	20	28	20	7
	2%	1%	1%	3%	3%	1%	3%	2%	2%	5%
				e	e		e			h
Mean number of hours	2.8	2.5	2.7	2.9	3.1	2.7	3.0	2.8	2.8	3.1
				a	abeg		abe	a		h

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

Any break column with 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 they go online at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Standard deviation	2.14	1.92	1.88	2.17	2.48	1.90	2.35	2.14	2.04	2.71
Standard error	.06	.12	.10	.13	.13	.07	.09	.06	.06	.20

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP25A-B HOURS SPENT GOING ONLINE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
None	11	8	2	1	11	4	8	3	5	-	2	1	-
	1%	3% bcd	1%	*%	1%	1%	1%	2% l	3% ikl	-%	1%	*%	-%
Up to 5 hours	123	66	44	13	123	50	73	31	35	16	28	3	10
	10%	22% bcd	9% c	3%	10% c	8%	12% e	20% ijkl	23% ijkl	7% k	12% kl	1%	4% k
Up to 10 hours	374	125	162	87	374	193	180	69	56	85	77	39	47
	29%	41% cd	35% cd	17%	29% c	30%	29%	44% jkl	37% kl	36% kl	34% kl	16%	19%
Up to 15 hours	254	57	98	98	254	123	130	27	30	47	51	49	49
	20%	19%	21%	20%	20%	19%	21%	18%	20%	20%	22%	20%	20%
Up to 20 hours	203	37	74	91	203	105	98	17	20	39	36	49	42
	16%	12%	16%	18% a	16%	16%	16%	11%	13%	17%	16%	20% g	17%
Up to 25 hours	136	12	46	78	136	74	62	8	4	28	18	39	39
	11%	4%	10% a	16% abd	11% a	12%	10%	5%	3%	12% gh	8% h	16% ghj	16% ghj
Up to 30 hours	62	1	17	44	62	27	35	-	1	9	8	18	27
	5%	*%	4% a	9% abd	5% a	4%	6%	-%	1%	4% gh	3% g	7% gh	11% ghij
Up to 35 hours	49	2	10	37	49	28	21	2	-	6	4	20	17
	4%	1%	2%	7% abd	4% a	4%	3%	1%	-%	3% h	2%	8% ghij	7% ghij
Up to 40 hours	14	-	4	10	14	10	5	-	-	3	1	7	3
	1%	-%	1%	2% a	1% a	2%	1%	-%	-%	1%	1%	3% gh	1%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP25A-B HOURS SPENT GOING ONLINE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
Over 40 hours	42	-	5	37	42	25	17	-	-	1	4	24	13
	3%	-%	1%	7%	3%	4%	3%	-%	-%	*%	2%	10%	5%
				abd	ab							ghij	ghij
Mean number of hours	15.3	9.6	13.6	20.5	15.3	15.9	14.7	9.8	9.3	13.9	13.2	21.7	19.3
			a	abd	ab	f				gh	gh	ghijl	ghij
Standard deviation	10.85	5.86	8.84	12.51	10.85	11.00	10.68	5.86	5.87	7.98	9.65	13.02	11.88
Standard error	.30	.31	.41	.57	.30	.43	.42	.44	.43	.53	.64	.83	.78

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

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

QP25A-B HOURS SPENT GOING ONLINE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1298	266	388	299	345	654	644	1298	1121	177
Effective Weighted Sample	1210	249	364	279	321	613	598	1210	1045	165
Total	1267	254	394	266	353	648	619	1267	1103	164
None	11	3	3	4	2	6	6	11	7	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%
										h
Up to 5 hours	123	29	34	26	33	63	59	123	104	18
	10%	12%	9%	10%	9%	10%	10%	10%	9%	11%
Up to 10 hours	374	85	125	67	97	210	164	374	328	45
	29%	33%	32%	25%	28%	32%	26%	29%	30%	28%
		cf				cf				
Up to 15 hours	254	52	89	58	54	142	112	254	234	20
	20%	21%	23%	22%	15%	22%	18%	20%	21%	12%
			d	d		d			i	
Up to 20 hours	203	37	63	39	64	100	103	203	169	34
	16%	15%	16%	15%	18%	15%	17%	16%	15%	21%
Up to 25 hours	136	21	41	29	45	62	74	136	116	20
	11%	8%	10%	11%	13%	10%	12%	11%	11%	12%
Up to 30 hours	62	12	12	15	23	24	39	62	57	5
	5%	5%	3%	6%	7%	4%	6%	5%	5%	3%
					be		be			
Up to 35 hours	49	6	16	13	13	23	26	49	42	7
	4%	2%	4%	5%	4%	3%	4%	4%	4%	4%
Up to 40 hours	14	1	5	5	3	6	8	14	12	2
	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%
Over 40 hours	42	7	6	11	18	13	28	42	34	8
	3%	3%	2%	4%	5%	2%	5%	3%	3%	5%
					be		be			
Mean number of hours	15.3	13.9	14.3	16.1	16.8	14.2	16.5	15.3	15.2	16.2
				abe	abeg		abeg	e		
Standard deviation	10.85	10.28	9.23	11.12	12.42	9.65	11.87	10.85	10.38	13.64

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

Any break column with 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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Standard error	.30	.63	.47	.64	.67	.38	.47	.30	.31	1.03
Columns Tested: a,b,c,d,e,f,g - h,i										

Any break column with 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) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Rules about the types of websites or apps they can use	841 66%	227 74% cd	349 75% cd	265 53%	841 66% c	423 66%	418 66%	118 75% kl	109 72% kl	174 74% kl	176 76% kl	131 52%	134 54%
Rules about how much time they spend online	667 53%	167 54%	264 57% c	236 47%	667 53%	346 54%	322 51%	89 57% l	78 52%	133 57% l	132 57% l	124 50%	112 45%
Rules about who they can contact online	652 51%	128 41%	271 58% acd	253 51% a	652 51% a	329 51%	323 51%	69 44%	59 39%	134 57% gh	137 59% gh	126 50% h	127 51% h
Rules about the information they can share online	622 49%	114 37%	259 56% ad	249 50% a	622 49% a	315 49%	307 49%	62 40%	52 34%	127 54% gh	132 57% gh	126 50% gh	124 50% gh
Rules about spending money online	610 48%	126 41%	234 50% a	250 50% a	610 48% a	312 49%	298 47%	69 44%	56 37%	112 48% h	123 53% h	131 52% h	119 48% h
Rules about when they can go online	516 41%	140 45% c	211 45% c	164 33%	516 41% c	262 41%	254 40%	71 45% l	70 46% l	100 43% l	111 48% kl	91 36%	73 30%

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

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

QP26. (SHOWCARD) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
SPONTANEOUS RESPONSES													
Rules about only going online when supervised/ accompanied	10 1%	5 2% c	5 1% c	- -%	10 1%	6 1%	3 1%	2 1%	3 2% jkl	5 2% jkl	- -%	- -%	- -%
Other rules - Please say	7 1%	2 1%	2 *%	3 1%	7 1%	1 *%	5 1%	1 *%	1 1%	- -%	2 1%	1 *%	3 1%
ANY RULES	1081 85%	271 88% c	426 92% cd	384 77%	1081 85% c	550 86%	531 84%	140 90% kl	130 86% kl	214 91% kl	213 92% hkl	196 78%	188 76%
No, do not have any rules	191 15%	38 12%	38 8%	115 23% abd	191 15% b	92 14%	99 16%	16 10%	22 14% j	21 9%	17 8%	55 22% ghij	60 24% ghij

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

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

QP26. (SHOWCARD) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Rules about the types of websites or apps they can use	841 66%	170 66%	261 66%	186 70%	224 63%	430 66%	411 66%	841 66%	733 66%	107 64%
Rules about how much time they spend online	667 53%	149 58% df	210 53%	136 51%	173 49%	359 55%	308 50%	667 53%	577 52%	90 54%
Rules about who they can contact online	652 51%	146 57%	193 49%	138 52%	174 49%	339 52%	313 50%	652 51%	567 51%	85 51%
Rules about the information they can share online	622 49%	143 56% bdf	186 47%	132 49%	161 46%	329 51%	294 47%	622 49%	534 48%	88 53%
Rules about spending money online	610 48%	146 57% bcdfg	177 45%	128 48%	159 45%	323 50%	287 46%	610 48%	522 47%	88 53%
Rules about when they can go online	516 41%	121 47% bdf	151 38%	114 43%	130 37%	272 42%	244 39%	516 41%	439 40%	77 46%
SPONTANEOUS RESPONSES										
Rules about only going online when supervised/ accompanied	10 1%	1 1%	3 1%	4 1%	2 1%	4 1%	6 1%	10 1%	8 1%	2 1%

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

Any break column with 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) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Other rules - Please say	7	2	3	-	2	5	2	7	5	2
	1%	1%	1%	-%	1%	1%	*%	1%	*%	1%
ANY RULES	1081	217	336	230	297	553	527	1081	934	147
	85%	85%	85%	86%	84%	85%	85%	85%	85%	88%
No, do not have any rules	191	39	57	37	56	97	94	191	170	20
	15%	15%	15%	14%	16%	15%	15%	15%	15%	12%

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

Any break column with 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Asking about what they are doing or have been doing online	636 50%	139 45%	259 56% acd	238 48%	636 50%	315 49%	321 51%	68 43%	71 47%	131 56% gk	128 56% gk	116 46%	122 49%
Being nearby and regularly checking what they do	628 49%	212 69% bcd	270 58% cd	146 29%	628 49% c	324 51%	304 48%	108 69% ijkl	104 68% ijkl	137 58% kl	133 58% kl	80 32%	66 27%
Check the browser/ device history after they have been online	472 37%	87 28%	199 43% ad	186 37% a	472 37% a	241 38%	231 37%	47 30%	40 26%	102 44% gh	96 42% gh	92 37% h	95 38% h
Sitting beside them and watching or helping them while they are online	379 30%	165 54% bcd	142 31% c	71 14%	379 30% c	190 30%	189 30%	84 54% ijkl	81 53% ijkl	69 29% kl	73 32% kl	37 15%	34 14%
Other types of supervision	41 3%	10 3%	17 4%	14 3%	41 3%	25 4%	17 3%	4 3%	6 4% l	8 4% l	9 4% l	12 5% l	2 1%
ANY TYPES OF SUPERVISION	1090 86%	301 98% cd	442 95% cd	348 70%	1090 86% c	554 86%	537 85%	154 98% kl	147 97% kl	222 95% kl	220 96% kl	178 71%	169 68%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
No, don't supervise their online access and use	181 14%	8 2%	23 5%	151 30% abd	181 14% ab	88 14%	93 15%	3 2%	5 3%	13 5%	10 4%	72 29% ghij	79 32% ghij

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

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

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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Asking about what they are doing or have been doing online	636	130	204	145	156	334	302	636	543	92
	50%	51%	52%	54%	44%	51%	49%	50%	49%	55%
			d	d		d				
Being nearby and regularly checking what they do	628	124	191	134	179	315	313	628	547	81
	49%	48%	49%	50%	51%	48%	50%	49%	50%	49%
Check the browser/ device history after they have been online	472	88	147	108	129	235	237	472	397	75
	37%	34%	37%	40%	36%	36%	38%	37%	36%	45%
										h
Sitting beside them and watching or helping them while they are online	379	70	117	76	116	187	192	379	337	41
	30%	27%	30%	28%	33%	29%	31%	30%	31%	25%
Other types of supervision	41	12	12	7	11	24	17	41	38	4
	3%	5%	3%	3%	3%	4%	3%	3%	3%	2%
ANY TYPES OF SUPERVISION	1090	218	331	229	311	550	541	1090	943	147
	86%	85%	84%	86%	88%	85%	87%	86%	85%	88%
No, don't supervise their online access and use	181	38	62	38	42	101	81	181	161	20
	14%	15%	16%	14%	12%	15%	13%	14%	15%	12%

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

Any break column with 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. Have you ever talked to your child about how to stay safe online? IF NECESSARY: For example, have you ever discussed with them the potential dangers of things like content on sites or apps that might be unsuitable for their age, sharing too much information online, contact with people they don't know personally etc.

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	5-7	5-7	8-11	8-11	12-15	12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Yes	1033	198	401	433	1033	512	521	95	103	198	203	219	215
	81%	64%	86%	87%	81%	80%	83%	61%	68%	84%	88%	87%	87%
			ad	ad	a					gh	gh	gh	gh
No	235	110	62	63	235	128	107	61	49	36	25	31	32
	18%	36%	13%	13%	18%	20%	17%	39%	32%	16%	11%	12%	13%
		bcd			bc			ijkl	ijkl				
Don't know	3	-	1	2	3	1	2	-	-	-	1	1	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	1%	1%	*%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Yes	1033	223	310	212	287	533	499	1033	895	138
	81%	87%	79%	79%	81%	82%	80%	81%	81%	83%
		bcfg								
No	235	31	83	56	65	114	121	235	206	29
	18%	12%	21%	21%	18%	18%	19%	18%	19%	17%
			a	a	a	a	a	a		
Don't know	3	3	-	-	1	3	1	3	3	-
	*%	1%	-%	-%	*%	*%	*%	*%	*%	-%

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

Any break column with 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 how to stay safe online? (SINGLE CODE)

Base : Parents who have ever talked to their child about how to stay safe online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1052	229	398	425	1052	519	533	108	121	193	205	218	207
Effective Weighted Sample	981	221	368	398	981	484	497	104	117	178	189	204	194
Total	1033	198	401	433	1033	512	521	95	103	198	203	219	215
At least every few weeks	503	116	214	173	503	254	249	54	62	104	110	96	76
	49%	59%	53%	40%	49%	50%	48%	56%	61%	52%	54%	44%	36%
		cd	c		c			kl	kl	l	kl		
At least every few months	287	42	110	135	287	138	149	21	21	55	55	62	72
	28%	21%	27%	31%	28%	27%	29%	22%	20%	28%	27%	28%	34%
				a	a								gh
EVERY FEW WEEKS OR EVERY FEW MONTHS	789	158	324	307	789	392	397	74	83	159	165	159	149
	76%	80%	81%	71%	76%	77%	76%	78%	81%	80%	81%	73%	69%
		c	c		c				l	l	kl		
Less often than every few months, but more than once	189	30	66	93	189	91	98	14	17	34	32	44	49
	18%	15%	16%	21%	18%	18%	19%	14%	16%	17%	16%	20%	23%
Have talked to them once, and not since then	48	10	10	29	48	26	22	8	3	5	5	14	14
	5%	5%	2%	7%	5%	5%	4%	8%	3%	2%	2%	7%	7%
				b				ij					i
Don't know	6	-	2	4	6	2	4	-	-	1	1	2	3
	1%	-%	*%	1%	1%	*%	1%	-%	-%	*%	1%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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

Base : Parents who have ever talked to their child about how to stay safe online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1052	230	305	236	281	535	517	1052	902	150
Effective Weighted Sample	981	216	286	220	261	502	479	981	842	140
Total	1033	223	310	212	287	533	499	1033	895	138
At least every few weeks	503	99	139	106	159	238	265	503	435	68
	49%	44%	45%	50%	55% abe	45%	53% abe	49%	49%	49%
At least every few months	287	67	94	63	63	161	126	287	252	34
	28%	30% d	30% d	30% d	22%	30% d	25%	28%	28%	25%
EVERY FEW WEEKS OR EVERY FEW MONTHS	789	166	233	169	222	399	390	789	687	102
	76%	74%	75%	80%	77%	75%	78%	76%	77%	74%
Less often than every few months, but more than once	189	44	62	34	50	105	84	189	162	27
	18%	20%	20%	16%	17%	20%	17%	18%	18%	20%
Have talked to them once, and not since then	48	12	15	7	14	27	22	48	41	8
	5%	5%	5%	4%	5%	5%	4%	5%	5%	6%
Don't know	6	2	1	2	2	3	4	6	5	1
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%

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

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

QP30A. You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them?

Base : Parents whose child uses a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	915	144	319	452	915	449	466	71	73	146	173	232	220
Effective Weighted Sample	855	139	296	425	855	420	435	69	70	135	161	218	207
Total	927	124	333	471	927	453	474	63	61	153	180	237	233
Yes	417	14	88	315	417	193	224	**	**	34	54	155	160
	45%	11%	26%	67%	45%	43%	47%	**	**	22%	30%	65%	68%
			a	abd	ab							ij	ij
No	506	109	243	155	506	257	250	**	**	118	126	81	73
	55%	88%	73%	33%	55%	57%	53%	**	**	77%	70%	34%	32%
		bcd	cd		c					kl	kl		
Don't know	3	1	2	1	3	3	1	**	**	2	-	1	-
	*%	1%	*%	*%	*%	1%	*%	**	**	1%	-%	*%	-%

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

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

QP30A. You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them?

Base : Parents whose child uses a mobile phone

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	915	191	272	206	246	463	452	915	807	108
Effective Weighted Sample	855	180	256	193	229	435	420	855	755	101
Total	927	188	288	192	259	475	451	927	823	103
Yes	417	93	123	87	114	216	201	417	361	56
	45%	50%	43%	45%	44%	45%	45%	45%	44%	54%
No	506	94	165	104	143	259	247	506	459	48
	55%	50%	57%	54%	55%	55%	55%	55%	56%	46%
Don't know	3	1	-	1	2	1	3	3	3	-
	*%	*%	-%	1%	1%	*%	1%	*%	*%	-%

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

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

QP30A. You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them?

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
Yes	394	**	79	309	394	181	213	**	**	**	**	150	158
	60%	**	40%	71% bd	60% b	56%	64%	**	**	**	**	69%	73%
No	262	**	119	125	262	140	122	**	**	**	**	66	59
	40%	**	60% cd	29%	40% c	43%	36%	**	**	**	**	31%	27%
Don't know	3	**	2	-	3	2	1	**	**	**	**	-	-
	*%	**	1%	-%	*%	1%	*%	**	**	**	**	-%	-%

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

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

QP30A. You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them?

Base : Parents of children with a mobile phone

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%	~	a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
Yes	394	89	115	79	111	204	190	394	340	**
	60%	65%	59%	57%	59%	61%	58%	60%	59%	**
No	262	49	80	58	75	129	133	262	229	**
	40%	35%	41%	42%	40%	39%	41%	40%	40%	**
Don't know	3	-	-	1	2	-	3	3	3	**
	*%	-%	-%	1%	1%	-%	1%	*%	*%	**

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

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

QP30B. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them?

Base : Parents whose child uses a tablet computer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1083	334	383	366	1083	539	544	162	172	184	199	193	173
Effective Weighted Sample	1007	321	353	343	1007	502	505	156	166	170	184	181	162
Total	1039	279	386	373	1039	523	515	140	140	189	197	194	179
Yes	309	47	83	179	309	146	163	22	25	41	42	83	96
	30%	17%	22%	48%	30%	28%	32%	16%	18%	22%	22%	43%	54%
				abd	ab							ghij	ghijk
No	727	232	301	194	727	376	352	117	115	147	154	112	83
	70%	83%	78%	52%	70%	72%	68%	84%	82%	77%	78%	57%	46%
		cd	cd		c			kl	kl	kl	kl	l	
Don't know	2	1	2	-	2	2	1	-	1	2	-	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	*%	1%	-%	-%	-%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP30B. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them?

Base : Parents whose child uses a tablet computer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1083	245	317	246	275	562	521	1083	923	160
Effective Weighted Sample	1007	229	297	230	255	525	482	1007	859	149
Total	1039	228	318	216	276	546	492	1039	892	147
Yes	309	65	99	61	84	164	145	309	258	51
	30%	29%	31%	28%	30%	30%	29%	30%	29%	35%
No	727	163	219	155	191	382	345	727	631	96
	70%	71%	69%	72%	69%	70%	70%	70%	71%	65%
Don't know	2	-	-	1	2	-	2	2	2	-
	*%	-%	-%	*%	1%	-%	*%	*%	*%	-%

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

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

QP30B. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them?

Base : Parents of children with their own tablet

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l
Unweighted total	668	187	234	247	668	312	356	87	100	101	133	124	123
Effective Weighted Sample	620	180	215	230	620	289	331	83	96	93	122	116	115
Total	641	158	233	249	641	301	340	75	84	104	130	122	127
Yes	252	35	65	153	252	109	143	**	21	30	34	65	88
	39%	22%	28%	61%	39%	36%	42%	**	25%	29%	26%	53%	69%
				abd	ab							hij	hijk
No	387	123	167	96	387	190	197	**	62	72	96	58	39
	60%	78%	72%	39%	60%	63%	58%	**	75%	69%	74%	47%	31%
		cd	cd		c				kl	kl	kl	l	
Don't know	2	1	2	-	2	2	1	**	1	2	-	-	-
	*%	*%	1%	-%	*%	1%	*%	**	1%	2%	-%	-%	-%

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

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

QP30B. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them?

Base : Parents of children with their own tablet

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	668	144	184	164	176	328	340	668	544	124
Effective Weighted Sample	620	135	172	153	163	306	314	620	505	115
Total	641	134	186	145	177	320	321	641	528	113
Yes	252	56	79	51	66	135	117	252	205	47
	39%	42%	42%	36%	37%	42%	37%	39%	39%	42%
No	387	78	107	92	109	185	202	387	321	66
	60%	58%	58%	64%	62%	58%	63%	60%	61%	58%
Don't know	2	-	-	1	2	-	2	2	2	-
	*%	-%	-%	*%	1%	-%	1%	*%	*%	-%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	712 60%	177 63%	250 57%	285 60%	712 60%	364 60%	348 59%	87 60%	90 66% j	130 59%	120 55%	147 62%	138 58%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	680 57%	163 58%	255 58%	263 55%	680 57%	345 57%	335 56%	81 56%	82 59%	130 59%	124 57%	134 56%	129 54%
AWARE OF EITHER OF THESE CONTENT FILTERS	851 71%	207 74%	313 71%	330 70%	851 71%	436 72%	414 70%	102 72%	105 76%	164 74%	149 68%	170 71%	160 68%
PIN/ Password required to enter websites unless already approved	683 57%	175 62% b	242 55%	266 56%	683 57%	341 57%	342 58%	86 60%	90 65% i	120 54%	122 56%	135 57%	131 55%

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc	542 45%	130 46%	201 46%	210 44%	542 45%	281 47%	261 44%	66 46%	64 47%	102 46%	99 45%	113 48%	97 41%
YouTube restricted mode enabled to filter inappropriate content	527 44%	133 47%	201 46%	193 41%	527 44%	263 44%	264 44%	68 48%	65 47%	93 42%	109 50% l	102 43%	90 38%
Safe search enabled on search engine websites - e.g. Google	481 40%	113 40%	174 39%	195 41%	481 40%	251 42%	231 39%	57 40%	56 41%	85 38%	89 40%	109 46% l	86 36%
AWARE OF ANY OF THE ABOVE 6 TOOLS OR CONTROLS	991 83%	244 87% c	368 84%	380 80%	991 83%	499 83%	492 83%	123 86%	121 87%	185 84%	182 83%	191 80%	189 80%
Change the settings on your child's phone or tablet to stop any apps being downloaded	503 42%	125 44%	185 42%	193 41%	503 42%	246 41%	256 43%	58 41%	67 48%	92 41%	94 43%	97 41%	96 41%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
Change the settings on your child's phone or tablet to stop any in-app purchases	487 41%	128 46%	174 40%	185 39%	487 41%	242 40%	245 41%	61 43%	67 48% il	80 36%	94 43%	101 42%	84 36%
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	477 40%	113 40%	171 39%	193 41%	477 40%	236 39%	241 41%	52 36%	61 44%	81 37%	90 41%	103 43%	90 38%
AWARE OF ANY OF THE THREE TOOLS FOR TABLETS OR MOBILE PHONES	641 54%	159 57%	234 53%	247 52%	641 54%	308 51%	333 56%	74 52%	85 61% i	111 50%	123 56%	122 51%	125 53%
AWARE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	1004 84%	246 87% c	371 84%	387 81%	1004 84%	504 84%	500 84%	125 87%	121 88%	186 84%	185 85%	193 81%	194 82%
None of these	152 13%	26 9%	54 12%	72 15% a	152 13%	75 12%	77 13%	13 9%	13 9%	28 12%	26 12%	34 14%	38 16%

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
Don't know	41	9	16	16	41	24	17	5	4	8	8	11	6
	3%	3%	4%	3%	3%	4%	3%	4%	3%	4%	4%	4%	2%

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

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QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	712 60%	155 63%	236 62%	147 58%	175 55%	391 62% df	321 56%	712 60%	615 59%	98 61%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	680 57%	157 64% cdfg	229 60% df	133 52%	161 51%	386 62% cdf	294 52%	680 57% f	588 57%	93 58%
AWARE OF EITHER OF THESE CONTENT FILTERS	851 71%	189 77% cdf	279 73%	174 69%	209 66%	468 75% df	383 67%	851 71%	737 71%	113 71%
PIN/ Password required to enter websites unless already approved	683 57%	153 62% c	216 57%	135 53%	179 56%	369 59%	314 55%	683 57%	593 57%	89 56%

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

Any break column with 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) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc	542 45%	124 51% df	173 45%	111 44%	133 42%	297 47%	244 43%	542 45%	472 45%	70 44%
YouTube restricted mode enabled to filter inappropriate content	527 44%	121 49% df	169 44%	109 43%	128 40%	290 46%	237 42%	527 44%	455 44%	72 45%
Safe search enabled on search engine websites - e.g. Google	481 40%	109 45%	159 42%	92 36%	121 38%	269 43%	213 37%	481 40%	418 40%	64 40%
AWARE OF ANY OF THE ABOVE 6 TOOLS OR CONTROLS	991 83%	212 87% df	324 85%	204 81%	252 79%	536 86% df	455 80%	991 83%	855 82%	136 86%
Change the settings on your child's phone or tablet to stop any apps being downloaded	503 42%	115 47% df	174 46% df	107 42% d	106 33%	290 46% df	213 37%	503 42% d	438 42%	65 41%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
Change the settings on your child's phone or tablet to stop any in-app purchases	487 41%	114 47% df	164 43% d	101 40%	108 34%	278 44% df	209 37%	487 41%	427 41%	60 38% d
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	477 40%	105 43%	157 41%	101 40%	114 36%	262 42%	215 38%	477 40%	420 40%	57 36%
AWARE OF ANY OF THE THREE TOOLS FOR TABLETS OR MOBILE PHONES	641 54%	142 58% df	216 56% df	133 52%	150 47%	358 57% df	283 50%	641 54%	563 54%	78 49%
AWARE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	1004 84%	215 88% cdf	326 85%	205 81%	257 81%	542 86% cdf	462 81%	1004 84%	866 83%	138 87%
None of these	152 13%	25 10%	43 11%	33 13%	51 16% e	68 11%	84 15% e	152 13%	139 13%	13 8%
Don't know	41 3%	4 2%	13 3%	15 6% ae	9 3%	17 3%	24 4%	41 3%	33 3%	8 5%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	406 34%	94 33%	163 37%	149 31%	406 34%	205 34%	201 34%	43 30%	51 37%	86 39%	78 35%	77 32%	72 30%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	356 30%	96 34% c	139 32%	122 26%	356 30%	175 29%	181 31%	42 29%	54 39% kl	71 32%	68 31%	62 26%	60 25%
USE OF EITHER OF THESE CONTENT FILTERS	520 43%	130 46% c	210 48% c	180 38%	520 43% c	264 44%	256 43%	59 41%	71 51% kl	111 50% kl	99 45%	95 40%	86 36%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	237 20%	52 19%	102 23% c	83 17%	237 20%	134 22% f	103 17%	27 19%	25 18%	57 26% l	45 21%	50 21%	33 14%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
PIN/ Password required to enter websites unless already approved	350 29%	90 32% c	139 31%	121 25%	350 29%	176 29%	174 29%	43 30%	47 34%	70 32% l	68 31%	62 26%	58 25%
Safe search enabled on search engine websites - e.g. Google	205 17%	49 17%	93 21% c	63 13%	205 17%	108 18%	97 16%	28 19%	21 15%	48 22% kl	45 20% l	32 14%	31 13%
YouTube restricted mode enabled to filter inappropriate content	240 20%	65 23% c	108 25% c	66 14%	240 20% c	127 21%	113 19%	33 23% l	33 24% l	54 24% l	54 25% kl	40 17%	26 11%
USE ANY OF THE ABOVE 6 TOOLS OR CONTROLS	709 59%	182 65% c	282 64% c	245 52%	709 59% c	358 59%	350 59%	88 61% l	94 68% kl	143 65% kl	139 63% kl	127 54%	118 50%
Change the settings on your child's phone or tablet to stop any apps being downloaded	227 19%	51 18%	100 23% c	76 16%	227 19%	117 19%	110 19%	26 18%	26 18%	48 21% l	52 24% l	43 18%	33 14%
Change the settings on your child's phone or tablet to stop any in-app purchases	234 20%	54 19%	103 23% c	76 16%	234 20%	120 20%	114 19%	31 21%	24 17%	48 22%	55 25% kl	41 17%	35 15%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	204 17%	44 15%	89 20% c	71 15%	204 17%	109 18%	95 16%	23 16%	21 15%	49 22% l	41 19%	37 15%	34 14%
USE ANY OF THE THREE TOOLS FOR TABLETS OR MOBILE PHONES	342 29%	76 27%	144 33% c	122 26%	342 29%	170 28%	172 29%	38 27%	38 27%	70 31%	74 34%	62 26%	60 25%
USE ANY OF THE ABOVE 9 TOOLS OR CONTROLS	750 63%	190 67% c	302 69% cd	258 54%	750 63% c	373 62%	376 63%	92 64% l	98 71% kl	150 68% kl	152 69% kl	131 55%	127 54%
Do not use any of these tools or controls	241 20%	54 19%	62 14%	126 26% abd	241 20% b	127 21%	114 19%	30 21% j	24 17%	35 16%	27 12%	62 26% hij	64 27% hij
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	152 13%	26 9%	54 12%	72 15% a	152 13%	75 12%	77 13%	13 9%	13 9%	28 12%	26 12%	34 14%	38 16%
Don't know	54 5%	12 4%	23 5%	19 4%	54 5%	28 5%	26 4%	8 5%	4 3%	8 4%	14 7%	11 5%	8 3%

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

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

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	406 34%	98 40% cdf	151 40% cdf	73 29%	85 27%	249 40% cdfg	157 28%	406 34% df	352 34%	54 34%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	356 30%	82 34% df	125 33% df	72 29%	76 24%	208 33% df	149 26%	356 30%	304 29%	52 33%
USE OF EITHER OF THESE CONTENT FILTERS	520 43%	123 50% cdfg	185 48% cdf	98 39%	113 36%	309 49% cdfg	211 37%	520 43% df	450 43%	70 44%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	237 20%	62 25% df	75 20%	47 19%	53 17%	137 22%	100 18%	237 20%	200 19%	38 24%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
PIN/ Password required to enter websites unless already approved	350 29%	81 33%	112 29%	65 26%	92 29%	193 31%	157 27%	350 29%	298 29%	52 32%
Safe search enabled on search engine websites - e.g. Google	205 17%	54 22% cdf	76 20% cdf	34 13%	42 13%	130 21% cdf	75 13%	205 17%	171 16% f	34 21%
YouTube restricted mode enabled to filter inappropriate content	240 20%	64 26% dfg	75 20%	50 20%	52 16%	138 22% d	101 18%	240 20%	200 19%	39 25%
USE ANY OF THE ABOVE 6 TOOLS OR CONTROLS	709 59%	159 65% df	241 63% df	144 57%	165 52%	399 64% df	309 54%	709 59% d	605 58%	104 65%
Change the settings on your child's phone or tablet to stop any apps being downloaded	227 19%	51 21%	79 21%	50 20%	47 15%	130 21% d	97 17%	227 19%	196 19%	32 20%
Change the settings on your child's phone or tablet to stop any in-app purchases	234 20%	56 23%	79 21%	48 19%	51 16%	134 21%	99 17%	234 20%	206 20%	28 18%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	204 17%	48 20%	65 17%	47 18%	43 14%	113 18%	90 16%	204 17%	176 17%	27 17%
USE ANY OF THE THREE TOOLS FOR TABLETS OR MOBILE PHONES	342 29%	79 32% df	117 30% d	72 28%	74 23%	196 31% df	146 26%	342 29%	296 28%	46 29%
USE ANY OF THE ABOVE 9 TOOLS OR CONTROLS	750 63%	165 68% df	251 66% df	151 60%	182 57%	416 66% df	334 59%	750 63%	641 62%	109 69%
Do not use any of these tools or controls	241 20%	47 19%	71 18%	51 20%	73 23%	117 19%	124 22%	241 20%	214 21%	28 17%
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	152 13%	25 10%	43 11%	33 13%	51 16% e	68 11%	84 15% e	152 13%	139 13%	13 8%
Don't know	54 5%	8 3%	18 5%	17 7%	11 3%	26 4%	28 5%	54 5%	45 4%	9 6%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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 the devices using your home broadband service (also known as home network filtering)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
AWARE AND USE	406	94	163	149	406	205	201	43	51	86	78	77	72
	34%	33%	37%	31%	34%	34%	34%	30%	37%	39%	35%	32%	30%
AWARE AND STOPPED USING	26	5	8	14	26	15	11	4	1	3	4	8	6
	2%	2%	2%	3%	2%	2%	2%	3%	1%	1%	2%	3%	3%
AWARE BUT NEVER USED	247	64	83	100	247	125	122	34	30	41	42	50	50
	21%	23%	19%	21%	21%	21%	21%	24%	22%	19%	19%	21%	21%
TOTAL AWARE	680	163	255	263	680	345	335	81	82	130	124	134	129
	57%	58%	58%	55%	57%	57%	56%	56%	59%	59%	57%	56%	54%
TOTAL NOT AWARE	517	119	186	212	517	258	259	63	56	91	95	104	109
	43%	42%	42%	45%	43%	43%	44%	44%	41%	41%	43%	44%	46%

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

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

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 the devices using your home broadband service (also known as home network filtering)

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
AWARE AND USE	406	98	151	73	85	249	157	406	352	54
	34%	40%	40%	29%	27%	40%	28%	34%	34%	34%
		cdf	cdf			cdfg		df		
AWARE AND STOPPED USING	26	7	6	6	8	13	14	26	24	2
	2%	3%	2%	3%	2%	2%	2%	2%	2%	1%
AWARE BUT NEVER USED	247	52	72	54	69	125	123	247	211	36
	21%	21%	19%	21%	22%	20%	22%	21%	20%	23%
TOTAL AWARE	680	157	229	133	161	386	294	680	588	93
	57%	64%	60%	52%	51%	62%	52%	57%	57%	58%
		cdfg	df			cdf		f		
TOTAL NOT AWARE	517	88	153	120	156	241	276	517	451	66
	43%	36%	40%	48%	49%	38%	48%	43%	43%	42%
				ae	abe		abeg	a		

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

Any break column with 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 device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
AWARE AND USE	356	96	139	122	356	175	181	42	54	71	68	62	60
	30%	34%	32%	26%	30%	29%	31%	29%	39%	32%	31%	26%	25%
		c							kl				
AWARE AND STOPPED USING	41	9	15	17	41	22	19	7	2	6	9	9	8
	3%	3%	3%	4%	3%	4%	3%	5%	2%	3%	4%	4%	3%
AWARE BUT NEVER USED	315	72	97	146	315	167	148	38	34	53	44	76	71
	26%	26%	22%	31%	26%	28%	25%	27%	25%	24%	20%	32%	30%
				b								j	j
TOTAL AWARE	712	177	250	285	712	364	348	87	90	130	120	147	138
	60%	63%	57%	60%	60%	60%	59%	60%	66%	59%	55%	62%	58%
									j				
TOTAL NOT AWARE	485	104	190	190	485	239	246	57	48	91	99	91	99
	40%	37%	43%	40%	40%	40%	41%	40%	34%	41%	45%	38%	42%
											h		

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

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

QP31B/ QP32B/ QP33B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
AWARE AND USE	356	82	125	72	76	208	149	356	304	52
	30%	34%	33%	29%	24%	33%	26%	30%	29%	33%
		df	df			df				
AWARE AND STOPPED USING	41	11	14	5	11	24	16	41	38	3
	3%	4%	4%	2%	4%	4%	3%	3%	4%	2%
AWARE BUT NEVER USED	315	61	97	69	87	159	156	315	273	42
	26%	25%	25%	27%	27%	25%	27%	26%	26%	26%
TOTAL AWARE	712	155	236	147	175	391	321	712	615	98
	60%	63%	62%	58%	55%	62%	56%	60%	59%	61%
						df				
TOTAL NOT AWARE	485	90	146	106	143	236	249	485	423	61
	40%	37%	38%	42%	45%	38%	44%	40%	41%	39%
					e		e			

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

Any break column with 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 SUMMARY OF AWARENESS AND USE - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
AWARE AND USE	237	52	102	83	237	134	103	27	25	57	45	50	33
	20%	19%	23%	17%	20%	22%	17%	19%	18%	26%	21%	21%	14%
			c			f				l			
AWARE BUT DO NOT USE	304	78	99	127	304	147	158	38	40	45	54	63	64
	25%	28%	23%	27%	25%	24%	27%	27%	29%	20%	25%	27%	27%
TOTAL AWARE	542	130	201	210	542	281	261	66	64	102	99	113	97
	45%	46%	46%	44%	45%	47%	44%	46%	47%	46%	45%	48%	41%
TOTAL NOT AWARE	656	151	239	265	656	322	333	77	74	120	119	125	140
	55%	54%	54%	56%	55%	53%	56%	54%	53%	54%	55%	52%	59%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
AWARE AND USE	237	62	75	47	53	137	100	237	200	38
	20%	25%	20%	19%	17%	22%	18%	20%	19%	24%
		df								
AWARE BUT DO NOT USE	304	63	98	64	79	160	144	304	272	32
	25%	26%	26%	26%	25%	26%	25%	25%	26%	20%
TOTAL AWARE	542	124	173	111	133	297	244	542	472	70
	45%	51%	45%	44%	42%	47%	43%	45%	45%	44%
		df								
TOTAL NOT AWARE	656	120	209	141	185	330	326	656	566	89
	55%	49%	55%	56%	58%	53%	57%	55%	55%	56%
					a		a			

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

Any break column with 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 SUMMARY OF AWARENESS AND USE - PIN/ Password required to enter websites unless already approved

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
AWARE AND USE	350	90	139	121	350	176	174	43	47	70	68	62	58
	29%	32% c	31%	25%	29%	29%	29%	30%	34% l	32%	31%	26%	25%
AWARE BUT DO NOT USE	333	85	103	145	333	165	168	43	42	50	53	72	72
	28%	30% b	23%	30% b	28%	27%	28%	30%	31%	22%	24%	30%	30%
TOTAL AWARE	683	175	242	266	683	341	342	86	90	120	122	135	131
	57%	62% b	55%	56%	57%	57%	58%	60%	65% i	54%	56%	57%	55%
TOTAL NOT AWARE	514	106	199	210	514	262	252	57	49	102	97	103	107
	43%	38%	45% a	44%	43%	43%	42%	40%	35%	46% h	44%	43%	45%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
AWARE AND USE	350	81	112	65	92	193	157	350	298	52
	29%	33%	29%	26%	29%	31%	27%	29%	29%	32%
AWARE BUT DO NOT USE	333	71	105	70	87	176	157	333	295	38
	28%	29%	27%	28%	27%	28%	28%	28%	28%	24%
TOTAL AWARE	683	153	216	135	179	369	314	683	593	89
	57%	62%	57%	53%	56%	59%	55%	57%	57%	56%
		c								
TOTAL NOT AWARE	514	92	166	118	138	258	257	514	445	70
	43%	38%	43%	47%	44%	41%	45%	43%	43%	44%
				a						

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

Any break column with 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 SUMMARY OF AWARENESS AND USE - Safe search enabled on search engine websites - e.g. Google

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
AWARE AND USE	205	49	93	63	205	108	97	28	21	48	45	32	31
	17%	17%	21%	13%	17%	18%	16%	19%	15%	22%	20%	14%	13%
			c							kl	l		
AWARE BUT DO NOT USE	276	64	81	132	276	143	134	29	35	37	44	77	55
	23%	23%	18%	28%	23%	24%	22%	20%	25%	17%	20%	32%	23%
				b								gijl	
TOTAL AWARE	481	113	174	195	481	251	231	57	56	85	89	109	86
	40%	40%	39%	41%	40%	42%	39%	40%	41%	38%	40%	46%	36%
												l	
TOTAL NOT AWARE	716	169	267	280	716	352	363	87	82	136	130	129	151
	60%	60%	61%	59%	60%	58%	61%	60%	59%	62%	60%	54%	64%
													k

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
AWARE AND USE	205	54	76	34	42	130	75	205	171	34
	17%	22%	20%	13%	13%	21%	13%	17%	16%	21%
		cdf	cdf			cdf		f		
AWARE BUT DO NOT USE	276	56	83	58	79	139	137	276	247	30
	23%	23%	22%	23%	25%	22%	24%	23%	24%	19%
TOTAL AWARE	481	109	159	92	121	269	213	481	418	64
	40%	45%	42%	36%	38%	43%	37%	40%	40%	40%
TOTAL NOT AWARE	716	135	223	161	196	358	357	716	620	95
	60%	55%	58%	64%	62%	57%	63%	60%	60%	60%

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

Any break column with 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 SUMMARY OF AWARENESS AND USE - YouTube restricted mode enabled to filter inappropriate content

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1222	330	433	459	1222	613	609	163	167	215	218	235	224
Effective Weighted Sample	1139	317	400	431	1139	572	567	157	161	198	202	221	210
Total	1197	281	440	475	1197	603	594	143	138	222	219	238	237
AWARE AND USE	240	65	108	66	240	127	113	33	33	54	54	40	26
	20%	23%	25%	14%	20%	21%	19%	23%	24%	24%	25%	17%	11%
		c	c		c			l	l	l	kl		
AWARE BUT DO NOT USE	288	68	93	127	288	136	151	35	32	38	54	63	65
	24%	24%	21%	27%	24%	23%	25%	25%	23%	17%	25%	26%	27%
												i	i
TOTAL AWARE	527	133	201	193	527	263	264	68	65	93	109	102	90
	44%	47%	46%	41%	44%	44%	44%	48%	47%	42%	50%	43%	38%
											l		
TOTAL NOT AWARE	670	148	239	283	670	340	330	75	73	129	110	136	147
	56%	53%	54%	59%	56%	56%	56%	52%	53%	58%	50%	57%	62%
													j

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1222	256	374	283	309	630	592	1222	1050	172
Effective Weighted Sample	1139	240	351	264	287	590	549	1139	979	161
Total	1197	244	383	253	317	627	570	1197	1038	159
AWARE AND USE	240	64	75	50	52	138	101	240	200	39
	20%	26%	20%	20%	16%	22%	18%	20%	19%	25%
		dfg				d				
AWARE BUT DO NOT USE	288	57	95	59	77	152	136	288	255	32
	24%	23%	25%	24%	24%	24%	24%	24%	25%	20%
TOTAL AWARE	527	121	169	109	128	290	237	527	455	72
	44%	49%	44%	43%	40%	46%	42%	44%	44%	45%
		df								
TOTAL NOT AWARE	670	124	213	144	189	337	333	670	583	87
	56%	51%	56%	57%	60%	54%	58%	56%	56%	55%
					a		a			

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

Any break column with 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 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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1218	338	415	465	1218	602	616	164	174	198	217	240	225
Effective Weighted Sample	1133	325	383	436	1133	561	572	157	168	183	201	225	211
Total	1184	283	422	479	1184	590	594	142	141	205	216	243	236
AWARE AND USE	237	60	101	76	237	122	115	31	29	49	52	42	34
	20%	21%	24%	16%	20%	21%	19%	22%	21%	24%	24%	17%	14%
			c							l	l		
AWARE BUT DO NOT USE	281	75	87	119	281	133	148	34	41	42	45	57	62
	24%	27%	21%	25%	24%	23%	25%	24%	29%	20%	21%	24%	26%
TOTAL AWARE	519	136	188	195	519	255	263	65	70	91	97	99	96
	44%	48%	44%	41%	44%	43%	44%	46%	50%	44%	45%	41%	41%
		c											
TOTAL NOT AWARE	665	147	234	284	665	335	330	76	71	115	119	144	140
	56%	52%	56%	59%	56%	57%	56%	54%	50%	56%	55%	59%	59%
				a									

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

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

QP31G/ QP32G 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

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1218	262	356	277	323	618	600	1218	1046	172
Effective Weighted Sample	1133	245	334	259	300	578	555	1133	974	160
Total	1184	247	361	247	329	608	575	1184	1024	159
AWARE AND USE	237	56	83	50	48	139	98	237	205	32
	20%	23%	23%	20%	15%	23%	17%	20%	20%	20%
		d	df			df		d		
AWARE BUT DO NOT USE	281	66	92	58	65	158	123	281	247	34
	24%	27%	25%	24%	20%	26%	21%	24%	24%	21%
						d				
TOTAL AWARE	519	122	175	108	113	297	221	519	452	66
	44%	49%	49%	44%	35%	49%	38%	44%	44%	42%
		df	df	d		dfg		df		
TOTAL NOT AWARE	665	125	186	139	215	311	354	665	572	93
	56%	51%	51%	56%	65%	51%	62%	56%	56%	58%
					abceg		abeg	e		

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

Any break column with 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 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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1218	338	415	465	1218	602	616	164	174	198	217	240	225
Effective Weighted Sample	1133	325	383	436	1133	561	572	157	168	183	201	225	211
Total	1184	283	422	479	1184	590	594	142	141	205	216	243	236
AWARE AND USE	246	62	107	76	246	122	123	33	29	49	59	40	36
	21%	22%	25%	16%	21%	21%	21%	24%	20%	24%	27%	17%	15%
		c	c		c			l		l	kl		
AWARE BUT DO NOT USE	258	75	73	110	258	123	135	31	43	32	42	59	50
	22%	26%	17%	23%	22%	21%	23%	22%	31%	16%	19%	24%	21%
		b							ijl			i	
TOTAL AWARE	504	137	181	186	504	245	259	65	72	80	100	100	86
	43%	48%	43%	39%	43%	42%	44%	46%	51%	39%	46%	41%	37%
		c							il		l		
TOTAL NOT AWARE	680	146	241	293	680	345	335	77	69	125	116	143	150
	57%	52%	57%	61%	57%	58%	56%	54%	49%	61%	54%	59%	63%
				a						h			hj

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

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

QP31H/ QP32H 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

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1218	262	356	277	323	618	600	1218	1046	172
Effective Weighted Sample	1133	245	334	259	300	578	555	1133	974	160
Total	1184	247	361	247	329	608	575	1184	1024	159
AWARE AND USE	246	60	84	49	53	144	102	246	216	29
	21%	24%	23%	20%	16%	24%	18%	21%	21%	18%
		df	df			df				
AWARE BUT DO NOT USE	258	61	85	53	59	146	112	258	225	33
	22%	25%	24%	21%	18%	24%	19%	22%	22%	21%
						d				
TOTAL AWARE	504	121	169	101	112	290	214	504	442	62
	43%	49%	47%	41%	34%	48%	37%	43%	43%	39%
		df	df			dfg		df		
TOTAL NOT AWARE	680	126	192	146	216	318	362	680	583	97
	57%	51%	53%	59%	66%	52%	63%	57%	57%	61%
					abeg		abeg	e		

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

Any break column with 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 SUMMARY OF AWARENESS AND USE - Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1218	338	415	465	1218	602	616	164	174	198	217	240	225
Effective Weighted Sample	1133	325	383	436	1133	561	572	157	168	183	201	225	211
Total	1184	283	422	479	1184	590	594	142	141	205	216	243	236
AWARE AND USE	207	51	86	70	207	107	99	27	24	44	42	36	34
	17%	18%	20%	15%	17%	18%	17%	19%	17%	21%	19%	15%	14%
			c										
AWARE BUT DO NOT USE	277	68	85	125	277	130	147	30	38	33	52	68	57
	23%	24%	20%	26%	23%	22%	25%	21%	27%	16%	24%	28%	24%
				b					i		i	i	i
TOTAL AWARE	484	119	171	195	484	238	247	57	62	77	94	104	91
	41%	42%	40%	41%	41%	40%	42%	40%	44%	37%	43%	43%	38%
TOTAL NOT AWARE	699	164	251	284	699	352	347	85	79	128	123	139	145
	59%	58%	60%	59%	59%	60%	58%	60%	56%	63%	57%	57%	62%

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

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

QP31I/ QP32I SUMMARY OF AWARENESS AND USE - Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device

Base : Parents whose child uses a smartphone or tablet computer

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1218	262	356	277	323	618	600	1218	1046	172
Effective Weighted Sample	1133	245	334	259	300	578	555	1133	974	160
Total	1184	247	361	247	329	608	575	1184	1024	159
AWARE AND USE	207	51	65	42	50	115	92	207	180	27
	17%	20%	18%	17%	15%	19%	16%	17%	18%	17%
AWARE BUT DO NOT USE	277	58	89	57	74	147	131	277	244	33
	23%	24%	25%	23%	22%	24%	23%	23%	24%	21%
TOTAL AWARE	484	109	153	99	123	262	222	484	424	60
	41%	44%	42%	40%	37%	43%	39%	41%	41%	38%
TOTAL NOT AWARE	699	138	208	147	206	346	353	699	600	99
	59%	56%	58%	60%	63%	57%	61%	59%	59%	62%

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

Any break column with 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 the devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that 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 the devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	411	108	159	144	411	206	205	48	60	83	76	75	69
Effective Weighted Sample	385	104	148	135	385	193	192	46	58	77	71	71	65
Total	406	94	163	149	406	205	201	43	51	86	78	77	72
DO YOU FIND THIS TOOL USEFUL?													
Yes	377	88	150	138	377	189	187	**	**	**	**	**	**
	93%	94%	92%	93%	93%	92%	93%	**	**	**	**	**	**
No	20	4	10	6	20	11	8	**	**	**	**	**	**
	5%	4%	6%	4%	5%	6%	4%	**	**	**	**	**	**
Don't know	10	2	3	5	10	4	6	**	**	**	**	**	**
	2%	2%	2%	3%	2%	2%	3%	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	35	7	12	16	35	19	16	**	**	**	**	**	**
	9%	8%	7%	11%	9%	9%	8%	**	**	**	**	**	**
Too little	46	15	18	14	46	29	17	**	**	**	**	**	**
	11%	16%	11%	9%	11%	14%	9%	**	**	**	**	**	**
The right amount	302	70	122	110	302	149	153	**	**	**	**	**	**
	74%	75%	74%	74%	74%	72%	76%	**	**	**	**	**	**
Don't know	23	2	12	9	23	9	15	**	**	**	**	**	**
	6%	2%	7% a	6%	6%	4%	7%	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	62	11	21	30	62	38	25	**	**	**	**	**	**
	15%	12%	13%	20%	15%	18%	12%	**	**	**	**	**	**

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

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

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 the devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that 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 the devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	411	108	159	144	411	206	205	48	60	83	76	75	69
Effective Weighted Sample	385	104	148	135	385	193	192	46	58	77	71	71	65
Total	406	94	163	149	406	205	201	43	51	86	78	77	72
No	308	81	129	98	308	159	150	**	**	**	**	**	**
	76%	87%	79%	66%	76%	77%	75%	**	**	**	**	**	**
		cd	c		c								
Don't know	35	2	13	21	35	9	27	**	**	**	**	**	**
	9%	2%	8%	14%	9%	4%	13%	**	**	**	**	**	**
			a	a	a		e						

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

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

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 the devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that 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 the devices using your home broadband service (also known as home network filtering)'

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i
Unweighted total	411	102	147	79	83	249	162	411	353	58
Effective Weighted Sample	385	96	139	74	77	234	151	385	332	54
Total	406	98	151	73	85	249	157	406	352	54

DO YOU FIND THIS TOOL USEFUL?

	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Yes	377	88	141	**	**	229	148	377	325	**
	93%	91%	93%	**	**	92%	94%	93%	92%	**
No	20	4	7	**	**	11	9	20	17	**
	5%	4%	5%	**	**	4%	5%	5%	5%	**
Don't know	10	5	4	**	**	9	1	10	10	**
	2%	5%	3%	**	**	4%	1%	2%	3%	**
		f								

DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?

	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Too much	35	8	16	**	**	24	11	35	26	**
	9%	8%	10%	**	**	10%	7%	9%	7%	**
Too little	46	10	11	**	**	22	25	46	39	**
	11%	11%	7%	**	**	9%	16%	11%	11%	**
							be			
The right amount	302	70	118	**	**	189	113	302	266	**
	74%	72%	78%	**	**	76%	72%	74%	76%	**
Don't know	23	9	6	**	**	15	8	23	21	**
	6%	9%	4%	**	**	6%	5%	6%	6%	**

CAN YOUR CHILD GET AROUND THIS TOOL?

	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Yes	62	10	18	**	**	28	35	62	52	**
	15%	10%	12%	**	**	11%	22%	15%	15%	**
							abe			

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

Any break column with 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 the devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that 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 the devices using your home broadband service (also known as home network filtering)'

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i
Unweighted total	411	102	147	79	83	249	162	411	353	58
Effective Weighted Sample	385	96	139	74	77	234	151	385	332	54
Total	406	98	151	73	85	249	157	406	352	54
No	308	81	121	**	**	201	107	308	271	**
	76%	83%	80%	**	**	81%	68%	76%	77%	**
		f	f			f				
Don't know	35	7	13	**	**	20	15	35	29	**
	9%	8%	9%	**	**	8%	10%	9%	8%	**

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

Any break column with 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 device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that use 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)'

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	365	109	137	119	365	178	187	47	62	69	68	62	57
Effective Weighted Sample	343	106	127	113	343	167	176	45	60	64	63	59	54
Total	356	96	139	122	356	175	181	42	54	71	68	62	60
DO YOU FIND THIS TOOL USEFUL?													
Yes	325	89	129	107	325	163	162	**	**	**	**	**	**
	91%	93%	93%	88%	91%	93%	89%	**	**	**	**	**	**
No	19	3	8	7	19	6	13	**	**	**	**	**	**
	5%	3%	6%	6%	5%	3%	7%	**	**	**	**	**	**
Don't know	13	4	1	7	13	6	6	**	**	**	**	**	**
	4%	4%	1%	6% b	4%	3%	4%	**	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?													
Too much	21	7	6	8	21	12	8	**	**	**	**	**	**
	6%	7%	4%	7%	6%	7%	5%	**	**	**	**	**	**
Too little	40	15	15	10	40	22	18	**	**	**	**	**	**
	11%	16%	11%	8%	11%	13%	10%	**	**	**	**	**	**
The right amount	282	68	115	98	282	135	147	**	**	**	**	**	**
	79%	71%	83% a	81%	79%	77%	81%	**	**	**	**	**	**
Don't know	14	6	2	6	14	6	8	**	**	**	**	**	**
	4%	6%	2%	5%	4%	3%	5%	**	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?													
Yes	37	6	11	20	37	18	19	**	**	**	**	**	**
	10%	6%	8%	16% a	10%	10%	11%	**	**	**	**	**	**

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

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

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that use 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)'

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	365	109	137	119	365	178	187	47	62	69	68	62	57
Effective Weighted Sample	343	106	127	113	343	167	176	45	60	64	63	59	54
Total	356	96	139	122	356	175	181	42	54	71	68	62	60
No	291	84	120	86	291	145	146	**	**	**	**	**	**
	82%	88%	87%	71%	82%	83%	80%	**	**	**	**	**	**
		c	c		c								
Don't know	28	5	7	16	28	12	16	**	**	**	**	**	**
	8%	5%	5%	13%	8%	7%	9%	**	**	**	**	**	**
				b									

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

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

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that use 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)'

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i
Unweighted total	365	85	126	79	75	211	154	365	312	53
Effective Weighted Sample	343	80	119	75	70	199	144	343	293	50
Total	356	82	125	72	76	208	149	356	304	52
DO YOU FIND THIS TOOL USEFUL?										
Yes	325	**	116	**	**	192	134	325	279	**
	91%	**	92%	**	**	92%	90%	91%	92%	**
No	19	**	7	**	**	10	8	19	14	**
	5%	**	6%	**	**	5%	6%	5%	5%	**
Don't know	13	**	2	**	**	6	7	13	11	**
	4%	**	2%	**	**	3%	5%	4%	4%	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?										
Too much	21	**	6	**	**	9	11	21	15	**
	6%	**	5%	**	**	5%	8%	6%	5%	**
Too little	40	**	15	**	**	20	20	40	35	**
	11%	**	12%	**	**	10%	13%	11%	11%	**
The right amount	282	**	101	**	**	170	112	282	243	**
	79%	**	81%	**	**	82%	75%	79%	80%	**
Don't know	14	**	3	**	**	8	6	14	12	**
	4%	**	3%	**	**	4%	4%	4%	4%	**
CAN YOUR CHILD GET AROUND THIS TOOL?										
Yes	37	**	7	**	**	14	23	37	31	**
	10%	**	6%	**	**	7%	16%	10%	10%	**
							be			
No	291	**	110	**	**	176	115	291	252	**
	82%	**	88%	**	**	85%	77%	82%	83%	**
			f							

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

Any break column with 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 device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that use 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)'

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i
Unweighted total	365	85	126	79	75	211	154	365	312	53
Effective Weighted Sample	343	80	119	75	70	199	144	343	293	50
Total	356	82	125	72	76	208	149	356	304	52
Don't know	28	**	8	**	**	18	11	28	22	**
	8%	**	6%	**	**	8%	7%	8%	7%	**

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

Any break column with 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) You said earlier you were aware of but don't 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 devices using your home broadband service (also known as home network filtering) Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not 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 devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	~k	~l
Unweighted total	280	83	89	108	280	144	136	45	38	42	47	57	51
Effective Weighted Sample	259	80	82	101	259	134	126	43	37	39	43	54	48
Total	274	69	91	114	274	140	134	38	31	44	47	58	56
I prefer to use other ways like talking to my child/ supervising them/ using rules	136	**	**	60	136	67	68	**	**	**	**	**	**
	49%	**	**	52%	49%	48%	51%	**	**	**	**	**	**
Trust my child to be sensible/ responsible	130	**	**	83	130	61	69	**	**	**	**	**	**
	48%	**	**	72% d	48%	44%	52%	**	**	**	**	**	**
Child learns how to be safe on the internet at school	57	**	**	23	57	29	29	**	**	**	**	**	**
	21%	**	**	20%	21%	20%	22%	**	**	**	**	**	**
Child is always supervised/ always an adult present	57	**	**	12	57	28	29	**	**	**	**	**	**
	21%	**	**	10%	21% c	20%	21%	**	**	**	**	**	**
Don't know how to do this/ too complicated/ time consuming to install/ administer	43	**	**	18	43	22	21	**	**	**	**	**	**
	16%	**	**	16%	16%	16%	16%	**	**	**	**	**	**
Child is too young/ don't need to worry about this yet	34	**	**	1	34	17	18	**	**	**	**	**	**
	12%	**	**	1%	12% c	12%	13%	**	**	**	**	**	**

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

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QP42A. (SHOWCARD) You said earlier you were aware of but don't 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 devices using your home broadband service (also known as home network filtering) Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not 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 devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S AGE 5-7 ~a	8-11 ~b	12-15 c	ALL 5-15 d	CHILD'S GENDER MALE e	FEMALE f	MALE 5-7 ~g	FEMALE 5-7 ~h	MALE 8-11 ~i	FEMALE 8-11 ~j	MALE 12-15 ~k	FEMALE 12-15 ~l
Unweighted total	280	83	89	108	280	144	136	45	38	42	47	57	51
Effective Weighted Sample	259	80	82	101	259	134	126	43	37	39	43	54	48
Total	274	69	91	114	274	140	134	38	31	44	47	58	56
Wouldn't work/ they'd find a way around any controls	27 10%	** **	** **	14 13%	27 10%	15 11%	12 9%	** **	** **	** **	** **	** **	** **
They block too much/ get in the way	18 6%	** **	** **	6 5%	18 6%	11 8%	7 5%	** **	** **	** **	** **	** **	** **
They don't block enough	13 5%	** **	** **	6 5%	13 5%	10 7%	3 3%	** **	** **	** **	** **	** **	** **
My Internet Service Provider/ISP does not offer this tool/ control	4 2%	** **	** **	1 1%	4 2%	3 2%	1 1%	** **	** **	** **	** **	** **	** **
Other reasons	8 3%	** **	** **	4 3%	8 3%	4 3%	5 3%	** **	** **	** **	** **	** **	** **
Don't know	8 3%	** **	** **	2 2%	8 3%	5 4%	3 2%	** **	** **	** **	** **	** **	** **

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

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QP42A. (SHOWCARD) You said earlier you were aware of but don't 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 devices using your home broadband service (also known as home network filtering) Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (MULTI CODE)

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	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	280	62	77	69	72	139	141	280	237	43
Effective Weighted Sample	259	58	71	64	67	129	130	259	220	40
Total	274	59	78	60	77	137	137	274	235	39
I prefer to use other ways like talking to my child/ supervising them/ using rules	136	**	**	**	**	72	63	136	120	**
	49%	**	**	**	**	53%	46%	49%	51%	**
Trust my child to be sensible/ responsible	130	**	**	**	**	66	64	130	118	**
	48%	**	**	**	**	48%	47%	48%	50%	**
Child learns how to be safe on the internet at school	57	**	**	**	**	39	19	57	51	**
	21%	**	**	**	**	28% f	14%	21%	22%	**
Child is always supervised/ always an adult present	57	**	**	**	**	27	29	57	47	**
	21%	**	**	**	**	20%	22%	21%	20%	**
Don't know how to do this/ too complicated/ time consuming to install/ administer	43	**	**	**	**	23	20	43	38	**
	16%	**	**	**	**	17%	15%	16%	16%	**
Child is too young/ don't need to worry about this yet	34	**	**	**	**	16	18	34	24	**
	12%	**	**	**	**	12%	13%	12%	10%	**

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

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QP42A. (SHOWCARD) You said earlier you were aware of but don't 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 devices using your home broadband service (also known as home network filtering) Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not 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 devices using your home broadband service (also known as home network filtering)'

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	280	62	77	69	72	139	141	280	237	43
Effective Weighted Sample	259	58	71	64	67	129	130	259	220	40
Total	274	59	78	60	77	137	137	274	235	39
Wouldn't work/ they'd find a way around any controls	27	**	**	**	**	15	12	27	24	**
	10%	**	**	**	**	11%	9%	10%	10%	**
They block too much/ get in the way	18	**	**	**	**	7	10	18	18	**
	6%	**	**	**	**	5%	8%	6%	8%	**
They don't block enough	13	**	**	**	**	11	3	13	13	**
	5%	**	**	**	**	8%	2%	5%	5%	**
						f				
My Internet Service Provider/ISP does not offer this tool/ control	4	**	**	**	**	4	-	4	3	**
	2%	**	**	**	**	3%	-%	2%	1%	**
						f				
Other reasons	8	**	**	**	**	6	2	8	5	**
	3%	**	**	**	**	5%	1%	3%	2%	**
Don't know	8	**	**	**	**	3	5	8	4	**
	3%	**	**	**	**	2%	3%	3%	2%	**

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

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COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
SUPERVISE & TALK TO CHILD & TOOLS & RULES	472 37%	107 35%	213 46% acd	152 31%	472 37% c	237 37%	235 37%	51 32%	56 37%	108 46% gkl	104 45% gkl	78 31%	74 30%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	17 1%	6 2% c	9 2% c	2 *%	17 1%	8 1%	9 1%	3 2%	3 2%	5 2%	5 2%	1 *%	1 *%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	209 16%	39 13%	87 19% a	83 17%	209 16%	101 16%	108 17%	19 12%	20 13%	37 16%	50 22% gh	45 18%	38 15%
SUPERVISE & TOOLS & RULES & NOT TALK	152 12%	68 22% bcd	49 11%	35 7%	152 12% c	75 12%	78 12%	37 24% ijkl	31 20% ijkl	21 9%	28 12% k	16 6%	19 8%
TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE	18 1%	1 *%	5 1%	12 2% a	18 1%	10 2%	7 1%	- -%	1 1%	4 2%	1 *%	7 3% g	5 2%
SUPERVISE & TALK TO CHILD ONLY	14 1%	3 1%	3 1%	8 2%	14 1%	7 1%	7 1%	1 1%	2 1%	2 1%	1 1%	4 2%	4 2%
SUPERVISE & TOOLS ONLY	27 2%	14 5% bcd	10 2%	3 1%	27 2% c	13 2%	14 2%	4 3%	10 6% jkl	7 3% k	3 1%	1 1%	2 1%

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

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COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
SUPERVISE & RULES ONLY	167	52	65	50	167	97	70	33	19	38	27	27	24
	13%	17%	14%	10%	13%	15%	11%	21%	13%	16%	12%	11%	9%
		c				f		hjkl		l			
TALK TO CHILD & TOOLS ONLY	15	-	2	13	15	9	7	-	-	-	2	9	4
	1%	-%	*%	3%	1%	1%	1%	-%	-%	-%	1%	4%	2%
				abd	a							ghi	
TALK TO CHILD & RULES ONLY	23	1	3	19	23	12	11	-	1	3	1	9	10
	2%	*%	1%	4%	2%	2%	2%	-%	*%	1%	*%	4%	4%
				abd	a							ghj	ghj
TOOLS & RULES ONLY	16	1	1	14	16	7	8	1	-	1	-	6	8
	1%	*%	*%	3%	1%	1%	1%	*%	-%	*%	-%	2%	3%
				abd								hj	ghij
TECHNICAL MEDIATION/ TOOLS ONLY	21	1	2	18	21	12	8	1	-	1	1	11	7
	2%	*%	*%	4%	2%	2%	1%	*%	-%	*%	*%	4%	3%
				abd	a							ghij	h
TALK TO CHILD EVERY FEW MONTHS ONLY	21	1	2	19	21	7	14	1	-	1	1	6	13
	2%	*%	*%	4%	2%	1%	2%	*%	-%	*%	*%	2%	5%
				abd	ab							h	ghij
PARENTAL SUPERVISION WHEN ONLINE ONLY	31	11	6	14	31	15	16	6	6	4	2	5	8
	2%	4%	1%	3%	2%	2%	3%	4%	4%	2%	1%	2%	3%
		b							j				
RULES ONLY	25	2	4	19	25	10	14	-	2	3	1	7	11
	2%	1%	1%	4%	2%	2%	2%	-%	1%	1%	1%	3%	5%
				abd								g	ghij

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

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COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
NONE OF THESE	44	2	4	38	44	20	24	1	1	1	2	18	20
	3%	1%	1%	8%	3%	3%	4%	1%	1%	1%	1%	7%	8%
				abd	ab							ghij	ghij
ANY OF THE SIX TECHNICAL MEDIATION TOOLS	738	198	291	249	738	372	366	96	101	146	144	129	120
	58%	64%	63%	50%	58%	58%	58%	62%	67%	62%	63%	51%	48%
		cd	c		c			kl	kl	kl	kl		
ANY PARENTAL SUPERVISION WHEN ONLINE	1090	301	442	348	1090	554	537	154	147	222	220	178	169
	86%	98%	95%	70%	86%	86%	85%	98%	97%	95%	96%	71%	68%
		cd	cd		c			kl	kl	kl	kl		
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	1081	271	426	384	1081	550	531	140	130	214	213	196	188
	85%	88%	92%	77%	85%	86%	84%	90%	86%	91%	92%	78%	76%
		c	cd		c			kl	kl	kl	hkl		
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	789	158	324	307	789	392	397	74	83	159	165	159	149
	62%	51%	70%	62%	62%	61%	63%	48%	55%	68%	72%	63%	60%
			acd	a	a					gh	ghl	g	g
ANY THREE	396	115	150	131	396	195	202	59	56	66	84	70	62
	31%	37%	32%	26%	31%	30%	32%	38%	37%	28%	36%	28%	25%
		cd						ikl	l		l		
ANY TWO	262	70	85	108	262	145	117	39	31	50	34	56	52
	21%	23%	18%	22%	21%	23%	19%	25%	20%	21%	15%	22%	21%
								j				j	

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

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COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
ANY ONE	97	15	14	69	97	45	52	7	8	8	5	29	40
	8%	5%	3%	14%	8%	7%	8%	5%	5%	4%	2%	12%	16%
				abd	b							ghij	ghij
AT LEAST THREE OUT OF FOUR	868	222	363	284	868	432	436	110	112	174	188	148	136
	68%	72%	78%	57%	68%	67%	69%	70%	74%	74%	82%	59%	55%
		c	cd		c			kl	kl	kl	gkl		

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

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
SUPERVISE & TALK TO CHILD & TOOLS & RULES	472 37%	105 41%	148 38%	96 36%	123 35%	253 39%	219 35%	472 37%	406 37%	65 39%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	17 1%	4 1%	4 1%	2 1%	7 2%	8 1%	9 2%	17 1%	15 1%	2 1%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	209 16%	38 15%	55 14%	51 19%	65 19%	93 14%	116 19% e	209 16%	184 17%	25 15%
SUPERVISE & TOOLS & RULES & NOT TALK	152 12%	33 13%	58 15% df	30 11%	31 9%	91 14% df	61 10%	152 12%	124 11%	28 17% h
TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE	18 1%	3 1%	9 2%	3 1%	3 1%	12 2%	6 1%	18 1%	13 1%	4 3%
SUPERVISE & TALK TO CHILD ONLY	14 1%	2 1%	2 *%	3 1%	8 2% be	4 1%	11 2%	14 1%	13 1%	1 1%
SUPERVISE & TOOLS ONLY	27 2%	6 2%	8 2%	6 2%	7 2%	14 2%	13 2%	27 2%	26 2%	1 1%
SUPERVISE & RULES ONLY	167 13%	24 10%	46 12%	36 14%	61 17% abe	70 11%	97 16% ae	167 13%	148 13%	19 11%

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

Any break column with 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	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
TALK TO CHILD & TOOLS ONLY	15	4	6	4	2	9	6	15	14	1
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
TALK TO CHILD & RULES ONLY	23	5	7	5	6	12	11	23	22	1
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
TOOLS & RULES ONLY	16	2	7	6	-	9	6	16	13	2
	1%	1%	2%	2%	-%	1%	1%	1%	1%	1%
			d	d		d		d		
TECHNICAL MEDIATION/ TOOLS ONLY	21	9	5	3	3	14	7	21	19	1
	2%	3%	1%	1%	1%	2%	1%	2%	2%	1%
		df								
TALK TO CHILD EVERY FEW MONTHS ONLY	21	5	3	5	8	8	13	21	19	2
	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%
PARENTAL SUPERVISION WHEN ONLINE ONLY	31	6	10	5	9	16	14	31	27	4
	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%
RULES ONLY	25	6	7	3	9	13	12	25	23	2
	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%
NONE OF THESE	44	4	19	8	12	24	20	44	37	7
	3%	2%	5%	3%	3%	4%	3%	3%	3%	4%
			a							
ANY OF THE SIX TECHNICAL MEDIATION TOOLS	738	166	245	151	176	410	327	738	632	106
	58%	65%	62%	57%	50%	63%	53%	58%	57%	63%
		df	df			dfg		df		

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

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COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
ANY PARENTAL SUPERVISION WHEN ONLINE	1090	218	331	229	311	550	541	1090	943	147
	86%	85%	84%	86%	88%	85%	87%	86%	85%	88%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	1081	217	336	230	297	553	527	1081	934	147
	85%	85%	85%	86%	84%	85%	85%	85%	85%	88%
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	789	166	233	169	222	399	390	789	687	102
	62%	65%	59%	63%	63%	61%	63%	62%	62%	61%
ANY THREE	396	77	127	86	106	204	192	396	337	60
	31%	30%	32%	32%	30%	31%	31%	31%	31%	36%
ANY TWO	262	43	75	61	83	118	144	262	236	26
	21%	17%	19%	23%	24%	18%	23%	21%	21%	15%
							ae			
ANY ONE	97	26	25	17	29	51	46	97	87	10
	8%	10%	6%	6%	8%	8%	7%	8%	8%	6%
AT LEAST THREE OUT OF FOUR	868	183	274	182	229	457	411	868	743	125
	68%	71%	70%	68%	65%	70%	66%	68%	67%	75%

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

Any break column with 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. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps, so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
Yes	456	17	92	347	456	214	242	10	7	36	56	168	179
	36%	5%	20%	70%	36%	33%	39%	7%	4%	15%	25%	67%	73%
			a	abd	ab					gh	ghi	ghij	ghij
No	800	287	368	145	800	420	380	144	142	197	171	79	66
	63%	93%	79%	29%	63%	66%	60%	92%	94%	84%	75%	32%	27%
		bcd	cd		c			ijkl	ijkl	jkl	kl		
Don't know	11	5	3	3	11	5	6	2	3	1	2	2	1
	1%	2%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	*%

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

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

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps, so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1298	266	388	299	345	654	644	1298	1121	177
Effective Weighted Sample	1210	249	364	279	321	613	598	1210	1045	165
Total	1267	254	394	266	353	648	619	1267	1103	164
Yes	456	94	130	97	135	224	232	456	400	56
	36%	37%	33%	36%	38%	35%	38%	36%	36%	34%
No	800	159	263	165	213	421	378	800	693	106
	63%	62%	67%	62%	61%	65%	61%	63%	63%	65%
Don't know	11	2	1	4	4	3	8	11	9	2
	1%	1%	*%	2%	1%	*%	1%	1%	1%	1%

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

Any break column with 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. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps, so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Yes	456	17	92	347	456	214	242	10	7	36	56	168	179
	33%	4%	18%	69%	33%	31%	35%	5%	3%	14%	22%	67%	72%
			a	abd	ab					gh	ghi	ghij	ghij
No	800	287	368	145	800	420	380	144	142	197	171	79	66
	58%	76%	74%	29%	58%	61%	55%	77%	76%	79%	68%	31%	27%
		cd	cd		c	f		jkl	kl	jkl	kl		
Don't know	11	5	3	3	11	5	6	2	3	1	2	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	*%
CHILD DOES NOT GO ONLINE	108	67	37	4	108	49	59	31	36	16	21	2	2
	8%	18%	7%	1%	8%	7%	9%	17%	19%	6%	9%	1%	1%
		bcd	c		c			ijkl	ijkl	kl	kl		

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

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

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps, so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Yes	456	94	130	97	135	224	232	456	400	56
	33%	34%	31%	33%	35%	32%	34%	33%	33%	31%
No	800	159	263	165	213	421	378	800	693	106
	58%	58%	62%	57%	55%	61%	56%	58%	58%	60%
			df							
Don't know	11	2	1	4	4	3	8	11	9	2
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%
CHILD DOES NOT GO ONLINE	108	19	28	26	35	47	61	108	94	14
	8%	7%	7%	9%	9%	7%	9%	8%	8%	8%

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

Any break column with 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 or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	419	18	79	322	419	201	218	11	7	31	48	159	163
Effective Weighted Sample	397	17	75	305	397	190	207	11	7	29	46	151	154
Total	456	17	92	347	456	214	242	10	7	36	56	168	179
Facebook	279	**	**	246	279	130	149	**	**	**	**	114	132
	61%	**	**	71% d	61%	61%	62%	**	**	**	**	68%	74%
Instagram	276	**	**	224	276	132	144	**	**	**	**	107	117
	61%	**	**	65%	61%	62%	60%	**	**	**	**	64%	65%
Snapchat	262	**	**	215	262	110	151	**	**	**	**	95	120
	57%	**	**	62%	57%	52%	62% e	**	**	**	**	56%	67%
WhatsApp	175	**	**	150	175	80	95	**	**	**	**	67	83
	38%	**	**	43%	38%	38%	39%	**	**	**	**	40%	46%
YouTube	149	**	**	120	149	75	74	**	**	**	**	62	59
	33%	**	**	35%	33%	35%	31%	**	**	**	**	37%	33%
Facebook Messenger	94	**	**	85	94	44	49	**	**	**	**	42	42
	21%	**	**	24%	21%	21%	20%	**	**	**	**	25%	24%
Twitter	64	**	**	60	64	32	32	**	**	**	**	30	30
	14%	**	**	17%	14%	15%	13%	**	**	**	**	18%	17%
Musical.ly	41	**	**	28	41	2	39	**	**	**	**	2	26
	9%	**	**	8%	9%	1%	16% e	**	**	**	**	1%	14% k
Pinterest	34	**	**	33	34	5	29	**	**	**	**	5	27
	7%	**	**	9%	7%	3%	12% e	**	**	**	**	3%	15% k
MySpace	19	**	**	14	19	10	9	**	**	**	**	5	9
	4%	**	**	4%	4%	5%	4%	**	**	**	**	3%	5%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 160

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

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	419	18	79	322	419	201	218	11	7	31	48	159	163
Effective Weighted Sample	397	17	75	305	397	190	207	11	7	29	46	151	154
Total	456	17	92	347	456	214	242	10	7	36	56	168	179
Google+ (inc. Google Hangouts)	14	**	**	11	14	4	9	**	**	**	**	3	8
	3%	**	**	3%	3%	2%	4%	**	**	**	**	2%	5%
Tumblr	8	**	**	7	8	-	8	**	**	**	**	-	7
	2%	**	**	2%	2%	-%	3% e	**	**	**	**	-%	4% k
Bebo	5	**	**	5	5	3	2	**	**	**	**	2	2
	1%	**	**	1%	1%	1%	1%	**	**	**	**	1%	1%
Other	2	**	**	2	2	2	-	**	**	**	**	2	-
	*%	**	**	1%	*%	1%	-%	**	**	**	**	1%	-%
Don't know	3	**	**	-	3	1	3	**	**	**	**	-	-
	1%	**	**	-%	1%	*%	1%	**	**	**	**	-%	-%
ANY FACEBOOK	287	**	**	251	287	134	153	**	**	**	**	117	134
	63%	**	**	72% d	63%	63%	63%	**	**	**	**	70%	74%
Mean number of social media sites or apps	3.1	**	**	3.5 d	3.1	3.0	3.3	**	**	**	**	3.2	3.7 k
Standard deviation	2.00	**	**	2.01	2.00	1.83	2.12	**	**	**	**	1.85	2.13
Standard error	.10	**	**	.11	.10	.13	.14	**	**	**	**	.15	.17

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

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

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	419	86	115	98	120	201	218	419	365	54
Effective Weighted Sample	397	82	110	92	113	192	205	397	346	51
Total	456	94	130	97	135	224	232	456	400	56
Facebook	279	**	71	**	99	124	155	279	238	**
	61%	**	55%	**	73%	55%	67%	61%	60%	**
					beg		be			
Instagram	276	**	79	**	74	140	136	276	232	**
	61%	**	61%	**	55%	63%	59%	61%	58%	**
Snapchat	262	**	79	**	72	133	129	262	225	**
	57%	**	61%	**	53%	59%	56%	57%	56%	**
WhatsApp	175	**	56	**	43	93	82	175	142	**
	38%	**	43%	**	32%	42%	35%	38%	36%	**
YouTube	149	**	39	**	41	72	77	149	129	**
	33%	**	30%	**	30%	32%	33%	33%	32%	**
Facebook Messenger	94	**	29	**	35	40	53	94	79	**
	21%	**	23%	**	26%	18%	23%	21%	20%	**
Twitter	64	**	18	**	13	36	28	64	47	**
	14%	**	14%	**	10%	16%	12%	14%	12%	**
Musical.ly	41	**	6	**	15	16	25	41	37	**
	9%	**	5%	**	11%	7%	11%	9%	9%	**
Pinterest	34	**	5	**	14	14	20	34	28	**
	7%	**	4%	**	10%	6%	9%	7%	7%	**
MySpace	19	**	5	**	5	5	14	19	10	**
	4%	**	4%	**	4%	2%	6%	4%	2%	**
Google+ (inc. Google Hangouts)	14	**	2	**	6	3	10	14	13	**
	3%	**	2%	**	4%	2%	4%	3%	3%	**
Tumblr	8	**	1	**	2	4	4	8	8	**
	2%	**	1%	**	2%	2%	2%	2%	2%	**

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

Any break column with 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 or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	419	86	115	98	120	201	218	419	365	54
Effective Weighted Sample	397	82	110	92	113	192	205	397	346	51
Total	456	94	130	97	135	224	232	456	400	56
Bebo	5	**	-	**	3	1	4	5	5	**
	1%	**	-%	**	2%	1%	2%	1%	1%	**
Other	2	**	-	**	1	-	2	2	2	**
	*%	**	-%	**	1%	-%	1%	*%	*%	**
Don't know	3	**	-	**	2	1	2	3	2	**
	1%	**	-%	**	2%	*%	1%	1%	1%	**
ANY FACEBOOK	287	**	74	**	101	127	160	287	246	**
	63%	**	56%	**	75%	57%	69%	63%	61%	**
					beg		be			
Mean number of social media sites or apps	3.1	**	3.0	**	3.1	3.0	3.2	3.1	3.0	**
Standard deviation	2.00	**	1.94	**	2.16	1.91	2.08	2.00	1.94	**
Standard error	.10	**	.18	**	.20	.13	.14	.10	.10	**

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	419	18	79	322	419	201	218	11	7	31	48	159	163
Effective Weighted Sample	397	17	75	305	397	190	207	11	7	29	46	151	154
Total	456	17	92	347	456	214	242	10	7	36	56	168	179
Snapchat	131	**	**	106	131	52	79	**	**	**	**	45	61
	29%	**	**	31%	29%	24%	33%	**	**	**	**	27%	34%
Facebook	107	**	**	93	107	51	56	**	**	**	**	42	51
	23%	**	**	27%	23%	24%	23%	**	**	**	**	25%	28%
Instagram	102	**	**	80	102	59	44	**	**	**	**	48	32
	22%	**	**	23%	22%	27% f	18%	**	**	**	**	29% l	18%
YouTube	45	**	**	23	45	24	22	**	**	**	**	11	12
	10%	**	**	7%	10%	11%	9%	**	**	**	**	7%	7%
WhatsApp	30	**	**	19	30	12	17	**	**	**	**	8	11
	7%	**	**	5%	7%	6%	7%	**	**	**	**	5%	6%
Facebook Messenger	17	**	**	13	17	9	8	**	**	**	**	9	5
	4%	**	**	4%	4%	4%	3%	**	**	**	**	5%	3%
Twitter	7	**	**	7	7	4	3	**	**	**	**	4	3
	2%	**	**	2%	2%	2%	1%	**	**	**	**	3%	1%
Musical.ly	6	**	**	1	6	-	6	**	**	**	**	-	1
	1%	**	**	*%	1%	-%	2% e	**	**	**	**	-%	1%
MySpace	5	**	**	3	5	1	3	**	**	**	**	-	3
	1%	**	**	1%	1%	1%	1%	**	**	**	**	-%	2%
Pinterest	1	**	**	1	1	-	1	**	**	**	**	-	1
	*%	**	**	*%	*%	-%	*%	**	**	**	**	-%	1%
Other	1	**	**	-	1	1	-	**	**	**	**	-	-
	*%	**	**	-%	*%	1%	-%	**	**	**	**	-%	-%

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

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

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	419	18	79	322	419	201	218	11	7	31	48	159	163
Effective Weighted Sample	397	17	75	305	397	190	207	11	7	29	46	151	154
Total	456	17	92	347	456	214	242	10	7	36	56	168	179
Don't know	5	**	**	-	5	1	4	**	**	**	**	-	-
	1%	**	**	-%	1%	*%	2%	**	**	**	**	-%	-%
ANY FACEBOOK	123	**	**	106	123	59	64	**	**	**	**	51	55
	27%	**	**	31%	27%	28%	26%	**	**	**	**	30%	31%

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

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

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	419	86	115	98	120	201	218	419	365	54
Effective Weighted Sample	397	82	110	92	113	192	205	397	346	51
Total	456	94	130	97	135	224	232	456	400	56
Snapchat	131	**	44	**	26	77	54	131	114	**
	29%	**	34%	**	19%	34%	23%	29%	28%	**
			df			df		d		
Facebook	107	**	27	**	42	46	61	107	95	**
	23%	**	21%	**	31%	20%	26%	23%	24%	**
					e					
Instagram	102	**	29	**	30	51	51	102	89	**
	22%	**	22%	**	22%	23%	22%	22%	22%	**
YouTube	45	**	11	**	14	18	27	45	42	**
	10%	**	8%	**	10%	8%	11%	10%	11%	**
WhatsApp	30	**	12	**	5	19	11	30	26	**
	7%	**	9%	**	4%	8%	5%	7%	7%	**
Facebook Messenger	17	**	4	**	6	5	12	17	16	**
	4%	**	3%	**	5%	2%	5%	4%	4%	**
Twitter	7	**	3	**	1	5	2	7	5	**
	2%	**	2%	**	1%	2%	1%	2%	1%	**
Musical.ly	6	**	-	**	4	-	6	6	6	**
	1%	**	-%	**	3%	-%	2%	1%	1%	**
					e		e			
MySpace	5	**	1	**	2	1	3	5	3	**
	1%	**	1%	**	2%	1%	2%	1%	1%	**
Pinterest	1	**	-	**	-	1	-	1	-	**
	*%	**	-%	**	-%	1%	-%	*%	-%	**
Other	1	**	-	**	1	-	1	1	1	**
	*%	**	-%	**	1%	-%	1%	*%	*%	**

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

Any break column with 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 or messaging site or app, so the one they use most often? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	419	86	115	98	120	201	218	419	365	54
Effective Weighted Sample	397	82	110	92	113	192	205	397	346	51
Total	456	94	130	97	135	224	232	456	400	56
Don't know	5	**	-	**	2	1	4	5	4	**
	1%	**	-%	**	2%	*%	2%	1%	1%	**
ANY FACEBOOK	123	**	31	**	49	51	73	123	110	**
	27%	**	24%	**	36%	23%	31%	27%	28%	**
					e		e			

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

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

QP46A. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Facebook/ Facebook Messenger? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Facebook or Facebook Messenger

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	229	4	20	205	229	116	113	4	-	9	11	103	102
Effective Weighted Sample	218	4	19	196	218	111	107	4	-	9	11	99	97
Total	258	4	25	229	258	129	129	4	-	11	14	113	115
Age under 10	6	**	**	2	6	6	-	**	**	**	**	2	-
	2%	**	**	1%	2%	5% f	-%	**	**	**	**	2%	-%
Aged 10	1	**	**	-	1	1	-	**	**	**	**	-	-
	*%	**	**	-%	*%	1%	-%	**	**	**	**	-%	-%
Aged 11	1	**	**	1	1	-	1	**	**	**	**	-	1
	*%	**	**	*%	*%	-%	1%	**	**	**	**	-%	1%
Aged 12	30	**	**	30	30	18	12	**	**	**	**	18	12
	12%	**	**	13%	12%	14%	9%	**	**	**	**	16%	10%
Aged 13	83	**	**	74	83	39	44	**	**	**	**	37	38
	32%	**	**	32%	32%	30%	34%	**	**	**	**	32%	33%
Aged 14	12	**	**	12	12	8	4	**	**	**	**	8	4
	5%	**	**	5%	5%	6%	3%	**	**	**	**	7%	4%
Aged 15	6	**	**	6	6	3	3	**	**	**	**	3	3
	2%	**	**	3%	2%	2%	2%	**	**	**	**	3%	2%
Aged 16	33	**	**	25	33	18	14	**	**	**	**	14	11
	13%	**	**	11%	13%	14%	11%	**	**	**	**	13%	10%
Aged 17	2	**	**	1	2	-	2	**	**	**	**	-	1
	1%	**	**	*%	1%	-%	2%	**	**	**	**	-%	1%
Aged 18 or over	15	**	**	12	15	7	8	**	**	**	**	5	8
	6%	**	**	5%	6%	6%	6%	**	**	**	**	4%	7%
Yes - but don't know what age	14	**	**	14	14	1	13	**	**	**	**	1	13
	5%	**	**	6%	5%	1%	10% e	**	**	**	**	1%	11% k

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

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

QP46A. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Facebook/ Facebook Messenger? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Facebook or Facebook Messenger

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	229	4	20	205	229	116	113	4	-	9	11	103	102
Effective Weighted Sample	218	4	19	196	218	111	107	4	-	9	11	99	97
Total	258	4	25	229	258	129	129	4	-	11	14	113	115
No minimum age	8	**	**	7	8	4	4	**	**	**	**	3	4
	3%	**	**	3%	3%	3%	3%	**	**	**	**	2%	4%
Don't know whether there is a minimum age	46	**	**	44	46	22	24	**	**	**	**	22	22
	18%	**	**	19%	18%	17%	19%	**	**	**	**	20%	19%
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	202	**	**	178	202	101	101	**	**	**	**	88	89
	78%	**	**	78%	78%	79%	78%	**	**	**	**	78%	78%
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	83	**	**	74	83	39	44	**	**	**	**	37	38
	32%	**	**	32%	32%	30%	34%	**	**	**	**	32%	33%
AWARE BUT GIVES AN INCORRECT AGE	119	**	**	104	119	63	57	**	**	**	**	52	52
	46%	**	**	45%	46%	49%	44%	**	**	**	**	46%	45%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	8	**	**	7	8	4	4	**	**	**	**	3	4
	3%	**	**	3%	3%	3%	3%	**	**	**	**	2%	4%
UNAWARE OF MINIMUM AGE REQUIREMENT	46	**	**	44	46	22	24	**	**	**	**	22	22
	18%	**	**	19%	18%	17%	19%	**	**	**	**	20%	19%

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

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

QP46A. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Facebook/ Facebook Messenger? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Facebook or Facebook Messenger

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	~i
Unweighted total	229	39	59	50	81	98	131	229	193	36
Effective Weighted Sample	218	38	57	48	77	94	124	218	185	34
Total	258	44	69	51	93	113	145	258	220	38
Age under 10	6	**	**	**	**	**	2	6	6	**
	2%	**	**	**	**	**	2%	2%	3%	**
Aged 10	1	**	**	**	**	**	-	1	-	**
	*%	**	**	**	**	**	-%	*%	-%	**
Aged 11	1	**	**	**	**	**	1	1	1	**
	*%	**	**	**	**	**	1%	*%	*%	**
Aged 12	30	**	**	**	**	**	14	30	26	**
	12%	**	**	**	**	**	10%	12%	12%	**
Aged 13	83	**	**	**	**	**	48	83	68	**
	32%	**	**	**	**	**	33%	32%	31%	**
Aged 14	12	**	**	**	**	**	5	12	10	**
	5%	**	**	**	**	**	3%	5%	4%	**
Aged 15	6	**	**	**	**	**	6	6	6	**
	2%	**	**	**	**	**	4%	2%	3%	**
Aged 16	33	**	**	**	**	**	25	33	28	**
	13%	**	**	**	**	**	17%	13%	13%	**
Aged 17	2	**	**	**	**	**	1	2	2	**
	1%	**	**	**	**	**	1%	1%	1%	**
Aged 18 or over	15	**	**	**	**	**	8	15	11	**
	6%	**	**	**	**	**	6%	6%	5%	**
Yes - but don't know what age	14	**	**	**	**	**	9	14	11	**
	5%	**	**	**	**	**	6%	5%	5%	**
No minimum age	8	**	**	**	**	**	5	8	8	**
	3%	**	**	**	**	**	3%	3%	4%	**

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

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

QP46A. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Facebook/ Facebook Messenger? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Facebook or Facebook Messenger

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	~i
Unweighted total	229	39	59	50	81	98	131	229	193	36
Effective Weighted Sample	218	38	57	48	77	94	124	218	185	34
Total	258	44	69	51	93	113	145	258	220	38
Don't know whether there is a minimum age	46	**	**	**	**	**	20	46	42	**
	18%	**	**	**	**	**	14%	18%	19%	**
SUMMARY										
AWARE OF MINIMUM AGE REQUIREMENT	202	**	**	**	**	**	119	202	169	**
	78%	**	**	**	**	**	82%	78%	77%	**
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	83	**	**	**	**	**	48	83	68	**
	32%	**	**	**	**	**	33%	32%	31%	**
AWARE BUT GIVES AN INCORRECT AGE	119	**	**	**	**	**	71	119	101	**
	46%	**	**	**	**	**	49%	46%	46%	**
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	8	**	**	**	**	**	5	8	8	**
	3%	**	**	**	**	**	3%	3%	4%	**
UNAWARE OF MINIMUM AGE REQUIREMENT	46	**	**	**	**	**	20	46	42	**
	18%	**	**	**	**	**	14%	18%	19%	**

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	~b	c	d	~e	f	~g	~h	~i	~j	~k	~l
Unweighted total	208	1	34	173	208	99	109	1	-	13	21	85	88
Effective Weighted Sample	199	1	33	166	199	95	104	1	-	13	20	82	84
Total	233	1	41	192	233	109	125	1	-	16	25	92	100
Age under 10	2	**	**	2	2	**	1	**	**	**	**	**	**
	1%	**	**	1%	1%	**	1%	**	**	**	**	**	**
Aged 10	1	**	**	-	1	**	-	**	**	**	**	**	**
	*%	**	**	-%	*%	**	-%	**	**	**	**	**	**
Aged 11	1	**	**	1	1	**	-	**	**	**	**	**	**
	*%	**	**	1%	*%	**	-%	**	**	**	**	**	**
Aged 12	25	**	**	22	25	**	9	**	**	**	**	**	**
	11%	**	**	11%	11%	**	7%	**	**	**	**	**	**
Aged 13	65	**	**	56	65	**	38	**	**	**	**	**	**
	28%	**	**	29%	28%	**	30%	**	**	**	**	**	**
Aged 14	14	**	**	12	14	**	7	**	**	**	**	**	**
	6%	**	**	6%	6%	**	6%	**	**	**	**	**	**
Aged 15	3	**	**	2	3	**	3	**	**	**	**	**	**
	1%	**	**	1%	1%	**	2%	**	**	**	**	**	**
Aged 16	12	**	**	8	12	**	7	**	**	**	**	**	**
	5%	**	**	4%	5%	**	5%	**	**	**	**	**	**
Aged 18 or over	3	**	**	3	3	**	1	**	**	**	**	**	**
	1%	**	**	2%	1%	**	1%	**	**	**	**	**	**
Yes - but don't know what age	26	**	**	20	26	**	15	**	**	**	**	**	**
	11%	**	**	11%	11%	**	12%	**	**	**	**	**	**
No minimum age	16	**	**	12	16	**	3	**	**	**	**	**	**
	7%	**	**	7%	7%	**	3%	**	**	**	**	**	**

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		~a	~b	c	d	~e	f	~g	~h	~i	~j	~k	~l
Unweighted total	208	1	34	173	208	99	109	1	-	13	21	85	88
Effective Weighted Sample	199	1	33	166	199	95	104	1	-	13	20	82	84
Total	233	1	41	192	233	109	125	1	-	16	25	92	100
Don't know whether there is a minimum age	64	**	**	52	64	**	41	**	**	**	**	**	**
	27%	**	**	27%	27%	**	33%	**	**	**	**	**	**
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	154	**	**	127	154	**	80	**	**	**	**	**	**
	66%	**	**	66%	66%	**	65%	**	**	**	**	**	**
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	65	**	**	56	65	**	38	**	**	**	**	**	**
	28%	**	**	29%	28%	**	30%	**	**	**	**	**	**
AWARE BUT GIVES AN INCORRECT AGE	89	**	**	71	89	**	43	**	**	**	**	**	**
	38%	**	**	37%	38%	**	34%	**	**	**	**	**	**
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	16	**	**	12	16	**	3	**	**	**	**	**	**
	7%	**	**	7%	7%	**	3%	**	**	**	**	**	**
UNAWARE OF MINIMUM AGE REQUIREMENT	64	**	**	52	64	**	41	**	**	**	**	**	**
	27%	**	**	27%	27%	**	33%	**	**	**	**	**	**

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	208	51	57	50	50	108	100	208	178	30
Effective Weighted Sample	199	50	55	47	48	105	95	199	171	28
Total	233	57	67	50	59	124	109	233	203	31
Age under 10	2	**	**	**	**	1	1	2	2	**
	1%	**	**	**	**	1%	1%	1%	1%	**
Aged 10	1	**	**	**	**	1	-	1	-	**
	*%	**	**	**	**	1%	-%	*%	-%	**
Aged 11	1	**	**	**	**	1	-	1	1	**
	*%	**	**	**	**	1%	-%	*%	1%	**
Aged 12	25	**	**	**	**	16	9	25	17	**
	11%	**	**	**	**	13%	8%	11%	8%	**
Aged 13	65	**	**	**	**	39	26	65	58	**
	28%	**	**	**	**	31%	24%	28%	28%	**
Aged 14	14	**	**	**	**	6	8	14	12	**
	6%	**	**	**	**	5%	7%	6%	6%	**
Aged 15	3	**	**	**	**	1	2	3	3	**
	1%	**	**	**	**	1%	2%	1%	2%	**
Aged 16	12	**	**	**	**	3	9	12	11	**
	5%	**	**	**	**	3%	8%	5%	5%	**
Aged 18 or over	3	**	**	**	**	2	1	3	2	**
	1%	**	**	**	**	2%	1%	1%	1%	**
Yes - but don't know what age	26	**	**	**	**	14	13	26	19	**
	11%	**	**	**	**	11%	11%	11%	9%	**
No minimum age	16	**	**	**	**	10	6	16	15	**
	7%	**	**	**	**	8%	5%	7%	7%	**

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	208	51	57	50	50	108	100	208	178	30
Effective Weighted Sample	199	50	55	47	48	105	95	199	171	28
Total	233	57	67	50	59	124	109	233	203	31
Don't know whether there is a minimum age	64	**	**	**	**	29	35	64	62	**
	27%	**	**	**	**	23%	32%	27%	30%	**
SUMMARY										
AWARE OF MINIMUM AGE REQUIREMENT	154	**	**	**	**	85	69	154	126	**
	66%	**	**	**	**	68%	63%	66%	62%	**
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	65	**	**	**	**	39	26	65	58	**
	28%	**	**	**	**	31%	24%	28%	28%	**
AWARE BUT GIVES AN INCORRECT AGE	89	**	**	**	**	46	43	89	68	**
	38%	**	**	**	**	37%	39%	38%	34%	**
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	16	**	**	**	**	10	6	16	15	**
	7%	**	**	**	**	8%	5%	7%	7%	**
UNAWARE OF MINIMUM AGE REQUIREMENT	64	**	**	**	**	29	35	64	62	**
	27%	**	**	**	**	23%	32%	27%	30%	**

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

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

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	~e	f	~g	~h	~i	~j	~k	~l
Unweighted total	191	3	32	156	191	82	109	1	2	11	21	70	86
Effective Weighted Sample	182	3	30	149	182	79	104	1	2	11	20	67	82
Total	216	3	39	173	216	92	124	1	2	15	25	76	97
Age under 10	2	**	**	1	2	**	-	**	**	**	**	**	**
	1%	**	**	1%	1%	**	-%	**	**	**	**	**	**
Aged 11	3	**	**	-	3	**	3	**	**	**	**	**	**
	1%	**	**	-%	1%	**	2%	**	**	**	**	**	**
Aged 12	20	**	**	18	20	**	10	**	**	**	**	**	**
	9%	**	**	10%	9%	**	8%	**	**	**	**	**	**
Aged 13	46	**	**	38	46	**	27	**	**	**	**	**	**
	21%	**	**	22%	21%	**	22%	**	**	**	**	**	**
Aged 14	13	**	**	11	13	**	8	**	**	**	**	**	**
	6%	**	**	7%	6%	**	6%	**	**	**	**	**	**
Aged 15	5	**	**	5	5	**	3	**	**	**	**	**	**
	2%	**	**	3%	2%	**	2%	**	**	**	**	**	**
Aged 16	11	**	**	9	11	**	5	**	**	**	**	**	**
	5%	**	**	5%	5%	**	4%	**	**	**	**	**	**
Aged 18 or over	3	**	**	3	3	**	1	**	**	**	**	**	**
	1%	**	**	1%	1%	**	1%	**	**	**	**	**	**
Yes - but don't know what age	27	**	**	22	27	**	16	**	**	**	**	**	**
	13%	**	**	13%	13%	**	13%	**	**	**	**	**	**
No minimum age	22	**	**	13	22	**	15	**	**	**	**	**	**
	10%	**	**	7%	10%	**	12%	**	**	**	**	**	**
Don't know whether there is a minimum age	65	**	**	53	65	**	37	**	**	**	**	**	**
	30%	**	**	31%	30%	**	30%	**	**	**	**	**	**

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

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QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	~e	f	~g	~h	~i	~j	~k	~l
Unweighted total	191	3	32	156	191	82	109	1	2	11	21	70	86
Effective Weighted Sample	182	3	30	149	182	79	104	1	2	11	20	67	82
Total	216	3	39	173	216	92	124	1	2	15	25	76	97
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	129	**	**	107	129	**	72	**	**	**	**	**	**
	60%	**	**	62%	60%	**	58%	**	**	**	**	**	**
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	46	**	**	38	46	**	27	**	**	**	**	**	**
	21%	**	**	22%	21%	**	22%	**	**	**	**	**	**
AWARE BUT GIVES AN INCORRECT AGE	83	**	**	69	83	**	45	**	**	**	**	**	**
	39%	**	**	40%	39%	**	36%	**	**	**	**	**	**
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	22	**	**	13	22	**	15	**	**	**	**	**	**
	10%	**	**	7%	10%	**	12%	**	**	**	**	**	**
UNAWARE OF MINIMUM AGE REQUIREMENT	65	**	**	53	65	**	37	**	**	**	**	**	**
	30%	**	**	31%	30%	**	30%	**	**	**	**	**	**

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

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

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i
Unweighted total	191	43	52	45	51	95	96	191	163	28
Effective Weighted Sample	182	42	50	42	49	92	91	182	156	26
Total	216	48	61	45	61	109	106	216	187	29
Age under 10	2	**	**	**	**	**	**	2	2	**
	1%	**	**	**	**	**	**	1%	1%	**
Aged 11	3	**	**	**	**	**	**	3	3	**
	1%	**	**	**	**	**	**	1%	2%	**
Aged 12	20	**	**	**	**	**	**	20	16	**
	9%	**	**	**	**	**	**	9%	8%	**
Aged 13	46	**	**	**	**	**	**	46	39	**
	21%	**	**	**	**	**	**	21%	21%	**
Aged 14	13	**	**	**	**	**	**	13	9	**
	6%	**	**	**	**	**	**	6%	5%	**
Aged 15	5	**	**	**	**	**	**	5	3	**
	2%	**	**	**	**	**	**	2%	2%	**
Aged 16	11	**	**	**	**	**	**	11	9	**
	5%	**	**	**	**	**	**	5%	5%	**
Aged 18 or over	3	**	**	**	**	**	**	3	3	**
	1%	**	**	**	**	**	**	1%	1%	**
Yes - but don't know what age	27	**	**	**	**	**	**	27	20	**
	13%	**	**	**	**	**	**	13%	11%	**
No minimum age	22	**	**	**	**	**	**	22	21	**
	10%	**	**	**	**	**	**	10%	11%	**
Don't know whether there is a minimum age	65	**	**	**	**	**	**	65	62	**
	30%	**	**	**	**	**	**	30%	33%	**

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

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

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	Total			SOCIAL GRADE					LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i
Unweighted total	191	43	52	45	51	95	96	191	163	28
Effective Weighted Sample	182	42	50	42	49	92	91	182	156	26
Total	216	48	61	45	61	109	106	216	187	29
SUMMARY										
AWARE OF MINIMUM AGE REQUIREMENT	129	**	**	**	**	**	**	129	104	**
	60%	**	**	**	**	**	**	60%	56%	**
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	46	**	**	**	**	**	**	46	39	**
	21%	**	**	**	**	**	**	21%	21%	**
AWARE BUT GIVES AN INCORRECT AGE	83	**	**	**	**	**	**	83	65	**
	39%	**	**	**	**	**	**	39%	35%	**
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	22	**	**	**	**	**	**	22	21	**
	10%	**	**	**	**	**	**	10%	11%	**
UNAWARE OF MINIMUM AGE REQUIREMENT	65	**	**	**	**	**	**	65	62	**
	30%	**	**	**	**	**	**	30%	33%	**

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

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

QP46D. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on WhatsApp? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on WhatsApp

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	~b	c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	121	3	14	104	121	65	56	2	1	9	5	54	50
Effective Weighted Sample	115	3	14	98	115	61	53	2	1	9	5	51	48
Total	131	3	17	111	131	67	63	2	1	11	6	54	56
Age under 10	3	**	**	2	3	**	**	**	**	**	**	**	**
	3%	**	**	2%	3%	**	**	**	**	**	**	**	**
Aged 10	1	**	**	-	1	**	**	**	**	**	**	**	**
	1%	**	**	-%	1%	**	**	**	**	**	**	**	**
Aged 12	12	**	**	12	12	**	**	**	**	**	**	**	**
	9%	**	**	11%	9%	**	**	**	**	**	**	**	**
Aged 13	19	**	**	16	19	**	**	**	**	**	**	**	**
	14%	**	**	15%	14%	**	**	**	**	**	**	**	**
Aged 14	2	**	**	2	2	**	**	**	**	**	**	**	**
	2%	**	**	2%	2%	**	**	**	**	**	**	**	**
Aged 15	3	**	**	3	3	**	**	**	**	**	**	**	**
	2%	**	**	3%	2%	**	**	**	**	**	**	**	**
Aged 16	11	**	**	10	11	**	**	**	**	**	**	**	**
	9%	**	**	9%	9%	**	**	**	**	**	**	**	**
Aged 18 or over	1	**	**	1	1	**	**	**	**	**	**	**	**
	1%	**	**	1%	1%	**	**	**	**	**	**	**	**
Yes - but don't know what age	10	**	**	7	10	**	**	**	**	**	**	**	**
	8%	**	**	6%	8%	**	**	**	**	**	**	**	**
No minimum age	29	**	**	20	29	**	**	**	**	**	**	**	**
	22%	**	**	18%	22%	**	**	**	**	**	**	**	**
Don't know whether there is a minimum age	39	**	**	36	39	**	**	**	**	**	**	**	**
	30%	**	**	33%	30%	**	**	**	**	**	**	**	**

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

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

QP46D. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on WhatsApp? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on WhatsApp

	Total	| CHILD'S AGE				| CHILD'S GENDER		| CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	~b	c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	121	3	14	104	121	65	56	2	1	9	5	54	50
Effective Weighted Sample	115	3	14	98	115	61	53	2	1	9	5	51	48
Total	131	3	17	111	131	67	63	2	1	11	6	54	56
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	63	**	**	54	63	**	**	**	**	**	**	**	**
	48%	**	**	49%	48%	**	**	**	**	**	**	**	**
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13 OR AGED 16)	30	**	**	26	30	**	**	**	**	**	**	**	**
	23%	**	**	24%	23%	**	**	**	**	**	**	**	**
AWARE BUT GIVES AN INCORRECT AGE	33	**	**	28	33	**	**	**	**	**	**	**	**
	25%	**	**	25%	25%	**	**	**	**	**	**	**	**
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	29	**	**	20	29	**	**	**	**	**	**	**	**
	22%	**	**	18%	22%	**	**	**	**	**	**	**	**
UNAWARE OF MINIMUM AGE REQUIREMENT	39	**	**	36	39	**	**	**	**	**	**	**	**
	30%	**	**	33%	30%	**	**	**	**	**	**	**	**

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

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

QP46D. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on WhatsApp? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on WhatsApp

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i
Unweighted total	121	27	44	20	30	71	50	121	103	18
Effective Weighted Sample	115	26	42	19	28	68	47	115	98	17
Total	131	30	48	19	33	78	53	131	113	18
Age under 10	3	**	**	**	**	**	**	3	3	**
	3%	**	**	**	**	**	**	3%	3%	**
Aged 10	1	**	**	**	**	**	**	1	-	**
	1%	**	**	**	**	**	**	1%	-%	**
Aged 12	12	**	**	**	**	**	**	12	9	**
	9%	**	**	**	**	**	**	9%	8%	**
Aged 13	19	**	**	**	**	**	**	19	17	**
	14%	**	**	**	**	**	**	14%	15%	**
Aged 14	2	**	**	**	**	**	**	2	2	**
	2%	**	**	**	**	**	**	2%	2%	**
Aged 15	3	**	**	**	**	**	**	3	2	**
	2%	**	**	**	**	**	**	2%	1%	**
Aged 16	11	**	**	**	**	**	**	11	9	**
	9%	**	**	**	**	**	**	9%	8%	**
Aged 18 or over	1	**	**	**	**	**	**	1	1	**
	1%	**	**	**	**	**	**	1%	1%	**
Yes - but don't know what age	10	**	**	**	**	**	**	10	7	**
	8%	**	**	**	**	**	**	8%	6%	**
No minimum age	29	**	**	**	**	**	**	29	26	**
	22%	**	**	**	**	**	**	22%	23%	**
Don't know whether there is a minimum age	39	**	**	**	**	**	**	39	37	**
	30%	**	**	**	**	**	**	30%	33%	**

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

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

QP46D. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on WhatsApp? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on WhatsApp

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i
Unweighted total	121	27	44	20	30	71	50	121	103	18
Effective Weighted Sample	115	26	42	19	28	68	47	115	98	17
Total	131	30	48	19	33	78	53	131	113	18
SUMMARY										
AWARE OF MINIMUM AGE REQUIREMENT	63	**	**	**	**	**	**	63	50	**
	48%	**	**	**	**	**	**	48%	44%	**
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13 OR AGED 16)	30	**	**	**	**	**	**	30	25	**
	23%	**	**	**	**	**	**	23%	22%	**
AWARE BUT GIVES AN INCORRECT AGE	33	**	**	**	**	**	**	33	24	**
	25%	**	**	**	**	**	**	25%	22%	**
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	29	**	**	**	**	**	**	29	26	**
	22%	**	**	**	**	**	**	22%	23%	**
UNAWARE OF MINIMUM AGE REQUIREMENT	39	**	**	**	**	**	**	39	37	**
	30%	**	**	**	**	**	**	30%	33%	**

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

Any break column with 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) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF SOCIAL MEDIA/ MESSAGING SITES OR APPS - I would allow my child to use these sites before they had reached the minimum age required by that site or app. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Strongly disagree	526	180	211	135	526	279	247	94	86	108	103	77	59
	41%	58%	45%	27%	41%	43%	39%	60%	56%	46%	45%	31%	24%
		bcd	c		c			ijkl	ijkl	kl	kl		
Slightly disagree	149	26	65	58	149	75	74	13	12	34	31	28	31
	12%	8%	14%	12%	12%	12%	12%	9%	8%	14%	13%	11%	12%
			a							h			
Neither agree nor disagree	185	36	61	88	185	100	85	13	23	37	25	50	38
	15%	12%	13%	18%	15%	16%	14%	8%	15%	16%	11%	20%	15%
				a					g	g		gj	g
Slightly agree	245	33	76	135	245	104	141	19	14	30	47	55	80
	19%	11%	16%	27%	19%	16%	22%	12%	9%	13%	20%	22%	32%
			a	abd	a		e				ghi	ghi	ghijk
Strongly agree	128	19	42	67	128	62	65	10	9	20	22	32	35
	10%	6%	9%	13%	10%	10%	10%	7%	6%	9%	9%	13%	14%
				ab	a							gh	gh
Don't know	39	14	9	15	39	22	17	7	7	6	3	9	6
	3%	5%	2%	3%	3%	3%	3%	4%	5%	3%	1%	4%	3%
		b							j				
SUMMARY CODES													
TOTAL DISAGREE	675	205	276	194	675	353	321	108	98	142	134	104	90
	53%	67%	59%	39%	53%	55%	51%	69%	64%	60%	58%	42%	36%
		bcd	cd		c			jkl	kl	kl	kl		
TOTAL AGREE	373	53	118	202	373	166	206	29	24	50	68	88	114
	29%	17%	25%	40%	29%	26%	33%	19%	16%	21%	30%	35%	46%
			a	abd	a		e				ghi	ghi	ghijk

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

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

QP47. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF SOCIAL MEDIA/ MESSAGING SITES OR APPS - I would allow my child to use these sites before they had reached the minimum age required by that site or app. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
TOTAL NEITHER/ DON'T KNOW	224	50	71	103	224	122	102	20	30	43	28	59	44
	18%	16%	15%	21%	18%	19%	16%	13%	20%	18%	12%	23%	18%
				b							j	gj	

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

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

QP47. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF SOCIAL MEDIA/ MESSAGING SITES OR APPS - I would allow my child to use these sites before they had reached the minimum age required by that site or app. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Strongly disagree	526	118	166	104	138	284	242	526	443	83
	41%	46%	42%	39%	39%	44%	39%	41%	40%	50%
										h
Slightly disagree	149	38	49	24	37	87	62	149	134	15
	12%	15%	12%	9%	11%	13%	10%	12%	12%	9%
		cf								
Neither agree nor disagree	185	22	64	42	57	86	99	185	173	13
	15%	9%	16%	16%	16%	13%	16%	15%	16%	8%
			a	a	a		a	a	i	
Slightly agree	245	47	76	56	66	123	122	245	214	31
	19%	18%	19%	21%	19%	19%	20%	19%	19%	18%
Strongly agree	128	27	26	36	39	53	75	128	108	20
	10%	11%	7%	14%	11%	8%	12%	10%	10%	12%
				be	b		be	b		
Don't know	39	4	12	6	17	16	22	39	32	6
	3%	2%	3%	2%	5%	2%	4%	3%	3%	4%
					a					
SUMMARY CODES										
TOTAL DISAGREE	675	156	215	128	175	372	303	675	577	98
	53%	61%	55%	48%	49%	57%	49%	53%	52%	59%
		cdfg				cdf				
TOTAL AGREE	373	74	102	92	105	176	197	373	322	50
	29%	29%	26%	34%	30%	27%	32%	29%	29%	30%
				be						

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

Any break column with 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) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF SOCIAL MEDIA/ MESSAGING SITES OR APPS - I would allow my child to use these sites before they had reached the minimum age required by that site or app. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
TOTAL NEITHER/ DON'T KNOW	224	26	76	47	74	103	121	224	205	19
	18%	10%	19%	18%	21%	16%	20%	18%	19%	11%
			a	a	a	a	a	a	i	

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

Any break column with 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Strongly disagree	82	22	29	32	82	42	40	11	11	14	15	17	14
	6%	7%	6%	6%	6%	7%	6%	7%	7%	6%	7%	7%	6%
Slightly disagree	138	36	50	52	138	77	61	21	16	29	21	28	24
	11%	12%	11%	10%	11%	12%	10%	13%	10%	12%	9%	11%	10%
Neither agree nor disagree	349	88	130	130	349	174	175	46	42	64	66	63	67
	27%	28%	28%	26%	27%	27%	28%	30%	27%	27%	29%	25%	27%
Slightly agree	425	85	159	181	425	203	223	42	43	77	82	84	97
	33%	28%	34%	36%	33%	32%	35%	27%	29%	33%	36%	34%	39%
			a	a	a								gh
Strongly agree	258	73	88	97	258	138	120	37	37	46	42	55	41
	20%	24%	19%	19%	20%	21%	19%	23%	24%	20%	18%	22%	17%
Don't know	20	4	8	7	20	9	11	1	4	5	3	3	4
	2%	1%	2%	1%	2%	1%	2%	*%	2%	2%	1%	1%	2%
SUMMARY CODES													
TOTAL DISAGREE	220	58	79	83	220	119	101	31	27	42	36	45	38
	17%	19%	17%	17%	17%	19%	16%	20%	18%	18%	16%	18%	15%
TOTAL AGREE	683	158	247	278	683	340	343	78	80	123	124	139	138
	54%	51%	53%	56%	54%	53%	54%	50%	53%	52%	54%	56%	56%
TOTAL NEITHER/ DON'T KNOW	368	92	139	137	368	182	186	47	45	69	69	66	71
	29%	30%	30%	28%	29%	28%	30%	30%	30%	30%	30%	26%	29%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Strongly disagree	82	19	29	14	20	48	34	82	68	14
	6%	8%	7%	5%	6%	7%	5%	6%	6%	9%
Slightly disagree	138	28	44	24	42	72	66	138	126	12
	11%	11%	11%	9%	12%	11%	11%	11%	11%	7%
Neither agree nor disagree	349	56	107	82	103	163	185	349	307	42
	27%	22%	27%	31%	29%	25%	30%	27%	28%	25%
				a			a			
Slightly agree	425	92	128	92	113	221	205	425	373	53
	33%	36%	33%	34%	32%	34%	33%	33%	34%	31%
Strongly agree	258	58	81	48	70	139	119	258	214	44
	20%	23%	21%	18%	20%	21%	19%	20%	19%	26%
										h
Don't know	20	3	4	7	6	7	13	20	17	3
	2%	1%	1%	3%	2%	1%	2%	2%	2%	2%
SUMMARY CODES										
TOTAL DISAGREE	220	47	73	38	62	120	100	220	194	26
	17%	18%	19%	14%	18%	18%	16%	17%	18%	16%
TOTAL AGREE	683	151	209	140	183	360	323	683	587	96
	54%	59%	53%	52%	52%	55%	52%	54%	53%	58%
TOTAL NEITHER/ DON'T KNOW	368	59	111	90	108	170	198	368	323	45
	29%	23%	28%	34%	31%	26%	32%	29%	29%	27%
				ae	a		ae			

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

Any break column with 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 feel I know enough to help my child to stay safe online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Strongly disagree	49	8	18	23	49	29	21	5	3	10	8	14	9
	4%	3%	4%	5%	4%	4%	3%	3%	2%	4%	4%	6%	4%
Slightly disagree	94	17	35	41	94	38	56	10	8	12	24	16	25
	7%	6%	8%	8%	7%	6%	9%	6%	5%	5%	10%	6%	10%
							e				i		i
Neither agree nor disagree	130	21	53	56	130	71	59	7	14	32	21	32	24
	10%	7%	11%	11%	10%	11%	9%	5%	9%	14%	9%	13%	10%
			a	a						g		g	
Slightly agree	461	105	168	188	461	213	247	58	47	77	91	79	109
	36%	34%	36%	38%	36%	33%	39%	37%	31%	33%	40%	31%	44%
							e						hik
Strongly agree	535	156	190	189	535	291	244	76	80	104	86	110	79
	42%	50%	41%	38%	42%	45%	39%	49%	52%	44%	37%	44%	32%
		bcd				f		jl	jl	l		l	
Don't know	2	1	-	1	2	-	2	-	1	-	-	-	1
	*%	*%	-%	*%	*%	-%	*%	-%	1%	-%	-%	-%	1%
SUMMARY CODES													
TOTAL DISAGREE	144	26	53	65	144	66	77	15	11	22	32	30	35
	11%	8%	12%	13%	11%	10%	12%	9%	7%	9%	14%	12%	14%
				a							h		h
TOTAL AGREE	995	260	358	377	995	504	491	134	126	181	177	189	188
	78%	84%	77%	76%	78%	79%	78%	86%	83%	77%	77%	75%	76%
		bcd						ijkl					
TOTAL NEITHER/ DON'T KNOW	132	22	53	57	132	71	61	7	15	32	21	32	25
	10%	7%	11%	11%	10%	11%	10%	5%	10%	14%	9%	13%	10%
			a	a						g		g	g

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

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

QP48B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to stay safe online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Strongly disagree	49	8	12	15	15	20	30	49	40	10
	4%	3%	3%	5%	4%	3%	5%	4%	4%	6%
Slightly disagree	94	20	28	19	28	47	47	94	81	13
	7%	8%	7%	7%	8%	7%	8%	7%	7%	8%
Neither agree nor disagree	130	28	40	22	40	68	62	130	119	11
	10%	11%	10%	8%	11%	10%	10%	10%	11%	7%
Slightly agree	461	93	154	99	115	247	214	461	410	50
	36%	36%	39%	37%	33%	38%	34%	36%	37%	30%
Strongly agree	535	108	159	112	155	268	267	535	453	82
	42%	42%	40%	42%	44%	41%	43%	42%	41%	49%
Don't know	2	-	1	-	1	1	1	2	1	1
	*%	-%	*%	-%	*%	*%	*%	*%	*%	1%
SUMMARY CODES										
TOTAL DISAGREE	144	28	39	34	43	67	77	144	121	23
	11%	11%	10%	13%	12%	10%	12%	11%	11%	14%
TOTAL AGREE	995	201	313	211	270	514	481	995	863	132
	78%	78%	80%	79%	76%	79%	77%	78%	78%	79%
TOTAL NEITHER/ DON'T KNOW	132	28	41	22	41	69	63	132	120	13
	10%	11%	10%	8%	12%	11%	10%	10%	11%	7%

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

Any break column with 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Very concerned	114	30	40	43	114	61	53	19	12	22	18	20	24
	9%	10%	9%	9%	9%	9%	8%	12%	8%	10%	8%	8%	10%
Fairly concerned	298	54	122	121	298	148	150	31	23	58	65	59	62
	23%	18%	26%	24%	23%	23%	24%	20%	15%	25%	28%	24%	25%
			a	a	a					h	h	h	h
Neither/ nor	158	32	53	73	158	80	79	16	16	28	25	36	38
	12%	10%	11%	15%	12%	12%	13%	10%	11%	12%	11%	14%	15%
Not very concerned	365	74	138	153	365	181	184	35	39	72	66	74	79
	29%	24%	30%	31%	29%	28%	29%	22%	26%	31%	29%	30%	32%
				a									g
Not at all concerned	328	115	110	103	328	167	161	55	60	54	56	58	45
	26%	37%	24%	21%	26%	26%	26%	35%	39%	23%	24%	23%	18%
		bcd			c			ijkl	ijkl				
Don't know	8	4	-	4	8	5	4	1	3	-	-	4	1
	1%	1%	-%	1%	1%	1%	1%	1%	2%	-%	-%	1%	*%
		b							ij				
SUMMARY CODES													
TOTAL CONCERNED	412	84	163	165	412	209	203	49	35	80	83	79	86
	32%	27%	35%	33%	32%	33%	32%	32%	23%	34%	36%	32%	35%
			a							h	h		h
TOTAL NOT CONCERNED	693	188	249	256	693	349	345	90	98	126	122	132	124
	55%	61%	54%	51%	55%	54%	55%	58%	65%	54%	53%	53%	50%
		bcd							ijkl				
TOTAL NEITHER/ DON'T KNOW	167	36	53	78	167	84	82	17	19	28	25	39	38
	13%	12%	11%	16%	13%	13%	13%	11%	12%	12%	11%	16%	16%

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

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

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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Very concerned	114	25	37	25	27	62	52	114	103	11
	9%	10%	9%	9%	8%	9%	8%	9%	9%	6%
Fairly concerned	298	68	93	59	77	161	136	298	254	44
	23%	27%	24%	22%	22%	25%	22%	23%	23%	26%
Neither/ nor	158	21	57	32	49	78	81	158	139	20
	12%	8%	14%	12%	14%	12%	13%	12%	13%	12%
			a		a		a			
Not very concerned	365	74	110	75	106	185	181	365	324	41
	29%	29%	28%	28%	30%	28%	29%	29%	29%	25%
Not at all concerned	328	66	95	76	91	161	167	328	277	51
	26%	26%	24%	28%	26%	25%	27%	26%	25%	30%
Don't know	8	2	2	1	3	4	4	8	7	1
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
SUMMARY CODES										
TOTAL CONCERNED	412	93	130	84	104	223	189	412	357	55
	32%	36%	33%	31%	30%	34%	30%	32%	32%	33%
TOTAL NOT CONCERNED	693	140	205	151	197	345	348	693	601	92
	55%	55%	52%	56%	56%	53%	56%	55%	54%	55%
TOTAL NEITHER/ DON'T KNOW	167	23	59	33	52	82	85	167	146	21
	13%	9%	15%	12%	15%	13%	14%	13%	13%	12%
			a		a					

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

Any break column with 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Very concerned	126	22	48	57	126	75	51	14	7	28	20	33	24
	10%	7%	10%	11%	10%	12%	8%	9%	5%	12%	9%	13%	10%
				a		f				h		h	
Fairly concerned	342	53	117	172	342	175	167	35	19	55	62	86	86
	27%	17%	25%	34%	27%	27%	27%	22%	12%	23%	27%	34%	35%
			a	abd	a			h		h	h	ghi	ghi
Neither/ nor	137	30	51	56	137	63	74	9	21	30	21	24	32
	11%	10%	11%	11%	11%	10%	12%	5%	14%	13%	9%	10%	13%
									g	g			g
Not very concerned	346	75	139	132	346	180	166	38	37	72	67	70	62
	27%	24%	30%	26%	27%	28%	26%	24%	25%	31%	29%	28%	25%
Not at all concerned	316	127	108	82	316	148	168	61	66	50	58	37	45
	25%	41%	23%	16%	25%	23%	27%	39%	43%	21%	25%	15%	18%
		bcd	c		c			ijkl	ijkl		k		
Don't know	5	2	3	1	5	1	4	-	2	-	3	1	-
	*%	1%	1%	*%	*%	*%	1%	-%	1%	-%	1%	*%	-%
SUMMARY CODES													
TOTAL CONCERNED	468	75	164	229	468	250	218	49	26	83	82	119	110
	37%	24%	35%	46%	37%	39%	35%	31%	17%	35%	36%	47%	44%
			a	abd	a			h		h	h	ghij	gh
TOTAL NOT CONCERNED	662	202	247	213	662	328	334	99	103	122	125	107	106
	52%	65%	53%	43%	52%	51%	53%	63%	68%	52%	54%	43%	43%
		bcd	c		c			ikl	ijkl	k	kl		
TOTAL NEITHER/ DON'T KNOW	142	32	53	57	142	63	78	9	23	30	24	25	32
	11%	10%	12%	11%	11%	10%	12%	5%	15%	13%	10%	10%	13%
									g	g			g

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

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

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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Very concerned	126	28	42	28	28	70	56	126	106	20
	10%	11%	11%	10%	8%	11%	9%	10%	10%	12%
Fairly concerned	342	85	110	66	81	195	147	342	300	41
	27%	33%	28%	25%	23%	30%	24%	27%	27%	25%
		cdfg				df				
Neither/ nor	137	26	44	35	32	70	66	137	122	15
	11%	10%	11%	13%	9%	11%	11%	11%	11%	9%
Not very concerned	346	62	102	66	116	164	182	346	306	39
	27%	24%	26%	25%	33%	25%	29%	27%	28%	23%
					abceg					
Not at all concerned	316	54	96	73	93	151	165	316	264	52
	25%	21%	25%	27%	26%	23%	27%	25%	24%	31%
										h
Don't know	5	1	-	-	4	1	4	5	5	-
	*%	*%	-%	-%	1%	*%	1%	*%	*%	-%
					be					
SUMMARY CODES										
TOTAL CONCERNED	468	113	152	94	109	264	203	468	407	61
	37%	44%	39%	35%	31%	41%	33%	37%	37%	37%
		cdfg	d			df				
TOTAL NOT CONCERNED	662	117	198	139	208	315	347	662	570	91
	52%	45%	50%	52%	59%	48%	56%	52%	52%	55%
					abeg		ae			
TOTAL NEITHER/ DON'T KNOW	142	27	44	35	36	71	71	142	127	15
	11%	11%	11%	13%	10%	11%	11%	11%	12%	9%

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

Any break column with 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 - Them giving out their personal details to inappropriate people (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Very concerned	277	56	110	111	277	138	139	34	22	55	56	50	61
	22%	18%	24%	22%	22%	22%	22%	21%	15%	23%	24%	20%	25%
										h	h		h
Fairly concerned	250	46	100	104	250	133	118	25	21	50	50	57	47
	20%	15%	22%	21%	20%	21%	19%	16%	14%	21%	22%	23%	19%
			a	a	a					h	h	h	
Neither/ nor	109	19	41	49	109	51	58	11	9	22	18	18	31
	9%	6%	9%	10%	9%	8%	9%	7%	6%	10%	8%	7%	12%
													h
Not very concerned	282	53	107	122	282	135	148	24	29	55	53	56	66
	22%	17%	23%	24%	22%	21%	23%	15%	19%	23%	23%	22%	27%
			a	a	a					g			g
Not at all concerned	346	130	104	112	346	182	164	63	67	50	54	69	43
	27%	42%	22%	22%	27%	28%	26%	40%	44%	21%	23%	27%	17%
		bcd			c			ijkl	ijkl			l	
Don't know	7	3	2	1	7	4	3	-	3	2	-	1	-
	1%	1%	1%	*%	1%	1%	1%	-%	2%	1%	-%	*%	-%
									gjl				
SUMMARY CODES													
TOTAL CONCERNED	528	102	210	215	528	271	257	59	43	105	105	107	108
	41%	33%	45%	43%	41%	42%	41%	38%	28%	45%	46%	43%	44%
			a	a	a					h	h	h	h
TOTAL NOT CONCERNED	628	183	211	234	628	316	312	87	97	105	107	125	109
	49%	59%	45%	47%	49%	49%	49%	55%	64%	45%	46%	50%	44%
		bcd						il	ijkl				

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

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

QP51D. (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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
TOTAL NEITHER/ DON'T KNOW	116	23	43	50	116	54	61	11	12	25	18	19	31
	9%	7%	9%	10%	9%	8%	10%	7%	8%	11%	8%	8%	12%

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

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

QP51D. (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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Very concerned	277	62	88	46	81	150	127	277	242	35
	22%	24%	22%	17%	23%	23%	20%	22%	22%	21%
		c				c				
Fairly concerned	250	48	80	53	69	128	122	250	216	35
	20%	19%	20%	20%	19%	20%	20%	20%	20%	21%
Neither/ nor	109	18	41	20	30	59	50	109	98	11
	9%	7%	10%	7%	9%	9%	8%	9%	9%	6%
Not very concerned	282	57	86	62	77	143	139	282	249	33
	22%	22%	22%	23%	22%	22%	22%	22%	23%	20%
Not at all concerned	346	70	96	86	93	167	179	346	292	53
	27%	27%	24%	32%	26%	26%	29%	27%	26%	32%
				be						
Don't know	7	1	2	1	3	3	4	7	7	-
	1%	*%	1%	*%	1%	*%	1%	1%	1%	-%
SUMMARY CODES										
TOTAL CONCERNED	528	110	169	99	150	279	249	528	457	70
	41%	43%	43%	37%	42%	43%	40%	41%	41%	42%
TOTAL NOT CONCERNED	628	128	182	148	171	309	319	628	542	86
	49%	50%	46%	55%	48%	48%	51%	49%	49%	52%
				be						
TOTAL NEITHER/ DON'T KNOW	116	19	43	20	33	62	54	116	105	11
	9%	7%	11%	8%	9%	10%	9%	9%	10%	6%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Very concerned	212	41	82	89	212	111	101	24	17	42	40	45	44
	17%	13%	18%	18%	17%	17%	16%	15%	11%	18%	17%	18% h	18%
Fairly concerned	301	45	122	134	301	146	154	24	21	64	58	59	75
	24%	15%	26% a	27% a	24% a	23%	24%	15%	14%	27% gh	25% gh	23% gh	30% gh
Neither/ nor	126	23	46	57	126	64	63	12	11	23	24	29	28
	10%	8%	10%	11%	10%	10%	10%	8%	7%	10%	10%	11%	11%
Not very concerned	263	52	98	113	263	130	133	27	25	48	50	55	59
	21%	17%	21%	23% a	21%	20%	21%	17%	16%	21%	22%	22%	24%
Not at all concerned	362	143	114	105	362	187	175	68	75	56	58	63	42
	28%	47% bcd	25%	21%	28% c	29%	28%	44% ijkl	50% ijkl	24%	25%	25% l	17% l
Don't know	7	4	2	1	7	3	5	1	3	1	1	1	-
	1%	1% c	*%	*%	1%	*%	1%	1%	2% l	*%	1%	*%	-%
SUMMARY CODES													
TOTAL CONCERNED	512	85	204	223	512	258	255	48	38	106	98	104	119
	40%	28%	44% a	45% a	40% a	40%	40%	31%	25%	45% gh	42% gh	41% gh	48% gh
TOTAL NOT CONCERNED	625	195	212	218	625	318	308	95	100	105	107	118	100
	49%	63% bcd	46%	44%	49% c	50%	49%	61% ijkl	66% ijkl	45%	47%	47%	41%
TOTAL NEITHER/ DON'T KNOW	133	28	48	57	133	66	67	13	14	24	25	29	28
	11%	9%	10%	12%	11%	10%	11%	8%	9%	10%	11%	12%	11%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Very concerned	212	44	66	38	63	110	101	212	180	32
	17%	17%	17%	14%	18%	17%	16%	17%	16%	19%
Fairly concerned	301	55	103	63	79	159	142	301	259	42
	24%	22%	26%	24%	22%	24%	23%	24%	23%	25%
Neither/ nor	126	29	39	27	31	68	58	126	115	11
	10%	11%	10%	10%	9%	10%	9%	10%	10%	7%
Not very concerned	263	53	91	48	71	144	119	263	242	22
	21%	21%	23%	18%	20%	22%	19%	21%	22%	13%
									i	
Not at all concerned	362	74	90	89	109	164	198	362	302	60
	28%	29%	23%	33%	31%	25%	32%	28%	27%	36%
				be	b		be	b		h
Don't know	7	1	4	2	1	5	3	7	6	1
	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%
SUMMARY CODES										
TOTAL CONCERNED	512	99	170	102	142	269	243	512	439	74
	40%	39%	43%	38%	40%	41%	39%	40%	40%	44%
TOTAL NOT CONCERNED	625	127	181	137	180	308	317	625	544	81
	49%	50%	46%	51%	51%	47%	51%	49%	49%	49%
TOTAL NEITHER/ DON'T KNOW	133	30	43	29	32	73	61	133	121	12
	11%	12%	11%	11%	9%	11%	10%	11%	11%	7%

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

Any break column with 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 - Damaging their reputation either now or in the future (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Very concerned	263	45	103	115	263	123	139	25	20	49	55	50	65
	21%	14%	22%	23%	21%	19%	22%	16%	13%	21%	24%	20%	26%
			a	a	a					h	h		gh
Fairly concerned	270	56	107	107	270	131	139	31	25	51	56	50	57
	21%	18%	23%	21%	21%	20%	22%	20%	17%	22%	24%	20%	23%
Neither/ nor	129	23	47	59	129	71	58	11	12	29	17	30	29
	10%	7%	10%	12%	10%	11%	9%	7%	8%	13%	8%	12%	12%
				a									
Not very concerned	240	47	90	103	240	122	118	24	23	44	46	54	48
	19%	15%	19%	21%	19%	19%	19%	15%	15%	19%	20%	22%	20%
Not at all concerned	357	131	115	111	357	190	167	65	67	60	54	65	46
	28%	43%	25%	22%	28%	30%	27%	41%	44%	26%	24%	26%	19%
		bcd			c			ijkl	ijkl				
Don't know	13	6	3	4	13	4	9	1	5	1	2	1	3
	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%
SUMMARY CODES													
TOTAL CONCERNED	533	101	210	222	533	255	278	56	45	99	111	100	122
	42%	33%	45%	45%	42%	40%	44%	36%	30%	42%	48%	40%	49%
			a	a	a						h	gh	h	ghk
TOTAL NOT CONCERNED	597	178	205	214	597	312	285	88	90	105	100	119	95
	47%	58%	44%	43%	47%	49%	45%	56%	59%	45%	44%	48%	38%
		bcd						ijl	ijkl				l
TOTAL NEITHER/ DON'T KNOW	141	29	50	63	141	75	67	12	17	31	19	32	31
	11%	9%	11%	13%	11%	12%	11%	8%	11%	13%	8%	13%	13%

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

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

QP51F. (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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Very concerned	263	47	83	56	77	130	133	263	224	39
	21%	18%	21%	21%	22%	20%	21%	21%	20%	23%
Fairly concerned	270	62	98	43	67	160	110	270	228	42
	21%	24%	25%	16%	19%	25%	18%	21%	21%	25%
		cf	cf			cdf				
Neither/ nor	129	24	39	23	43	63	66	129	120	8
	10%	9%	10%	8%	12%	10%	11%	10%	11%	5%
									i	
Not very concerned	240	56	68	59	56	124	115	240	217	23
	19%	22%	17%	22%	16%	19%	19%	19%	20%	14%
Not at all concerned	357	67	101	83	106	168	189	357	301	56
	28%	26%	26%	31%	30%	26%	30%	28%	27%	33%
Don't know	13	1	4	3	4	5	8	13	13	-
	1%	*%	1%	1%	1%	1%	1%	1%	1%	-%
SUMMARY CODES										
TOTAL CONCERNED	533	109	181	99	144	290	243	533	452	80
	42%	42%	46%	37%	41%	45%	39%	42%	41%	48%
			cf			c				
TOTAL NOT CONCERNED	597	123	169	142	162	293	304	597	518	79
	47%	48%	43%	53%	46%	45%	49%	47%	47%	47%
				be						
TOTAL NEITHER/ DON'T KNOW	141	25	43	26	48	68	74	141	133	8
	11%	10%	11%	10%	13%	10%	12%	11%	12%	5%
										i

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

Any break column with 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 - 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Very concerned	243	49	99	95	243	120	122	30	19	53	46	38	57
	19%	16%	21%	19%	19%	19%	19%	19%	12%	22%	20%	15%	23%
			a							hk	h		hk
Fairly concerned	253	45	102	106	253	126	127	27	18	48	53	50	55
	20%	15%	22%	21%	20%	20%	20%	17%	12%	21%	23%	20%	22%
			a	a	a					h	h	h	h
Neither/ nor	121	27	40	54	121	64	57	13	14	21	19	30	24
	10%	9%	9%	11%	10%	10%	9%	8%	9%	9%	8%	12%	10%
Not very concerned	257	47	96	115	257	135	122	24	23	50	45	61	54
	20%	15%	21%	23%	20%	21%	19%	15%	15%	22%	20%	24%	22%
				a	a							gh	
Not at all concerned	388	137	126	125	388	192	196	63	75	60	66	70	55
	31%	45%	27%	25%	31%	30%	31%	40%	49%	25%	29%	28%	22%
		bcd			c			ijkl	ijkl				
Don't know	9	3	2	3	9	4	5	-	3	2	1	2	1
	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	*%	1%	1%
SUMMARY CODES													
TOTAL CONCERNED	496	94	201	201	496	246	249	57	37	101	100	88	113
	39%	30%	43%	40%	39%	38%	40%	36%	24%	43%	43%	35%	45%
			a	a	a			h		h	h	h	hk
TOTAL NOT CONCERNED	646	184	221	240	646	327	319	87	98	110	111	131	110
	51%	60%	48%	48%	51%	51%	51%	55%	64%	47%	48%	52%	44%
		bcd						l	ijkl				
TOTAL NEITHER/ DON'T KNOW	130	30	42	57	130	68	62	13	17	23	19	32	26
	10%	10%	9%	11%	10%	11%	10%	8%	11%	10%	8%	13%	10%

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

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

QP51G. (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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Very concerned	243	48	75	39	80	124	119	243	212	30
	19%	19%	19%	15%	23% c	19%	19%	19%	19%	18%
Fairly concerned	253	54	96	51	52	149	104	253	212	41
	20%	21%	24% df	19%	15%	23% df	17%	20% d	19%	24%
Neither/ nor	121	23	38	30	30	61	60	121	114	7
	10%	9%	10%	11%	9%	9%	10%	10%	10% i	4%
Not very concerned	257	54	71	54	78	125	133	257	230	27
	20%	21%	18%	20%	22%	19%	21%	20%	21%	16%
Not at all concerned	388	76	111	90	111	187	201	388	329	59
	31%	30%	28%	34%	31%	29%	32%	31%	30%	35%
Don't know	9	1	3	3	2	4	5	9	6	3
	1%	*%	1%	1%	*%	1%	1%	1%	1%	2% h
SUMMARY CODES										
TOTAL CONCERNED	496	102	171	91	132	273	223	496	425	71
	39%	40%	43% cf	34%	37%	42% cf	36%	39%	38%	42%
TOTAL NOT CONCERNED	646	130	181	144	190	312	334	646	560	86
	51%	51%	46%	54% b	54% b	48%	54% be	51%	51%	51%
TOTAL NEITHER/ DON'T KNOW	130	24	41	33	32	65	65	130	119	10
	10%	9%	10%	12%	9%	10%	10%	10%	11%	6%

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

Any break column with 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 pressure on them to spend money online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Very concerned	256	53	111	92	256	135	120	33	19	63	48	39	53
	20%	17%	24%	18%	20%	21%	19%	21%	13%	27%	21%	15%	22%
			ac						h	hk	h		h
Fairly concerned	267	50	102	115	267	143	125	27	23	50	52	66	49
	21%	16%	22%	23%	21%	22%	20%	17%	15%	21%	23%	26%	20%
			a	a	a							gh	
Neither/ nor	143	23	46	73	143	79	63	11	12	31	15	37	36
	11%	7%	10%	15%	11%	12%	10%	7%	8%	13%	7%	15%	14%
				ab	a					gj		ghj	ghj
Not very concerned	224	47	85	92	224	107	117	21	26	35	50	51	41
	18%	15%	18%	18%	18%	17%	19%	13%	17%	15%	22%	20%	17%
											g		
Not at all concerned	375	133	118	124	375	175	200	64	69	54	64	57	67
	29%	43%	25%	25%	29%	27%	32%	41%	45%	23%	28%	23%	27%
		bcd						ijkl	ijkl				
Don't know	7	3	2	2	7	3	5	-	3	2	1	1	1
	1%	1%	1%	*%	1%	*%	1%	-%	2%	1%	*%	*%	1%
SUMMARY CODES													
TOTAL CONCERNED	523	103	213	207	523	278	245	60	42	113	100	104	103
	41%	33%	46%	42%	41%	43%	39%	39%	28%	48%	44%	42%	41%
			a	a	a			h		h	h	h	h
TOTAL NOT CONCERNED	599	180	203	216	599	282	317	85	95	89	114	108	108
	47%	58%	44%	43%	47%	44%	50%	55%	62%	38%	50%	43%	44%
		bcd					e	ikl	ijkl		i		
TOTAL NEITHER/ DON'T KNOW	150	25	49	76	150	82	68	11	15	33	16	39	37
	12%	8%	11%	15%	12%	13%	11%	7%	10%	14%	7%	15%	15%
				ab						gj		gj	gj

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

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

QP51H. (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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Very concerned	256	52	90	42	71	142	113	256	212	43
	20%	20%	23%	16%	20%	22%	18%	20%	19%	26%
			c			c				h
Fairly concerned	267	40	102	64	61	142	125	267	236	31
	21%	16%	26%	24%	17%	22%	20%	21%	21%	19%
			adf	ad		a				
Neither/ nor	143	36	40	23	43	76	66	143	130	13
	11%	14%	10%	9%	12%	12%	11%	11%	12%	8%
		c								
Not very concerned	224	57	57	49	60	114	110	224	199	25
	18%	22%	14%	18%	17%	18%	18%	18%	18%	15%
		b								
Not at all concerned	375	69	104	88	113	173	201	375	319	55
	29%	27%	26%	33%	32%	27%	32%	29%	29%	33%
							be			
Don't know	7	1	1	1	5	2	5	7	7	-
	1%	*%	*%	*%	1%	*%	1%	1%	1%	-%
SUMMARY CODES										
TOTAL CONCERNED	523	93	191	106	132	284	238	523	449	74
	41%	36%	49%	40%	37%	44%	38%	41%	41%	44%
			acdfg			a				
TOTAL NOT CONCERNED	599	127	161	138	173	288	311	599	518	80
	47%	49%	41%	51%	49%	44%	50%	47%	47%	48%
		b		be	b		be	b		
TOTAL NEITHER/ DON'T KNOW	150	37	41	24	48	78	72	150	137	13
	12%	14%	10%	9%	14%	12%	12%	12%	12%	8%
		c								

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

Any break column with 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 - 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Very concerned	290	45	112	133	290	141	149	25	20	58	54	57	76
	23%	15%	24%	27%	23%	22%	24%	16%	13%	25%	23%	23%	31%
			a	a	a					gh	h	h	gh
Fairly concerned	349	73	141	135	349	175	173	39	34	62	79	75	60
	27%	24%	30%	27%	27%	27%	28%	25%	23%	26%	34%	30%	24%
			a								ghl		
Neither/ nor	133	28	47	58	133	70	63	17	11	25	22	28	30
	10%	9%	10%	12%	10%	11%	10%	11%	8%	11%	9%	11%	12%
Not very concerned	197	44	76	77	197	97	100	22	22	40	35	34	43
	16%	14%	16%	15%	16%	15%	16%	14%	15%	17%	15%	14%	17%
Not at all concerned	281	111	83	86	281	142	138	50	61	44	39	49	38
	22%	36%	18%	17%	22%	22%	22%	32%	40%	19%	17%	19%	15%
		bcd			c			ijkl	ijkl				
Don't know	22	6	6	10	22	15	6	3	3	4	1	8	2
	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	3%	1%
SUMMARY CODES													
TOTAL CONCERNED	638	118	253	268	638	316	322	64	54	120	132	132	136
	50%	38%	54%	54%	50%	49%	51%	41%	36%	51%	58%	53%	55%
			a	a	a					gh	gh	gh	gh
TOTAL NOT CONCERNED	478	156	159	163	478	240	238	72	83	84	75	83	80
	38%	51%	34%	33%	38%	37%	38%	46%	55%	36%	32%	33%	32%
		bcd						ijkl	ijkl				
TOTAL NEITHER/ DON'T KNOW	155	34	53	67	155	86	69	20	14	30	23	36	32
	12%	11%	11%	14%	12%	13%	11%	13%	10%	13%	10%	14%	13%

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

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

QP51I. (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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Very concerned	290	60	103	46	81	162	128	290	249	41
	23%	23%	26%	17%	23%	25%	21%	23%	23%	24%
			cf			c		c		
Fairly concerned	349	78	113	75	83	191	158	349	304	45
	27%	30%	29%	28%	24%	29%	25%	27%	28%	27%
Neither/ nor	133	25	49	30	29	74	59	133	120	13
	10%	10%	13%	11%	8%	11%	9%	10%	11%	8%
Not very concerned	197	41	48	41	68	89	109	197	178	19
	16%	16%	12%	15%	19%	14%	18%	16%	16%	12%
					be		b			
Not at all concerned	281	49	78	70	84	127	154	281	235	46
	22%	19%	20%	26%	24%	20%	25%	22%	21%	28%
				e			e			
Don't know	22	4	3	6	8	7	14	22	18	4
	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%
SUMMARY CODES										
TOTAL CONCERNED	638	138	215	121	164	353	285	638	553	85
	50%	54%	55%	45%	47%	54%	46%	50%	50%	51%
		f	cdf			cdf				
TOTAL NOT CONCERNED	478	90	126	111	152	216	262	478	413	65
	38%	35%	32%	41%	43%	33%	42%	38%	37%	39%
				be	be		be	b		
TOTAL NEITHER/ DON'T KNOW	155	29	52	36	37	81	73	155	138	16
	12%	11%	13%	13%	11%	13%	12%	12%	13%	10%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP51J. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The possibility of my child being radicalised, e.g. influenced by extreme views online whether political, social or religious (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Very concerned	179	39	72	68	179	86	93	21	18	39	32	25	42
	14%	13%	15%	14%	14%	13%	15%	14%	12%	17% k	14%	10%	17% k
Fairly concerned	192	35	77	81	192	108	84	23	12	40	37	45	36
	15%	11%	16% a	16% a	15%	17%	13%	15% h	8%	17% h	16% h	18% h	15% h
Neither/ nor	124	29	40	55	124	60	64	13	16	20	20	28	27
	10%	9%	9%	11%	10%	9%	10%	8%	11%	8%	9%	11%	11%
Not very concerned	281	56	116	110	281	139	142	33	23	54	61	52	57
	22%	18%	25% a	22%	22%	22%	23%	21%	15%	23%	27% h	21%	23%
Not at all concerned	485	144	158	183	485	245	239	67	78	80	78	99	84
	38%	47% bcd	34%	37%	38%	38%	38%	43%	51% ijkl	34%	34%	39%	34%
Don't know	10	5	3	2	10	3	7	-	5	2	1	1	1
	1%	2%	1%	*%	1%	1%	1%	-%	3% gjkl	1%	1%	1%	*%
SUMMARY CODES													
TOTAL CONCERNED	371	74	148	149	371	194	177	44	30	79	69	70	78
	29%	24%	32% a	30%	29%	30%	28%	28%	20%	34% h	30% h	28%	32% h
TOTAL NOT CONCERNED	766	200	273	292	766	384	382	99	101	134	140	151	141
	60%	65%	59%	59%	60%	60%	61%	64%	66%	57%	61%	60%	57%
TOTAL NEITHER/ DON'T KNOW	134	34	43	57	134	63	71	13	21	21	22	29	28
	11%	11%	9%	12%	11%	10%	11%	8%	14%	9%	9%	12%	11%

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

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

QP51J. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The possibility of my child being radicalised, e.g. influenced by extreme views online whether political, social or religious (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Very concerned	179	32	55	28	64	87	92	179	155	24
	14%	13%	14%	10%	18% c	13%	15%	14%	14%	14%
Fairly concerned	192	33	65	38	56	99	93	192	157	35
	15%	13%	17%	14%	16%	15%	15%	15%	14%	21% h
Neither/ nor	124	26	45	25	28	71	53	124	114	10
	10%	10%	12%	9%	8%	11%	9%	10%	10%	6%
Not very concerned	281	64	86	57	75	150	131	281	256	26
	22%	25%	22%	21%	21%	23%	21%	22%	23% i	15%
Not at all concerned	485	99	141	117	126	241	244	485	413	72
	38%	39%	36%	44% bd	36%	37%	39%	38%	37%	43%
Don't know	10	2	1	3	5	2	8	10	10	1
	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%
SUMMARY CODES										
TOTAL CONCERNED	371	66	120	65	120	186	185	371	312	59
	29%	26%	30%	24%	34% ac	29%	30%	29%	28%	35%
TOTAL NOT CONCERNED	766	163	228	174	201	391	375	766	668	98
	60%	64%	58%	65% d	57%	60%	60%	60%	61%	58%
TOTAL NEITHER/ DON'T KNOW	134	27	46	28	33	73	61	134	124	11
	11%	11%	12%	11%	9%	11%	10%	11%	11%	6%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP52. (SHOWCARD) Have you looked for or received information or advice about how to help your child to stay safe online, 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Your child's school	895	215	348	331	895	454	441	109	107	180	168	166	165
	70%	70%	75%	66%	70%	71%	70%	70%	70%	77%	73%	66%	67%
			c							kl			
Family or friends	467	90	191	186	467	232	235	47	43	85	106	100	86
	37%	29%	41%	37%	37%	36%	37%	30%	28%	36%	46%	40%	35%
			a	a	a						ghil	gh	
Internet service providers/ ISPs	232	45	88	100	232	110	123	21	23	40	47	48	52
	18%	14%	19%	20%	18%	17%	19%	14%	15%	17%	21%	19%	21%
				a									
From your child themselves	203	39	76	88	203	90	113	18	21	36	40	36	52
	16%	13%	16%	18%	16%	14%	18%	11%	14%	15%	18%	14%	21%
													g
TV, radio, newspapers or magazines	189	42	69	78	189	84	104	19	22	31	38	34	44
	15%	13%	15%	16%	15%	13%	17%	12%	15%	13%	17%	14%	18%
Other websites or apps with information about how to stay safe online	155	31	60	63	155	70	85	16	15	25	35	29	35
	12%	10%	13%	13%	12%	11%	13%	10%	10%	11%	15%	11%	14%
Government or local authority	135	35	48	52	135	67	67	17	18	26	22	24	27
	11%	11%	10%	10%	11%	10%	11%	11%	12%	11%	10%	10%	11%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP52. (SHOWCARD) Have you looked for or received information or advice about how to help your child to stay safe online, 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1304	362	459	483	1304	655	649	179	183	228	231	248	235
Effective Weighted Sample	1215	349	424	453	1215	612	604	172	177	210	213	233	221
Total	1271	308	464	498	1271	641	630	156	152	234	230	251	248
Manufacturers or retailers selling the product	112	20	39	53	112	54	58	11	10	21	18	22	31
	9%	7%	8%	11%	9%	8%	9%	7%	6%	9%	8%	9%	12%
													h
BBC	90	23	37	29	90	41	48	14	10	15	22	13	17
	7%	8%	8%	6%	7%	6%	8%	9%	6%	7%	10%	5%	7%
Other sources	38	13	15	10	38	26	12	11	2	7	7	7	3
	3%	4%	3%	2%	3%	4%	2%	7%	1%	3%	3%	3%	1%
							f	hl					
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	1073	252	411	409	1073	545	527	128	124	212	199	205	204
	84%	82%	89%	82%	84%	85%	84%	82%	82%	91%	86%	82%	82%
			acd							ghkl			
No, have not looked for or received any information or advice	190	53	50	87	190	92	98	27	26	20	30	45	42
	15%	17%	11%	17%	15%	14%	16%	17%	17%	8%	13%	18%	17%
		b		b	b					i	i		i	i
Don't know	8	3	3	2	8	4	5	2	2	2	1	-	2
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	-%	1%

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

Any break column with 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 to stay safe online, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
Your child's school	895	183	270	191	250	453	441	895	769	126
	70%	71%	69%	71%	71%	70%	71%	70%	70%	75%
Family or friends	467	90	156	92	129	246	220	467	408	58
	37%	35%	40%	34%	36%	38%	35%	37%	37%	35%
Internet service providers/ ISPs	232	58	91	41	42	149	83	232	203	30
	18%	23%	23%	15%	12%	23%	13%	18%	18%	18%
		cdf	cdfg			cdfg		df		
From your child themselves	203	49	59	43	53	108	95	203	179	24
	16%	19%	15%	16%	15%	17%	15%	16%	16%	14%
TV, radio, newspapers or magazines	189	45	62	36	46	106	82	189	168	21
	15%	17%	16%	13%	13%	16%	13%	15%	15%	13%
Other websites or apps with information about how to stay safe online	155	44	54	25	31	98	57	155	135	19
	12%	17%	14%	9%	9%	15%	9%	12%	12%	12%
		cdfg	df			cdf				
Government or local authority	135	36	43	28	28	78	56	135	117	18
	11%	14%	11%	11%	8%	12%	9%	11%	11%	11%
		df				d				
Manufacturers or retailers selling the product	112	25	44	23	19	70	42	112	99	13
	9%	10%	11%	9%	5%	11%	7%	9%	9%	8%
		d	df			df				

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

Any break column with 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 to stay safe online, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1304	269	387	301	347	656	648	1304	1123	181
Effective Weighted Sample	1215	252	363	281	322	615	601	1215	1047	169
Total	1271	257	393	268	354	650	621	1271	1104	167
BBC	90	23	31	20	17	54	36	90	80	10
	7%	9%	8%	7%	5%	8%	6%	7%	7%	6%
						d				
Other sources	38	13	14	7	4	27	11	38	29	9
	3%	5%	4%	3%	1%	4%	2%	3%	3%	6%
		df	d			df				h
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	1073	218	346	222	287	564	509	1073	925	148
	84%	85%	88%	83%	81%	87%	82%	84%	84%	88%
			df			df				
No, have not looked for or received any information or advice	190	36	46	43	65	83	108	190	170	20
	15%	14%	12%	16%	18%	13%	17%	15%	15%	12%
					be		be			
Don't know	8	2	1	3	2	4	5	8	8	-
	1%	1%	*%	1%	*%	1%	1%	1%	1%	-%

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

Any break column with 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) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
Make a drawing or picture	546	133	197	217	546	251	295	63	70	89	108	100	117
	43%	43%	43%	44%	43%	39%	47%	40%	46%	38%	47%	40%	47%
							e						
Change or edit a photo	537	63	180	294	537	244	293	25	38	74	105	144	150
	42%	20%	39%	59%	42%	38%	47%	16%	25%	32%	46%	58%	61%
			a	abd	a		e		g	g	ghi	ghij	ghij
Make a video	504	92	178	234	504	243	260	46	46	81	98	117	117
	40%	30%	39%	47%	40%	38%	41%	29%	30%	34%	43%	47%	47%
			a	abd	a						gh	ghi	ghi
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	239	28	100	111	239	120	119	17	11	48	52	55	56
	19%	9%	22%	22%	19%	19%	19%	11%	7%	20%	23%	22%	23%
			a	a	a					gh	gh	gh	gh
Created an emoji of themselves using sites/apps like Snapchat or Bitmoji	238	9	73	156	238	100	138	4	5	30	43	66	90
	19%	3%	16%	31%	19%	16%	22%	2%	3%	13%	19%	27%	36%
			a	abd	a		e			gh	gh	ghij	ghijk
Make their own music	190	25	65	100	190	92	97	12	13	22	43	58	42
	15%	8%	14%	20%	15%	14%	16%	8%	8%	9%	19%	23%	17%
			a	abd	a						ghi	ghi	ghi

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	151 12%	11 4%	44 9% a	96 19% abd	151 12% a	86 13%	65 10%	6 4%	5 3%	29 12% ghj	15 7%	50 20% ghij	45 18% ghj
Make an animation/ moving picture or image	149 12%	14 5%	56 12% a	79 16% ad	149 12% a	70 11%	78 12%	7 4%	7 5%	26 11% gh	30 13% gh	38 15% gh	41 16% gh
Make a website	103 8%	9 3%	21 5%	74 15% abd	103 8% ab	56 9%	48 8%	4 2%	5 3%	14 6%	7 3%	38 15% ghij	36 15% ghij
Make an app or game	101 8%	7 2%	34 7% a	60 12% abd	101 8% a	52 8%	49 8%	2 1%	5 3%	20 8% gh	14 6% g	30 12% ghij	30 12% ghij
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	87 7%	8 3%	23 5%	56 11% abd	87 7% a	48 7%	39 6%	5 3%	4 2%	13 5%	11 5%	30 12% ghij	25 10% ghij
ANY OF THESE	883 70%	160 52%	316 68% a	407 82% abd	883 70% a	426 67%	457 73% e	77 49%	83 55%	151 65% gh	165 72% gh	197 79% ghi	209 85% ghij

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

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1298	362	456	480	1298	651	647	179	183	226	230	246	234
Effective Weighted Sample	1210	349	422	450	1210	608	602	172	177	209	213	231	220
Total	1267	308	463	496	1267	639	628	156	152	234	229	249	247
None of these	358	129	142	86	358	198	160	69	60	80	62	49	38
	28%	42%	31%	17%	28%	31%	26%	44%	40%	34%	27%	20%	15%
		bcd	c		c	f		jkl	jkl	kl	l		
Don't know	25	19	4	3	25	15	11	10	8	2	2	3	-
	2%	6%	1%	1%	2%	2%	2%	6%	6%	1%	1%	1%	-%
		bcd			c			ijkl	ijkl				

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

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1298	266	388	299	345	654	644	1298	1121	177
Effective Weighted Sample	1210	249	364	279	321	613	598	1210	1045	165
Total	1267	254	394	266	353	648	619	1267	1103	164
Make a drawing or picture	546	123	171	102	150	294	252	546	489	57
	43%	48%	43%	38%	43%	45%	41%	43%	44%	35%
		cf				c			i	
Change or edit a photo	537	109	182	101	145	291	245	537	467	70
	42%	43%	46%	38%	41%	45%	40%	42%	42%	42%
			cf			c				
Make a video	504	102	169	100	133	271	233	504	443	61
	40%	40%	43%	38%	38%	42%	38%	40%	40%	37%
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	239	47	81	43	67	128	111	239	202	37
	19%	19%	21%	16%	19%	20%	18%	19%	18%	22%
Created an emoji of themselves using sites/apps like Snapchat or Bitmoji	238	49	69	51	69	118	120	238	196	42
	19%	19%	18%	19%	20%	18%	19%	19%	18%	26%
										h
Make their own music	190	42	65	32	52	107	83	190	169	21
	15%	16%	16%	12%	15%	16%	13%	15%	15%	13%

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

Any break column with 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) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1298	266	388	299	345	654	644	1298	1121	177
Effective Weighted Sample	1210	249	364	279	321	613	598	1210	1045	165
Total	1267	254	394	266	353	648	619	1267	1103	164
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	151 12%	30 12%	52 13% c	19 7%	49 14% c	83 13% c	68 11%	151 12% c	133 12%	18 11%
Make an animation/ moving picture or image	149 12%	38 15% df	51 13%	26 10%	33 9%	89 14% f	59 10%	149 12%	131 12%	17 11%
Make a website	103 8%	22 9%	37 9%	21 8%	24 7%	58 9%	45 7%	103 8%	91 8%	12 8%
Make an app or game	101 8%	19 8%	27 7%	26 10%	29 8%	46 7%	55 9%	101 8%	93 8%	8 5%
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	87 7%	16 6%	33 8%	16 6%	22 6%	49 8%	38 6%	87 7%	75 7%	12 7%
ANY OF THESE	883 70%	191 75% cf	273 69%	177 67%	242 69%	464 72%	419 68%	883 70%	774 70%	109 66%
None of these	358 28%	60 24%	111 28%	82 31%	105 30%	171 26%	187 30%	358 28%	304 28%	54 33%

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

Any break column with 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) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1298	266	388	299	345	654	644	1298	1121	177
Effective Weighted Sample	1210	249	364	279	321	613	598	1210	1045	165
Total	1267	254	394	266	353	648	619	1267	1103	164
Don't know	25	2	11	7	6	13	13	25	24	1
	2%	1%	3%	3%	2%	2%	2%	2%	2%	1%

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

Any break column with 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. Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize?

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	h	~i	~j	~k	~l
Unweighted total	362	362	-	-	362	179	183	179	183	-	-	-	-
Effective Weighted Sample	349	349	-	-	349	172	177	172	177	-	-	-	-
Total	308	308	-	-	308	156	152	156	152	-	-	-	-
Yes	106	106	**	**	106	52	54	52	54	**	**	**	**
	34%	34%	**	**	34%	33%	35%	33%	35%	**	**	**	**
No	194	194	**	**	194	99	95	99	95	**	**	**	**
	63%	63%	**	**	63%	64%	62%	64%	62%	**	**	**	**
Don't know	9	9	**	**	9	5	3	5	3	**	**	**	**
	3%	3%	**	**	3%	3%	2%	3%	2%	**	**	**	**

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

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

QP55B. Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize?

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i
Unweighted total	362	69	112	84	97	181	181	362	308	54
Effective Weighted Sample	349	67	108	81	93	175	174	349	297	52
Total	308	57	98	67	87	155	153	308	262	46
Yes	106	**	44	**	**	62	44	106	88	**
	34%	**	45%	**	**	40%	29%	34%	34%	**
			f			f				
No	194	**	53	**	**	90	104	194	167	**
	63%	**	54%	**	**	58%	68%	63%	64%	**
							be			
Don't know	9	**	2	**	**	4	5	9	7	**
	3%	**	2%	**	**	2%	3%	3%	3%	**

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

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

QP56B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child ever uses the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	119	119	-	-	119	58	61	58	61	-	-	-	-
Effective Weighted Sample	115	115	-	-	115	56	59	56	59	-	-	-	-
Total	106	106	-	-	106	52	54	52	54	-	-	-	-
Strongly disagree	2	2	**	**	2	**	**	**	**	**	**	**	**
	1%	1%	**	**	1%	**	**	**	**	**	**	**	**
Slightly disagree	7	7	**	**	7	**	**	**	**	**	**	**	**
	6%	6%	**	**	6%	**	**	**	**	**	**	**	**
Neither agree nor disagree	6	6	**	**	6	**	**	**	**	**	**	**	**
	6%	6%	**	**	6%	**	**	**	**	**	**	**	**
Slightly agree	34	34	**	**	34	**	**	**	**	**	**	**	**
	32%	32%	**	**	32%	**	**	**	**	**	**	**	**
Strongly agree	56	56	**	**	56	**	**	**	**	**	**	**	**
	53%	53%	**	**	53%	**	**	**	**	**	**	**	**
Don't know	1	1	**	**	1	**	**	**	**	**	**	**	**
	1%	1%	**	**	1%	**	**	**	**	**	**	**	**
SUMMARY CODES													
TOTAL DISAGREE	8	8	**	**	8	**	**	**	**	**	**	**	**
	8%	8%	**	**	8%	**	**	**	**	**	**	**	**
TOTAL AGREE	90	90	**	**	90	**	**	**	**	**	**	**	**
	86%	86%	**	**	86%	**	**	**	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	7	7	**	**	7	**	**	**	**	**	**	**	**
	7%	7%	**	**	7%	**	**	**	**	**	**	**	**

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

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

QP56B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child ever uses the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i
Unweighted total	119	21	48	24	26	69	50	119	99	20
Effective Weighted Sample	115	20	47	23	25	67	48	115	96	19
Total	106	18	44	20	24	62	44	106	88	17
Strongly disagree	2	**	**	**	**	**	**	2	**	**
	1%	**	**	**	**	**	**	1%	**	**
Slightly disagree	7	**	**	**	**	**	**	7	**	**
	6%	**	**	**	**	**	**	6%	**	**
Neither agree nor disagree	6	**	**	**	**	**	**	6	**	**
	6%	**	**	**	**	**	**	6%	**	**
Slightly agree	34	**	**	**	**	**	**	34	**	**
	32%	**	**	**	**	**	**	32%	**	**
Strongly agree	56	**	**	**	**	**	**	56	**	**
	53%	**	**	**	**	**	**	53%	**	**
Don't know	1	**	**	**	**	**	**	1	**	**
	1%	**	**	**	**	**	**	1%	**	**
SUMMARY CODES										
TOTAL DISAGREE	8	**	**	**	**	**	**	8	**	**
	8%	**	**	**	**	**	**	8%	**	**
TOTAL AGREE	90	**	**	**	**	**	**	90	**	**
	86%	**	**	**	**	**	**	86%	**	**
TOTAL NEITHER/ DON'T KNOW	7	**	**	**	**	**	**	7	**	**
	7%	**	**	**	**	**	**	7%	**	**

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

Any break column with 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 their mobile phone on a typical school day. How many hours would you say they spend using their mobile phone at home or elsewhere on a typical school day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
None	45	**	30	7	45	20	25	**	**	**	**	3	4
	7%	**	15% cd	2%	7% c	6%	8%	**	**	**	**	1%	2%
Up to 1 hour	305	**	113	179	305	173	132	**	**	**	**	103	76
	46%	**	57% cd	41%	46%	54% f	39%	**	**	**	**	48% l	35%
Up to 2 hours	149	**	33	112	149	70	79	**	**	**	**	57	55
	23%	**	17%	26% b	23%	22%	23%	**	**	**	**	26%	25%
Up to 3 hours	81	**	17	64	81	35	46	**	**	**	**	32	32
	12%	**	9%	15% b	12%	11%	14%	**	**	**	**	15%	15%
Up to 4 hours	42	**	1	42	42	14	29	**	**	**	**	14	28
	6%	**	*%	10% b	6% b	4%	9% e	**	**	**	**	6%	13% k
Up to 5 hours	16	**	1	15	16	2	14	**	**	**	**	2	12
	2%	**	1%	3%	2%	1%	4% e	**	**	**	**	1%	6% k
Up to 6 hours	9	**	-	9	9	2	6	**	**	**	**	2	6
	1%	**	-%	2%	1%	1%	2%	**	**	**	**	1%	3%
Up to 8 hours	3	**	2	1	3	3	-	**	**	**	**	1	-
	*%	**	1%	*%	*%	1%	-%	**	**	**	**	1%	-%
Over 8 hours	9	**	3	6	9	4	5	**	**	**	**	2	4
	1%	**	1%	1%	1%	1%	2%	**	**	**	**	1%	2%
Mean number of hours	1.8	**	1.3	2.1 bd	1.8 b	1.7	2.0 e	**	**	**	**	1.9	2.4 k

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

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

QP57A. Please think about how your child uses their mobile phone on a typical school day. How many hours would you say they spend using their mobile phone at home or elsewhere on a typical school day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Standard deviation	1.81	**	1.81	1.78	1.81	1.86	1.76	**	**	**	**	1.77	1.77
Standard error	.07	**	.13	.09	.07	.11	.10	**	**	**	**	.12	.12

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

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

QP57A. Please think about how your child uses their mobile phone on a typical school day. How many hours would you say they spend using their mobile phone at home or elsewhere on a typical school day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
None	45	9	15	9	13	24	21	45	40	**
	7%	6%	8%	6%	7%	7%	7%	7%	7%	**
Up to 1 hour	305	68	92	60	85	160	145	305	263	**
	46%	49%	47%	44%	45%	48%	45%	46%	46%	**
Up to 2 hours	149	28	49	29	43	77	72	149	135	**
	23%	20%	25%	21%	23%	23%	22%	23%	24%	**
Up to 3 hours	81	19	21	19	22	40	41	81	68	**
	12%	14%	11%	14%	12%	12%	13%	12%	12%	**
Up to 4 hours	42	9	12	9	13	21	21	42	38	**
	6%	7%	6%	6%	7%	6%	7%	6%	7%	**
Up to 5 hours	16	1	3	7	6	4	12	16	15	**
	2%	1%	1%	5%	3%	1%	4%	2%	3%	**
				e			e			
Up to 6 hours	9	2	2	4	1	4	5	9	5	**
	1%	2%	1%	3%	1%	1%	1%	1%	1%	**
Up to 8 hours	3	1	-	-	2	1	2	3	3	**
	*%	1%	-%	-%	1%	*%	*%	*%	*%	**
Over 8 hours	9	1	1	2	4	3	6	9	5	**
	1%	1%	1%	2%	2%	1%	2%	1%	1%	**
Mean number of hours	1.8	1.8	1.6	2.0	2.0	1.7	2.0	1.8	1.8	**
							be			
Standard deviation	1.81	1.71	1.37	2.07	2.07	1.52	2.06	1.81	1.67	**
Standard error	.07	.15	.10	.17	.16	.09	.12	.07	.07	**

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP57B. And how many hours would you say they spend using their mobile phone at home or elsewhere on a weekend day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
None	35	**	24	6	35	17	18	**	**	**	**	4	2
	5%	**	12% cd	1%	5% c	5%	5%	**	**	**	**	2%	1%
Up to 1 hour	223	**	79	130	223	127	96	**	**	**	**	75	54
	34%	**	40% c	30%	34%	39% f	29%	**	**	**	**	35% l	25%
Up to 2 hours	155	**	48	104	155	88	66	**	**	**	**	60	43
	23%	**	24%	24%	23%	27% f	20%	**	**	**	**	28%	20%
Up to 3 hours	69	**	20	49	69	24	45	**	**	**	**	16	33
	10%	**	10%	11%	10%	8%	13% e	**	**	**	**	7%	15% k
Up to 4 hours	54	**	11	42	54	18	36	**	**	**	**	15	27
	8%	**	5%	10%	8%	6%	11% e	**	**	**	**	7%	12%
Up to 5 hours	59	**	10	49	59	23	36	**	**	**	**	22	27
	9%	**	5%	11% b	9%	7%	11%	**	**	**	**	10%	12%
Up to 6 hours	31	**	4	27	31	13	18	**	**	**	**	13	13
	5%	**	2%	6% b	5%	4%	5%	**	**	**	**	6%	6%
Up to 7 hours	3	**	-	3	3	2	1	**	**	**	**	2	1
	*%	**	-%	1%	*%	1%	*%	**	**	**	**	1%	*%
Up to 8 hours	10	**	2	8	10	3	7	**	**	**	**	1	7
	2%	**	1%	2%	2%	1%	2%	**	**	**	**	1%	3% k

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

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

QP57B. And how many hours would you say they spend using their mobile phone at home or elsewhere on a weekend day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
Over 8 hours	20	**	3	17	20	7	13	**	**	**	**	7	10
	3%	**	1%	4%	3%	2%	4%	**	**	**	**	3%	5%
Mean number of hours	2.6	**	1.9	3.0	2.6	2.3	2.9	**	**	**	**	2.7	3.4
				bd	b		e						k
Standard deviation	2.39	**	1.97	2.51	2.39	2.12	2.60	**	**	**	**	2.30	2.67
Standard error	.10	**	.15	.12	.10	.12	.15	**	**	**	**	.16	.19

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

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

QP57B. And how many hours would you say they spend using their mobile phone at home or elsewhere on a weekend day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
None	35	5	9	11	10	14	21	35	29	**
	5%	4%	4%	8%	6%	4%	7%	5%	5%	**
Up to 1 hour	223	49	70	44	60	119	104	223	191	**
	34%	36%	36%	32%	32%	36%	32%	34%	33%	**
Up to 2 hours	155	39	46	25	44	85	70	155	141	**
	23%	28%	24%	18%	24%	26%	21%	23%	25%	**
Up to 3 hours	69	11	24	17	17	35	34	69	64	**
	10%	8%	12%	12%	9%	11%	10%	10%	11%	**
Up to 4 hours	54	12	17	10	15	30	25	54	47	**
	8%	9%	9%	7%	8%	9%	8%	8%	8%	**
Up to 5 hours	59	9	15	12	23	25	35	59	51	**
	9%	7%	8%	9%	12%	7%	11%	9%	9%	**
Up to 6 hours	31	7	8	12	5	14	16	31	25	**
	5%	5%	4%	9% d	2%	4%	5%	5%	4%	**
Up to 7 hours	3	1	1	1	-	2	1	3	-	**
	*%	1%	*%	1%	-%	1%	*%	*%	-%	**
Up to 8 hours	10	2	1	1	6	3	7	10	10	**
	2%	2%	*%	1%	3%	1%	2%	2%	2%	**
Over 8 hours	20	2	4	5	8	6	13	20	15	**
	3%	2%	2%	4%	4%	2%	4%	3%	3%	**
Mean number of hours	2.6	2.4	2.4	2.8	2.9 e	2.4	2.8 e	2.6	2.6	**
Standard deviation	2.39	2.14	1.99	2.54	2.80	2.05	2.69	2.39	2.25	**
Standard error	.10	.18	.15	.21	.21	.12	.15	.10	.10	**

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

Any break column with 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 HOURS SPENT USING A MOBILE PHONE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
None	27	**	20	2	27	12	15	**	**	**	**	1	1
	4%	**	10% cd	1%	4% c	4%	5%	**	**	**	**	1%	1%
Up to 5 hours	104	**	49	44	104	60	44	**	**	**	**	25	19
	16%	**	25% cd	10%	16% c	18%	13%	**	**	**	**	12%	9%
Up to 10 hours	201	**	66	128	201	117	84	**	**	**	**	74	54
	30%	**	33%	29%	30%	36% f	25%	**	**	**	**	34% l	25%
Up to 15 hours	96	**	22	72	96	45	51	**	**	**	**	38	35
	15%	**	11%	17%	15%	14%	15%	**	**	**	**	17%	16%
Up to 20 hours	78	**	20	56	78	32	46	**	**	**	**	26	29
	12%	**	10%	13%	12%	10%	14%	**	**	**	**	12%	13%
Up to 25 hours	62	**	13	49	62	26	36	**	**	**	**	23	26
	9%	**	7%	11%	9%	8%	11%	**	**	**	**	11%	12%
Up to 30 hours	36	**	2	34	36	12	24	**	**	**	**	12	22
	6%	**	1%	8% b	6% b	4%	7%	**	**	**	**	6%	10%
Up to 35 hours	22	**	1	22	22	7	15	**	**	**	**	7	14
	3%	**	*%	5% b	3% b	2%	4%	**	**	**	**	3%	7%
Up to 40 hours	6	**	-	6	6	3	4	**	**	**	**	3	4
	1%	**	-%	1%	1%	1%	1%	**	**	**	**	1%	2%
Over 40 hours	26	**	6	20	26	9	17	**	**	**	**	6	14
	4%	**	3%	5%	4%	3%	5%	**	**	**	**	3%	6%
Mean number of hours	14.4	**	10.4	16.8 bd	14.4 b	12.9	15.9 e	**	**	**	**	15.1	18.5 k

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

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

QP57A-B HOURS SPENT USING A MOBILE PHONE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Standard deviation	13.15	**	11.90	13.35	13.15	12.60	13.51	**	**	**	**	12.83	13.65
Standard error	.53	**	.88	.66	.53	.72	.76	**	**	**	**	.88	.96

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

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.

QP57A-B HOURS SPENT USING A MOBILE PHONE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
None	27	5	7	5	10	12	15	27	25	**
	4%	4%	4%	4%	6%	4%	5%	4%	4%	**
Up to 5 hours	104	21	32	25	26	52	51	104	86	**
	16%	15%	16%	18%	14%	16%	16%	16%	15%	**
Up to 10 hours	201	47	61	35	58	108	93	201	176	**
	30%	34%	31%	25%	31%	33%	28%	30%	31%	**
Up to 15 hours	96	24	35	16	21	58	37	96	88	**
	15%	17%	18%	12%	11%	17%	12%	15%	15%	**
						f				
Up to 20 hours	78	10	22	22	24	32	46	78	70	**
	12%	7%	11%	16%	13%	10%	14%	12%	12%	**
				a			a			
Up to 25 hours	62	15	19	7	21	35	27	62	53	**
	9%	11%	10%	5%	11%	10%	8%	9%	9%	**
					c					
Up to 30 hours	36	5	9	12	11	14	23	36	30	**
	6%	3%	5%	9%	6%	4%	7%	6%	5%	**
Up to 35 hours	22	6	5	10	2	10	12	22	19	**
	3%	4%	2%	7%	1%	3%	4%	3%	3%	**
				bdg						
Up to 40 hours	6	1	1	1	3	3	4	6	6	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	**
Over 40 hours	26	5	4	6	11	9	17	26	19	**
	4%	3%	2%	4%	6%	3%	5%	4%	3%	**
Mean number of hours	14.4	13.8	12.9	15.5	15.6	13.3	15.6	14.4	14.1	**
							be			
Standard deviation	13.15	12.53	10.36	13.76	15.44	11.30	14.73	13.15	12.35	**
Standard error	.53	1.08	.77	1.15	1.18	.64	.83	.53	.53	**

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

Any break column with 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 about the use that your child makes of their mobile phone? (MULTI CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
Rules about how much time they spend using their phone	312 47%	** **	110 55% c	188 43%	312 47%	152 47%	160 48%	** **	** **	** **	** **	93 43%	95 44%
Rules about how much money they can spend on their phone	287 44%	** **	86 43%	191 44%	287 44%	153 47%	134 40%	** **	** **	** **	** **	103 48%	87 40%
Rules about who they are in contact with on their phone	281 43%	** **	98 49% c	173 40%	281 43%	133 41%	148 44%	** **	** **	** **	** **	79 36%	94 43%
Rules about downloading apps onto their phone	272 41%	** **	94 47%	167 38%	272 41%	135 42%	137 41%	** **	** **	** **	** **	82 38%	85 39%
Rules about when they can use their phone	238 36%	** **	87 43% c	142 33%	238 36%	115 36%	123 37%	** **	** **	** **	** **	67 31%	75 34%
Other rules - please say	7 1%	** **	- -%	7 2%	7 1%	2 1%	5 1%	** **	** **	** **	** **	2 1%	5 2%
ANY RULES	492 75%	** **	164 82% cd	312 72%	492 75%	238 74%	255 76%	** **	** **	** **	** **	153 71%	160 73%

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

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

QP59. (SHOWCARD) Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
No, do not have any rules	167	**	36	122	167	85	81	**	**	**	**	64	58
	25%	**	18%	28%	25%	26%	24%	**	**	**	**	29%	27%
				b	b								

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

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

QP59. (SHOWCARD) Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)

Base : Parents of children with a mobile phone

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
Rules about how much time they spend using their phone	312	66	89	56	101	155	157	312	281	**
	47%	48%	46%	41%	54% c	46%	48%	47%	49%	**
Rules about how much money they can spend on their phone	287	66	79	66	76	145	142	287	240	**
	44%	48%	40%	48%	41%	43%	44%	44%	42%	**
Rules about who they are in contact with on their phone	281	71	78	58	73	149	131	281	254	**
	43%	51% df	40%	42%	39%	45%	40%	43%	44%	**
Rules about downloading apps onto their phone	272	61	80	59	72	141	131	272	234	**
	41%	44%	41%	43%	39%	42%	40%	41%	41%	**
Rules about when they can use their phone	238	61	62	59	56	124	115	238	203	**
	36%	44% bd	32%	42% d	30%	37%	35%	36%	35%	**
Other rules - please say	7	1	4	2	-	5	2	7	7	**
	1%	1%	2%	2%	-%	1%	1%	1%	1%	**
ANY RULES	492	106	144	103	138	250	242	492	426	**
	75%	77%	74%	75%	74%	75%	74%	75%	75%	**
No, do not have any rules	167	32	50	35	49	82	84	167	146	**
	25%	23%	26%	25%	26%	25%	26%	25%	25%	**

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

Any break column with 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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
Very concerned	84	**	25	57	84	41	43	**	**	**	**	27	30
	13%	**	12%	13%	13%	13%	13%	**	**	**	**	13%	14%
Fairly concerned	166	**	40	122	166	68	98	**	**	**	**	48	74
	25%	**	20%	28%	25%	21%	29%	**	**	**	**	22%	34%
				b			e						k
Neither/ nor	63	**	11	51	63	32	31	**	**	**	**	29	22
	10%	**	6%	12%	10%	10%	9%	**	**	**	**	13%	10%
				b									
Not very concerned	159	**	53	102	159	86	73	**	**	**	**	60	43
	24%	**	27%	24%	24%	27%	22%	**	**	**	**	28%	20%
Not at all concerned	186	**	71	102	186	95	91	**	**	**	**	52	50
	28%	**	36%	24%	28%	29%	27%	**	**	**	**	24%	23%
			c										
Don't know	1	**	-	-	1	1	-	**	**	**	**	-	-
	*%	**	-%	-%	*%	*%	-%	**	**	**	**	-%	-%
SUMMARY CODES													
TOTAL CONCERNED	250	**	64	179	250	109	141	**	**	**	**	76	103
	38%	**	32%	41%	38%	34%	42%	**	**	**	**	35%	47%
				b			e						k
TOTAL NOT CONCERNED	345	**	124	205	345	181	164	**	**	**	**	112	93
	52%	**	62%	47%	52%	56%	49%	**	**	**	**	52%	43%
			cd										
TOTAL NEITHER/ DON'T KNOW	64	**	11	51	64	33	31	**	**	**	**	29	22
	10%	**	6%	12%	10%	10%	9%	**	**	**	**	13%	10%
				b									

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

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

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%	--	a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
Very concerned	84	17	23	21	23	40	44	84	72	**
	13%	13%	12%	15%	12%	12%	14%	13%	13%	**
Fairly concerned	166	38	53	29	46	91	75	166	142	**
	25%	27%	27%	21%	24%	27%	23%	25%	25%	**
Neither/ nor	63	7	21	12	23	28	35	63	53	**
	10%	5%	11%	9%	12%	8%	11%	10%	9%	**
					a					
Not very concerned	159	43	39	32	44	82	76	159	147	**
	24%	31%	20%	23%	24%	25%	23%	24%	26%	**
		b								
Not at all concerned	186	33	58	43	51	91	95	186	157	**
	28%	24%	30%	31%	27%	27%	29%	28%	27%	**
Don't know	1	-	-	1	-	-	1	1	1	**
	*%	-%	-%	1%	-%	-%	*%	*%	*%	**
SUMMARY CODES										
TOTAL CONCERNED	250	55	76	50	69	131	119	250	214	**
	38%	40%	39%	36%	37%	39%	36%	38%	37%	**
TOTAL NOT CONCERNED	345	76	97	75	96	173	171	345	304	**
	52%	55%	50%	55%	51%	52%	53%	52%	53%	**
TOTAL NEITHER/ DON'T KNOW	64	7	21	13	23	28	36	64	54	**
	10%	5%	11%	9%	12%	8%	11%	10%	9%	**
					a		a			

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

Any break column with 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 AGE 5-7	8-11	12-15	ALL 5-15	CHILD'S GENDER MALE	FEMALE	CHILD'S AGE AND GENDER MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
Very concerned	64	**	22	41	64	25	38	**	**	**	**	14	26
	10%	**	11%	9%	10%	8%	11%	**	**	**	**	7%	12%
Fairly concerned	128	**	41	83	128	56	72	**	**	**	**	33	50
	19%	**	20%	19%	19%	17%	21%	**	**	**	**	15%	23% k
Neither/ nor	67	**	14	52	67	34	33	**	**	**	**	31	21
	10%	**	7%	12%	10%	11%	10%	**	**	**	**	14%	10%
Not very concerned	195	**	62	129	195	96	99	**	**	**	**	68	60
	30%	**	31%	30%	30%	30%	30%	**	**	**	**	32%	28%
Not at all concerned	202	**	61	128	202	111	91	**	**	**	**	70	58
	31%	**	31%	29%	31%	34%	27%	**	**	**	**	32%	27%
Don't know	3	**	-	2	3	1	2	**	**	**	**	-	2
	*%	**	-%	*%	*%	*%	1%	**	**	**	**	-%	1%
SUMMARY CODES													
TOTAL CONCERNED	192	**	63	124	192	82	110	**	**	**	**	47	77
	29%	**	31%	29%	29%	25%	33% e	**	**	**	**	22%	35% k
TOTAL NOT CONCERNED	397	**	124	256	397	206	190	**	**	**	**	138	118
	60%	**	62%	59%	60%	64%	57%	**	**	**	**	64%	54%
TOTAL NEITHER/ DON'T KNOW	70	**	14	54	70	35	35	**	**	**	**	31	23
	11%	**	7%	12% b	11%	11%	10%	**	**	**	**	14%	11%

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

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

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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
Very concerned	64	13	17	14	20	30	34	64	54	**
	10%	10%	9%	10%	11%	9%	10%	10%	10%	**
Fairly concerned	128	28	42	21	37	70	58	128	117	**
	19%	20%	22%	16%	20%	21%	18%	19%	20%	**
Neither/ nor	67	8	22	14	23	30	38	67	59	**
	10%	6%	11%	10%	12%	9%	12%	10%	10%	**
Not very concerned	195	57	55	34	49	112	83	195	168	**
	30%	41%	28%	24%	26%	34%	25%	30%	29%	**
		bcdfg				f				
Not at all concerned	202	32	58	54	58	89	112	202	171	**
	31%	23%	30%	39%	31%	27%	35%	31%	30%	**
				ae			ae			
Don't know	3	-	1	1	1	1	2	3	2	**
	*%	-%	1%	1%	*%	*%	*%	*%	*%	**
SUMMARY CODES										
TOTAL CONCERNED	192	41	59	35	56	100	92	192	171	**
	29%	30%	30%	25%	30%	30%	28%	29%	30%	**
TOTAL NOT CONCERNED	397	89	113	88	107	202	195	397	339	**
	60%	64%	58%	64%	57%	61%	60%	60%	59%	**
TOTAL NEITHER/ DON'T KNOW	70	8	23	15	24	31	39	70	61	**
	11%	6%	12%	11%	13%	9%	12%	11%	11%	**

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

Any break column with 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 - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
Very concerned	98	**	31	63	98	36	61	**	**	**	**	22	41
	15%	**	16%	15%	15%	11%	18% e	**	**	**	**	10%	19% k
Fairly concerned	135	**	40	92	135	62	73	**	**	**	**	41	51
	20%	**	20%	21%	20%	19%	22%	**	**	**	**	19%	23%
Neither/ nor	66	**	18	47	66	31	36	**	**	**	**	22	25
	10%	**	9%	11%	10%	9%	11%	**	**	**	**	10%	11%
Not very concerned	164	**	49	112	164	90	73	**	**	**	**	69	43
	25%	**	25%	26%	25%	28%	22%	**	**	**	**	32% l	20%
Not at all concerned	192	**	60	118	192	102	90	**	**	**	**	61	57
	29%	**	30%	27%	29%	32%	27%	**	**	**	**	28%	26%
Don't know	4	**	1	2	4	2	2	**	**	**	**	1	1
	1%	**	1%	*%	1%	1%	1%	**	**	**	**	*%	1%
SUMMARY CODES													
TOTAL CONCERNED	232	**	71	155	232	98	134	**	**	**	**	63	92
	35%	**	35%	36%	35%	30%	40% e	**	**	**	**	29%	42% k
TOTAL NOT CONCERNED	356	**	110	230	356	192	163	**	**	**	**	130	100
	54%	**	55%	53%	54%	60% f	49%	**	**	**	**	60% l	46%
TOTAL NEITHER/ DON'T KNOW	70	**	19	49	70	32	38	**	**	**	**	23	26
	11%	**	10%	11%	11%	10%	11%	**	**	**	**	11%	12%

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

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

QP60D. (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

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%	~	a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
Very concerned	98	24	30	21	22	54	43	98	88	**
	15%	17%	16%	15%	12%	16%	13%	15%	15%	**
Fairly concerned	135	27	44	21	42	71	64	135	109	**
	20%	20%	23%	15%	23%	21%	19%	20%	19%	**
Neither/ nor	66	15	25	12	13	40	26	66	54	**
	10%	11%	13%	9%	7%	12%	8%	10%	9%	**
Not very concerned	164	40	44	33	46	85	79	164	152	**
	25%	29%	23%	24%	25%	25%	24%	25%	27%	**
Not at all concerned	192	32	51	48	62	82	110	192	164	**
	29%	23%	26%	34%	33%	25%	34%	29%	29%	**
				ae			ae			
Don't know	4	-	-	3	1	-	4	4	4	**
	1%	-%	-%	3%	*%	-%	1%	1%	1%	**
				be			e			
SUMMARY CODES										
TOTAL CONCERNED	232	51	74	42	65	126	107	232	197	**
	35%	37%	38%	31%	34%	38%	33%	35%	34%	**
TOTAL NOT CONCERNED	356	72	95	80	109	167	189	356	317	**
	54%	52%	49%	58%	58%	50%	58%	54%	55%	**
TOTAL NEITHER/ DON'T KNOW	70	15	25	16	14	40	30	70	58	**
	11%	11%	13%	12%	8%	12%	9%	11%	10%	**

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

Any break column with 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 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 the user's phone. Did you know about this bar on adult content before today?

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
Yes	388	**	133	240	388	196	192	**	**	**	**	127	113
	59%	**	66% c	55%	59%	61%	57%	**	**	**	**	59%	52%
No	249	**	60	179	249	116	132	**	**	**	**	82	98
	38%	**	30%	41% b	38%	36%	39%	**	**	**	**	38%	45%
Don't know	22	**	7	14	22	10	11	**	**	**	**	7	7
	3%	**	4%	3%	3%	3%	3%	**	**	**	**	3%	3%

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

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

QP61. The UK mobile phone networks so O2, Vodafone, EE and so on 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 the user's phone. Did you know about this bar on adult content before today?

Base : Parents of children with a mobile phone

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
Yes	388	83	123	80	101	207	181	388	331	**
	59%	60%	63%	58%	54%	62%	56%	59%	58%	**
No	249	50	68	54	76	118	130	249	222	**
	38%	36%	35%	39%	40%	36%	40%	38%	39%	**
Don't know	22	5	3	4	10	8	14	22	19	**
	3%	3%	2%	3%	6%	2%	4%	3%	3%	**

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

Any break column with 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. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents whose child has a mobile phone aware of the bar on adult content that can be set on the child's phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	370	18	123	229	370	186	184	9	9	55	68	122	107
Effective Weighted Sample	347	17	115	215	347	175	172	9	9	52	64	115	100
Total	388	15	133	240	388	196	192	8	7	60	73	127	113
Bar on adult content is in place	245	**	90	144	245	119	126	**	**	**	**	75	69
	63%	**	67%	60%	63%	61%	65%	**	**	**	**	59%	61%
Bar on adult content is not in place	52	**	12	39	52	30	23	**	**	**	**	20	19
	13%	**	9%	16%	13%	15%	12%	**	**	**	**	15%	17%
Don't know whether bar on adult content is in place	67	**	18	47	67	36	31	**	**	**	**	27	21
	17%	**	14%	20%	17%	18%	16%	**	**	**	**	21%	18%
Not applicable - child's phone cannot be used to go online	24	**	13	9	24	11	13	**	**	**	**	6	4
	6%	**	10%	4%	6%	6%	7%	**	**	**	**	4%	3%
			c										

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

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

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents whose child has a mobile phone aware of the bar on adult content that can be set on the child's phone

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	~d	e	f	g	h	~i
Unweighted total	370	81	115	82	92	196	174	370	313	57
Effective Weighted Sample	347	76	108	78	86	185	162	347	294	54
Total	388	83	123	80	101	207	181	388	331	57
Bar on adult content is in place	245	**	77	**	**	134	110	245	199	**
	63%	**	62%	**	**	65%	61%	63%	60%	**
Bar on adult content is not in place	52	**	22	**	**	27	26	52	48	**
	13%	**	18%	**	**	13%	14%	13%	15%	**
Don't know whether bar on adult content is in place	67	**	19	**	**	35	33	67	64	**
	17%	**	15%	**	**	17%	18%	17%	19%	**
Not applicable - child's phone cannot be used to go online	24	**	6	**	**	11	13	24	21	**
	6%	**	5%	**	**	5%	7%	6%	6%	**

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

Any break column with 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. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	627	29	183	415	627	310	317	14	15	85	98	211	204
Effective Weighted Sample	588	28	172	390	588	291	298	14	14	79	92	199	192
Total	659	25	200	434	659	323	336	13	12	94	106	216	218
Bar on adult content is in place	245	**	90	144	245	119	126	**	**	**	**	75	69
	37%	**	45% c	33%	37%	37%	37%	**	**	**	**	35%	32%
Bar on adult content is not in place	52	**	12	39	52	30	23	**	**	**	**	20	19
	8%	**	6%	9%	8%	9%	7%	**	**	**	**	9%	9%
Don't know whether bar on adult content is in place	67	**	18	47	67	36	31	**	**	**	**	27	21
	10%	**	9%	11%	10%	11%	9%	**	**	**	**	12%	10%
Not applicable - child's phone cannot be used to go online	24	**	13	9	24	11	13	**	**	**	**	6	4
	4%	**	7% c	2%	4%	3%	4%	**	**	**	**	3%	2%
NOT AWARE OF BAR ON ADULT CONTENT	271	**	67	194	271	127	144	**	**	**	**	89	105
	41%	**	34%	45% b	41%	39%	43%	**	**	**	**	41%	48%

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

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

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	627	134	179	143	171	313	314	627	539	88
Effective Weighted Sample	588	127	169	134	160	295	293	588	506	82
Total	659	138	195	138	188	333	326	659	572	87
Bar on adult content is in place	245	58	77	50	60	134	110	245	199	**
	37%	42%	39%	36%	32%	40%	34%	37%	35%	**
Bar on adult content is not in place	52	5	22	10	15	27	26	52	48	**
	8%	4%	11%	7%	8%	8%	8%	8%	8%	**
			a							
Don't know whether bar on adult content is in place	67	16	19	14	19	35	33	67	64	**
	10%	11%	10%	10%	10%	10%	10%	10%	11%	**
Not applicable - child's phone cannot be used to go online	24	5	6	6	6	11	13	24	21	**
	4%	4%	3%	5%	3%	3%	4%	4%	4%	**
NOT AWARE OF BAR ON ADULT CONTENT	271	55	72	58	86	126	144	271	241	**
	41%	40%	37%	42%	46%	38%	44%	41%	42%	**

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

Any break column with 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? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
On a games console or games player (like a PlayStation, Xbox, Nintendo Switch/ 3DS, PS Vita and so on)	648 47%	114 30%	252 50% a	283 57% ad	648 47% a	450 65% f	198 29%	80 42% hjl	34 18%	170 68% ghjl	82 33% h	201 80% ghijl	82 33% h
On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	455 33%	152 41% bcd	165 33%	137 27%	455 33% c	225 33%	230 33%	80 42% ikl	73 39% ikl	72 29%	93 37% l	73 29%	64 26%
On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry)	423 31%	65 17%	127 25% a	231 46% abd	423 31% ab	212 31%	211 31%	35 19%	30 16%	57 23%	70 28% gh	120 48% ghij	111 45% ghij
On a desktop computer/ laptop/ netbook	209 15%	25 7%	86 17% a	98 20% ad	209 15% a	122 18% f	87 13%	17 9% h	8 4%	44 18% gh	42 17% gh	61 24% ghjl	37 15% h
On a Smart TV directly - not using a games console connected to the TV	39 3%	5 1%	15 3%	20 4% a	39 3%	21 3%	19 3%	3 1%	2 1%	9 4%	6 2%	9 4%	10 4%

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

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

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
TOTAL - EVER PLAYS GAMES	987	236	372	379	987	575	411	138	98	210	162	227	152
	72%	63%	74%	76%	72%	84%	60%	74%	52%	84%	65%	91%	61%
			a	a	a	f		hjl		ghjl	h	ghijl	
No, never/ Does not play games	388	139	128	121	388	112	276	49	90	39	88	24	98
	28%	37%	26%	24%	28%	16%	40%	26%	48%	16%	35%	9%	39%
		bcd					e	ik	gijk	k	gik		gik

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

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

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
On a games console or games player (like a PlayStation, Xbox, Nintendo Switch/ 3DS, PS Vita and so on)	648 47%	118 43%	194 46%	144 49%	192 49%	313 45%	335 49%	648 47%	548 46%	100 56% h
On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	455 33%	86 31%	150 36%	99 34%	119 31%	236 34%	219 32%	455 33%	394 33%	61 34%
On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry)	423 31%	92 34%	117 28%	86 29%	128 33%	209 30%	214 32%	423 31%	370 31%	52 29%
On a desktop computer/ laptop/ netbook	209 15%	41 15%	81 19% cf	30 10%	57 15%	122 18% cf	87 13%	209 15% c	189 16%	19 11%
On a Smart TV directly - not using a games console connected to the TV	39 3%	8 3%	16 4%	5 2%	11 3%	23 3%	16 2%	39 3%	32 3%	7 4%
TOTAL - EVER PLAYS GAMES	987 72%	188 69%	297 70%	212 73%	290 75%	485 70%	502 74%	987 72%	855 71%	132 74%

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

Any break column with 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? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
No, never/ Does not play games	388	85	125	80	98	211	178	388	342	47
	28%	31%	30%	27%	25%	30%	26%	28%	29%	26%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 226

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

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 they spend playing these types of games at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1015	277	369	369	1015	588	427	158	119	205	164	225	144
Effective Weighted Sample	945	266	340	347	945	549	396	152	115	189	151	211	135
Total	987	236	372	379	987	575	411	138	98	210	162	227	152
None	112	34	51	26	112	46	66	17	17	20	31	9	17
	11%	15%	14%	7%	11%	8%	16%	12%	18%	10%	19%	4%	11%
		c	c		c		e	k	ik	k	ik		k
Up to 1 hour	558	166	208	184	558	287	271	94	72	105	103	88	95
	57%	70%	56%	48%	57%	50%	66%	68%	74%	50%	64%	39%	63%
		bcd			c		e	ik	ik	k	ik		ik
Up to 2 hours	195	27	75	93	195	146	49	22	5	56	18	68	26
	20%	11%	20%	25%	20%	25%	12%	16%	5%	27%	11%	30%	17%
			a	a	a	f		h		ghjl		ghjl	h
Up to 3 hours	72	6	26	40	72	53	19	3	3	18	8	32	8
	7%	3%	7%	11%	7%	9%	5%	2%	4%	9%	5%	14%	5%
			a	a	a	f				g		ghjl	
Up to 4 hours	33	3	8	23	33	29	4	3	-	8	-	19	4
	3%	1%	2%	6%	3%	5%	1%	2%	-%	4%	-%	8%	3%
				abd		f				hj		ghijl	j
Up to 5 hours	7	-	3	3	7	5	2	-	-	2	2	3	-
	1%	-%	1%	1%	1%	1%	*%	-%	-%	1%	1%	1%	-%
Up to 6 hours	6	-	1	5	6	5	1	-	-	1	-	4	1
	1%	-%	*%	1%	1%	1%	*%	-%	-%	*%	-%	2%	1%
Up to 7 hours	4	-	-	4	4	4	-	-	-	-	-	4	-
	*%	-%	-%	1%	*%	1%	-%	-%	-%	-%	-%	2%	-%
Up to 8 hours	1	-	-	1	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	1%	-%
Mean number of hours	1.3	.9	1.2	1.7	1.3	1.6	1.0	1.0	.8	1.4	.9	2.0	1.1
			a	abd	a	f			h	ghjl		ghijl	hj
Standard deviation	1.13	.72	.99	1.34	1.13	1.23	.86	.77	.64	1.05	.83	1.44	.99
Standard error	.04	.04	.05	.07	.04	.05	.04	.06	.06	.07	.06	.10	.08

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 226

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

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 they spend playing these types of games at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1015	195	291	240	289	486	529	1015	876	139
Effective Weighted Sample	945	182	273	224	268	455	490	945	816	130
Total	987	188	297	212	290	485	502	987	855	132
None	112	31	35	20	26	66	46	112	97	15
	11%	16%	12%	9%	9%	14%	9%	11%	11%	11%
		cdf				f				
Up to 1 hour	558	109	171	119	160	280	278	558	488	70
	57%	58%	58%	56%	55%	58%	55%	57%	57%	53%
Up to 2 hours	195	37	57	43	58	93	101	195	170	25
	20%	20%	19%	20%	20%	19%	20%	20%	20%	19%
Up to 3 hours	72	10	20	15	26	30	42	72	62	10
	7%	6%	7%	7%	9%	6%	8%	7%	7%	8%
Up to 4 hours	33	-	13	11	10	13	21	33	24	9
	3%	-%	4%	5%	3%	3%	4%	3%	3%	7%
			a	a	a	a	a	a		h
Up to 5 hours	7	-	1	2	4	1	6	7	5	2
	1%	-%	*%	1%	1%	*%	1%	1%	1%	1%
					e					
Up to 6 hours	6	-	1	3	1	1	4	6	5	1
	1%	-%	*%	1%	*%	*%	1%	1%	1%	1%
Up to 7 hours	4	1	-	-	2	1	2	4	4	-
	*%	1%	-%	-%	1%	*%	*%	*%	*%	-%
Up to 8 hours	1	-	-	-	1	-	1	1	1	-
	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%
Mean number of hours	1.3	1.0	1.3	1.4	1.5	1.2	1.4	1.3	1.3	1.4
			a	ae	abe		abeg	ae		
Standard deviation	1.13	.91	1.03	1.19	1.27	.99	1.24	1.13	1.11	1.22
Standard error	.04	.07	.06	.08	.07	.04	.05	.04	.04	.10

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

Any break column with 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 they spend playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1015	277	369	369	1015	588	427	158	119	205	164	225	144
Effective Weighted Sample	945	266	340	347	945	549	396	152	115	189	151	211	135
Total	987	236	372	379	987	575	411	138	98	210	162	227	152
None	35	10	12	12	35	11	24	4	6	3	9	3	9
	4%	4%	3%	3%	4%	2%	6%	3%	6%	2%	6%	1%	6%
							e		ik		ik		ik
Up to 1 hour	410	136	152	122	410	178	232	75	61	58	94	45	77
	42%	58%	41%	32%	42%	31%	56%	54%	62%	28%	58%	20%	51%
		bcd	c		c		e	ik	ik		ik		ik
Up to 2 hours	248	57	106	86	248	167	81	35	22	75	31	58	28
	25%	24%	28%	23%	25%	29%	20%	25%	23%	36%	19%	26%	18%
						f				ghjkl			
Up to 3 hours	116	13	48	55	116	78	38	10	3	33	15	35	20
	12%	6%	13%	15%	12%	14%	9%	8%	3%	16%	9%	15%	13%
			a	a	a	f				gh	h	gh	h
Up to 4 hours	64	6	24	33	64	44	20	4	2	17	8	24	10
	6%	3%	7%	9%	6%	8%	5%	3%	2%	8%	5%	10%	6%
			a	a	a					h		gh	
Up to 5 hours	48	9	14	24	48	41	7	7	3	12	2	22	2
	5%	4%	4%	6%	5%	7%	2%	5%	3%	6%	1%	10%	2%
						f					j	hjl	
Up to 6 hours	36	3	11	22	36	31	5	2	1	8	2	21	1
	4%	1%	3%	6%	4%	5%	1%	1%	1%	4%	1%	9%	1%
				a	a	f						ghijl	
Up to 7 hours	6	-	-	6	6	6	-	-	-	-	-	6	-
	1%	-%	-%	2%	1%	1%	-%	-%	-%	-%	-%	3%	-%
				ab		f						ij	
Up to 8 hours	8	-	1	6	8	5	3	-	-	1	-	4	3
	1%	-%	*%	2%	1%	1%	1%	-%	-%	1%	-%	2%	2%
				a									

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

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

QP66B. And how many hours would you say they spend playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1015	277	369	369	1015	588	427	158	119	205	164	225	144
Effective Weighted Sample	945	266	340	347	945	549	396	152	115	189	151	211	135
Total	987	236	372	379	987	575	411	138	98	210	162	227	152
Over 8 hours	14	-	3	11	14	12	2	-	-	2	1	10	1
	1%	-%	1%	3%	1%	2%	*%	-%	-%	1%	1%	5%	1%
				ab	a	f						ghijl	
Don't know	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	1%	-%	-%	-%	-%	-%
Mean number of hours	2.2	1.5	2.0	2.7	2.2	2.6	1.6	1.6	1.4	2.4	1.5	3.4	1.8
			a	abd	a	f				ghjl		ghijl	h
Standard deviation	1.92	1.20	1.68	2.32	1.92	2.10	1.43	1.26	1.11	1.77	1.39	2.49	1.62
Standard error	.06	.07	.09	.12	.06	.09	.07	.10	.10	.12	.11	.17	.13

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

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

QP66B. And how many hours would you say they spend playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1015	195	291	240	289	486	529	1015	876	139
Effective Weighted Sample	945	182	273	224	268	455	490	945	816	130
Total	987	188	297	212	290	485	502	987	855	132
None	35	7	9	10	10	16	20	35	33	2
	4%	4%	3%	5%	3%	3%	4%	4%	4%	1%
Up to 1 hour	410	90	122	76	122	212	199	410	355	55
	42%	48% c	41%	36%	42%	44%	40%	42%	42%	42%
Up to 2 hours	248	44	74	62	68	118	130	248	219	30
	25%	24%	25%	29%	23%	24%	26%	25%	26%	23%
Up to 3 hours	116	27	38	23	28	66	51	116	97	19
	12%	15%	13%	11%	10%	14%	10%	12%	11%	14%
Up to 4 hours	64	12	20	13	19	32	32	64	59	5
	6%	6%	7%	6%	7%	7%	6%	6%	7%	4%
Up to 5 hours	48	1	12	11	24	13	35	48	42	6
	5%	1%	4% a	5% a	8% abeg	3%	7% ae	5% a	5%	4%
Up to 6 hours	36	5	17	8	6	22	14	36	27	9
	4%	3%	6% df	4%	2%	5%	3%	4%	3%	7% h
Up to 7 hours	6	-	-	1	4	-	6	6	4	2
	1%	-%	-%	1%	2% be	-%	1% e	1%	*%	2%
Up to 8 hours	8	-	1	1	5	1	6	8	5	2
	1%	-%	*%	1%	2% e	*%	1%	1%	1%	2%
Over 8 hours	14	1	4	5	4	5	9	14	13	2
	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%

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

Any break column with 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 they spend playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1015	195	291	240	289	486	529	1015	876	139
Effective Weighted Sample	945	182	273	224	268	455	490	945	816	130
Total	987	188	297	212	290	485	502	987	855	132
Don't know	1	-	-	1	-	-	1	1	-	1
	*%	-%	-%	*%	-%	-%	*%	*%	-%	1% h
Mean number of hours	2.2	1.8	2.2 a	2.3 a	2.3 a	2.0	2.3 ae	2.2 a	2.1	2.4
Standard deviation	1.92	1.50	1.80	2.10	2.11	1.70	2.11	1.92	1.88	2.14
Standard error	.06	.11	.11	.14	.12	.08	.09	.06	.06	.18

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

Any break column with 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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE 5-7	CHILD'S AGE 8-11	CHILD'S AGE 12-15	ALL 5-15	CHILD'S GENDER MALE	CHILD'S GENDER FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1015	277	369	369	1015	588	427	158	119	205	164	225	144
Effective Weighted Sample	945	266	340	347	945	549	396	152	115	189	151	211	135
Total	987	236	372	379	987	575	411	138	98	210	162	227	152
None	18	5	7	6	18	3	15	1	4	3	5	-	6
	2%	2%	2%	1%	2%	1%	4% e	1%	5% gk	1%	3% k	-%	4% k
Up to 5 hours	241	86	91	65	241	96	145	47	38	30	61	19	46
	24%	36% bcd	24% c	17%	24% c	17%	35% e	34% ik	39% ik	14%	38% ik	8%	30% ik
Up to 10 hours	354	98	140	115	354	198	157	55	43	80	61	63	52
	36%	42% c	38% c	30%	36%	34%	38%	40% k	44% k	38% k	37%	28%	35%
Up to 15 hours	138	23	55	60	138	101	37	18	5	42	13	41	19
	14%	10%	15%	16% a	14%	18% f	9%	13% h	5%	20% hj	8%	18% hj	13% h
Up to 20 hours	106	17	43	46	106	72	34	12	5	27	16	33	13
	11%	7%	11%	12% a	11%	12% f	8%	8%	5%	13% h	10%	15% h	9%
Up to 25 hours	68	3	23	42	68	53	15	3	1	17	6	33	9
	7%	1%	6% a	11% abd	7% a	9% f	4%	2%	1%	8% gh	3%	14% ghjl	6% h
Up to 30 hours	25	3	7	16	25	21	4	2	1	6	1	13	3
	3%	1%	2%	4% a	3%	4% f	1%	1%	1%	3%	*%	6% ghj	2%
Up to 35 hours	17	-	3	14	17	15	1	-	-	3	-	12	1
	2%	-%	1%	4% abd	2% a	3% f	*%	-%	-%	1%	-%	5% ghijl	1%
Up to 40 hours	6	-	-	6	6	4	3	-	-	-	-	4	3
	1%	-%	-%	2% ab	1%	1%	1%	-%	-%	-%	-%	2%	2%

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

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

QP66A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1015	277	369	369	1015	588	427	158	119	205	164	225	144
Effective Weighted Sample	945	266	340	347	945	549	396	152	115	189	151	211	135
Total	987	236	372	379	987	575	411	138	98	210	162	227	152
Over 40 hours	13	-	3	9	13	13	-	-	-	3	-	9	-
	1%	-%	1%	2%	1%	2%	-%	-%	-%	2%	-%	4%	-%
				a		f						ghjl	
Don't know	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	1%	-%	-%	-%	-%	-%
Mean number of hours	10.9	7.6	10.1	13.8	10.9	13.0	8.0	8.2	6.7	12.0	7.7	16.7	9.3
			a	abd	a	f		h		ghjl		ghijl	hj
Standard deviation	8.77	5.36	7.54	10.56	8.77	9.63	6.39	5.57	4.95	8.17	5.77	11.22	7.55
Standard error	.28	.32	.39	.55	.28	.40	.31	.44	.45	.57	.45	.75	.63

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 228

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

QP66A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1015	195	291	240	289	486	529	1015	876	139
Effective Weighted Sample	945	182	273	224	268	455	490	945	816	130
Total	987	188	297	212	290	485	502	987	855	132
None	18	5	7	4	2	12	6	18	17	2
	2%	3%	2%	2%	1%	2%	1%	2%	2%	1%
Up to 5 hours	241	64	63	47	67	128	114	241	205	36
	24%	34%	21%	22%	23%	26%	23%	24%	24%	27%
		bcdefg								
Up to 10 hours	354	63	116	74	102	178	176	354	316	38
	36%	33%	39%	35%	35%	37%	35%	36%	37%	29%
Up to 15 hours	138	22	41	31	44	63	75	138	116	21
	14%	12%	14%	15%	15%	13%	15%	14%	14%	16%
Up to 20 hours	106	20	35	22	29	55	51	106	93	12
	11%	11%	12%	10%	10%	11%	10%	11%	11%	9%
Up to 25 hours	68	12	15	18	23	27	41	68	62	6
	7%	6%	5%	8%	8%	6%	8%	7%	7%	4%
Up to 30 hours	25	1	7	6	12	8	18	25	20	6
	3%	1%	2%	3%	4%	2%	3%	3%	2%	4%
					ae		a			
Up to 35 hours	17	-	10	2	5	10	7	17	8	9
	2%	-%	3%	1%	2%	2%	1%	2%	1%	7%
			a							h
Up to 40 hours	6	-	4	2	-	4	2	6	6	-
	1%	-%	1%	1%	-%	1%	*%	1%	1%	-%
Over 40 hours	13	1	-	4	7	1	12	13	11	2
	1%	1%	-%	2%	3%	*%	2%	1%	1%	2%
				be	be		be			
Don't know	1	-	-	1	-	-	1	1	-	1
	*%	-%	-%	*%	-%	-%	*%	*%	-%	1%
										h

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

Any break column with 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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Mean number of hours	10.9	8.8	10.7	11.7	11.9	10.0	11.8	10.9	10.8	11.8
			a	ae	ae		ae	ae		
Standard deviation	8.77	7.13	8.13	9.17	9.81	7.81	9.54	8.77	8.59	9.84
Standard error	.28	.51	.48	.59	.58	.35	.41	.28	.29	.84

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

Any break column with 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 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
Rules about only playing games with an age appropriate rating	632 64%	176 75% cd	275 73% cd	181 48%	632 64% c	377 64%	255 63%	105 76% kl	72 73% kl	157 72% kl	118 75% kl	115 50%	66 45%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc)	474 48%	113 48%	199 53% c	162 43%	474 48%	290 50%	184 46%	72 52%	41 42%	117 54% hl	83 53%	102 44%	61 41%
Rules about how much time they spend playing games	465 47%	115 49% c	201 54% cd	149 39%	465 47% c	291 50%	175 44%	76 55% hkl	40 41%	115 53% hl	87 55% hkl	100 44% l	48 33%
Rules about when they can play games	437 44%	110 47% c	194 52% cd	133 35%	437 44% c	267 46%	171 42%	66 48% kl	44 45% l	114 53% kl	79 51% kl	86 37%	47 32%
Rules about who they can play games with	369 37%	79 33%	162 43% ac	128 34%	369 37%	231 39%	138 34%	50 36%	29 30%	97 44% hl	66 42% hl	85 37%	43 29%
Rules about purchasing or downloading games or apps/ in-app purchasing	360 36%	80 34%	141 38%	139 37%	360 36%	212 36%	148 37%	53 38%	27 28%	73 33%	69 44% h	87 38%	52 35%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 230

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

QP67. (SHOWCARD) Do you have any of these rules 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
Rules about whether they can play games online	304	74	130	101	304	180	125	46	28	73	57	61	40
	31%	31%	35%	27%	31%	31%	31%	33%	29%	33%	36%	27%	27%
			c								k		
Other rules - please say	10	2	3	5	10	4	5	1	1	-	3	4	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	2%	2%	1%
ANY RULES	829	212	342	275	829	506	323	125	86	202	141	179	96
	84%	90%	91%	73%	84%	87%	80%	91%	89%	93%	90%	78%	65%
		cd	cd		c	f		kl	kl	kl	kl	l	
No, do not have any rules	157	24	32	101	157	79	78	13	11	16	16	50	51
	16%	10%	9%	27%	16%	13%	20%	9%	11%	7%	10%	22%	35%
				abd	ab		e					ghij	ghijk

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

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

QP67. (SHOWCARD) Do you have any of these rules 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	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1012	194	288	239	291	482	530	1012	869	143
Effective Weighted Sample	943	182	271	223	270	452	491	943	810	133
Total	987	186	295	211	294	481	506	987	851	136
Rules about only playing games with an age appropriate rating	632 64%	120 64%	197 67%	129 61%	186 63%	317 66%	315 62%	632 64%	549 65%	83 61%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc)	474 48%	98 52% df	158 54% df	96 45%	123 42%	256 53% df	218 43%	474 48%	403 47%	71 53%
Rules about how much time they spend playing games	465 47%	94 50%	141 48%	103 49%	128 43%	235 49%	231 46%	465 47%	394 46%	71 52%
Rules about when they can play games	437 44%	89 48%	146 50% cdf	82 39%	120 41%	235 49% cdf	202 40%	437 44%	375 44%	63 46%
Rules about who they can play games with	369 37%	78 42%	112 38%	80 38%	99 33%	190 39%	179 35%	369 37%	312 37%	57 42%
Rules about purchasing or downloading games or apps/ in-app purchasing	360 36%	91 49% bcdfg	107 36%	68 32%	93 32%	199 41% cdf	161 32%	360 36%	303 36%	57 42%

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

Any break column with 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 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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1012	194	288	239	291	482	530	1012	869	143
Effective Weighted Sample	943	182	271	223	270	452	491	943	810	133
Total	987	186	295	211	294	481	506	987	851	136
Rules about whether they can play games online	304	67	95	65	77	162	143	304	261	43
	31%	36%	32%	31%	26%	34%	28%	31%	31%	32%
		df				d				
Other rules - please say	10	-	5	2	3	5	5	10	9	1
	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%
ANY RULES	829	153	254	179	243	407	422	829	714	115
	84%	82%	86%	85%	83%	85%	84%	84%	84%	85%
No, do not have any rules	157	33	41	32	51	74	83	157	137	21
	16%	18%	14%	15%	17%	15%	16%	16%	16%	15%

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

Any break column with 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 films and to chat with others. Did you know this before today?

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Yes	1013	258	368	387	1013	543	470	136	121	190	178	216	171
	74%	69%	74%	77%	74%	79%	68%	73%	65%	76%	71%	86%	68%
				a	a	f				h		ghijl	
No	345	112	128	105	345	141	204	50	62	58	70	33	72
	25%	30%	26%	21%	25%	20%	30%	27%	33%	23%	28%	13%	29%
		cd					e	k	ik	k	k		k
Don't know	17	5	4	8	17	4	13	1	4	1	2	2	6
	1%	1%	1%	2%	1%	1%	2%	*%	2%	*%	1%	1%	3%
							e						

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

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

QP68. Some games consoles and games players can be used to go online, watch and download TV and films and to chat with others. Did you know this before today?

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Yes	1013	206	319	206	282	526	488	1013	877	136
	74%	76%	76%	71%	73%	76%	72%	74%	73%	76%
No	345	64	98	83	100	161	183	345	303	42
	25%	23%	23%	29%	26%	23%	27%	25%	25%	23%
Don't know	17	3	6	3	6	9	8	17	16	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

Any break column with 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, Animal Jam, Stardoll and Moshi Monsters. Does your child ever play online games? IF YES: When your child plays online games, which of these describes how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
Playing on their own/ against the computer or games console/ player	577 58%	100 42%	224 60% a	252 67% ad	577 58% a	392 67% f	185 46%	65 47%	34 35% h	149 69% ghjl	75 48% h	177 77% ghjl	75 51% h
Playing against or with someone else in the same room as them	392 40%	48 21%	158 42% a	186 49% ad	392 40% a	273 47% f	119 30%	35 25%	13 14% h	104 48% ghjl	54 35% h	134 58% ghijl	51 35% h
Playing against or with someone else they have met in person who is playing somewhere else	314 32%	24 10%	114 31% a	176 47% abd	314 32% a	229 39% f	85 21%	15 11%	9 10%	78 36% ghj	37 23% gh	137 60% ghijl	39 27% gh
Playing against or with one or more other people they have not met in person who are playing somewhere else	155 16%	7 3%	53 14% a	95 25% abd	155 16% a	122 21% f	33 8%	5 4%	2 2%	43 20% ghj	9 6%	73 32% ghijl	22 15% ghj
TOTAL - PLAYS GAMES ONLINE	691 70%	116 49%	273 73% a	303 81% abd	691 70% a	470 80% f	221 55%	77 56%	39 40% h	180 83% ghjl	92 59% h	213 93% ghijl	90 61% h

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

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

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, Animal Jam, Stardoll and Moshi Monsters. Does your child ever play online games? IF YES: When your child plays online games, which of these describes how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
No - child does not play online games	286	119	100	67	286	113	173	61	58	37	63	15	52
	29%	51%	27%	18%	29%	19%	43%	44%	60%	17%	40%	6%	35%
		bcd	c		c		e	ik	gijkl	k	ik		ik
Don't know	9	1	2	7	9	2	7	-	1	-	2	2	5
	1%	*%	*%	2%	1%	*%	2%	-%	1%	-%	1%	1%	3%
							e						gi

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

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

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, Animal Jam, Stardoll and Moshi Monsters. Does your child ever play online games? IF YES: When your child plays online games, which of these describes how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1012	194	288	239	291	482	530	1012	869	143
Effective Weighted Sample	943	182	271	223	270	452	491	943	810	133
Total	987	186	295	211	294	481	506	987	851	136
Playing on their own/ against the computer or games console/ player	577	103	181	124	169	284	293	577	497	79
	58%	55%	61%	59%	57%	59%	58%	58%	58%	58%
Playing against or with someone else in the same room as them	392	75	126	80	112	201	192	392	344	48
	40%	40%	43%	38%	38%	42%	38%	40%	40%	36%
Playing against or with someone else they have met in person who is playing somewhere else	314	65	103	69	77	169	146	314	275	39
	32%	35%	35%	33%	26%	35%	29%	32%	32%	29%
		d	d			df				
Playing against or with one or more other people they have not met in person who are playing somewhere else	155	41	43	31	40	84	71	155	138	17
	16%	22%	15%	15%	13%	17%	14%	16%	16%	12%
		bdfg								
TOTAL - PLAYS GAMES ONLINE	691	124	215	150	203	338	353	691	600	91
	70%	66%	73%	71%	69%	70%	70%	70%	71%	67%
No - child does not play online games	286	60	78	59	89	138	148	286	242	44
	29%	32%	27%	28%	30%	29%	29%	29%	28%	32%

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

Any break column with 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, Animal Jam, Stardoll and Moshi Monsters. Does your child ever play online games? IF YES: When your child plays online games, which of these describes how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1012	194	288	239	291	482	530	1012	869	143
Effective Weighted Sample	943	182	271	223	270	452	491	943	810	133
Total	987	186	295	211	294	481	506	987	851	136
Don't know	9	2	2	2	2	4	5	9	8	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 236

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

QP71. Are there any parental controls set on either the handheld games player or the games console connected to a TV? IF NECESSARY - 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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	~j	k	~l
Unweighted total	658	130	249	279	658	463	195	88	42	170	79	205	74
Effective Weighted Sample	614	125	230	262	614	433	181	85	41	157	73	193	70
Total	652	114	255	283	652	463	189	80	34	176	78	207	77
Yes	274	54	112	108	274	196	78	**	**	81	**	75	**
	42%	47%	44%	38%	42%	42%	41%	**	**	46%	**	36%	**
No	329	48	130	152	329	235	95	**	**	86	**	117	**
	51%	42%	51%	54% a	51%	51%	50%	**	**	49%	**	56%	**
Don't know	49	12	13	23	49	33	16	**	**	10	**	15	**
	7%	11%	5%	8%	7%	7%	9%	**	**	6%	**	7%	**

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

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

QP71. Are there any parental controls set on either the handheld games player or the games console connected to a TV? IF NECESSARY - 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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	658	124	181	168	185	305	353	658	549	109
Effective Weighted Sample	614	117	170	157	172	287	328	614	513	101
Total	652	122	190	150	190	312	340	652	547	105
Yes	274	58	83	65	68	141	133	274	236	38
	42%	47%	44%	43%	36%	45%	39%	42%	43%	36%
No	329	56	96	73	104	152	178	329	272	58
	51%	46%	50%	49%	55%	49%	52%	51%	50%	55%
Don't know	49	9	11	12	17	19	30	49	40	9
	7%	7%	6%	8%	9%	6%	9%	7%	7%	9%

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

Any break column with 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

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
Very concerned	125	21	61	43	125	85	40	13	7	42	19	29	14
	13%	9%	16%	11%	13%	14%	10%	10%	8%	19%	12%	13%	9%
			a			f				ghl			
Fairly concerned	208	32	79	96	208	140	68	24	9	54	25	62	35
	21%	14%	21%	26%	21%	24%	17%	17%	9%	25%	16%	27%	24%
			a	a	a	f				hj		ghj	h
Neither/ nor	110	23	45	42	110	60	49	11	11	25	20	24	18
	11%	10%	12%	11%	11%	10%	12%	8%	11%	12%	12%	10%	12%
Not very concerned	212	54	77	81	212	133	79	33	21	41	36	59	22
	21%	23%	21%	22%	21%	23%	20%	24%	21%	19%	23%	26%	15%
													l
Not at all concerned	330	106	111	113	330	166	164	57	49	54	57	55	58
	33%	45%	30%	30%	33%	28%	41%	41%	51%	25%	36%	24%	39%
		bcd					e	ik	ijk		ik		ik
Don't know	2	-	1	1	2	2	1	-	-	1	1	1	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%
SUMMARY CODES													
TOTAL CONCERNED	333	53	141	139	333	224	109	37	16	97	44	91	49
	34%	23%	38%	37%	34%	38%	27%	27%	17%	44%	28%	39%	33%
			a	a	a	f			h	ghjl	h	ghj	h
TOTAL NOT CONCERNED	542	160	188	194	542	299	243	90	70	95	93	114	80
	55%	68%	50%	52%	55%	51%	61%	65%	72%	44%	59%	50%	54%
		bcd					e	ik	ijkl		i		
TOTAL NEITHER/ DON'T KNOW	112	23	46	43	112	62	50	11	11	26	20	25	18
	11%	10%	12%	11%	11%	11%	12%	8%	11%	12%	13%	11%	12%

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

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

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

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1012	194	288	239	291	482	530	1012	869	143
Effective Weighted Sample	943	182	271	223	270	452	491	943	810	133
Total	987	186	295	211	294	481	506	987	851	136
Very concerned	125	21	42	29	33	63	62	125	98	27
	13%	11%	14%	14%	11%	13%	12%	13%	12%	20%
										h
Fairly concerned	208	41	69	43	55	110	98	208	190	18
	21%	22%	23%	20%	19%	23%	19%	21%	22%	13%
									i	
Neither/ nor	110	14	44	16	37	57	52	110	95	15
	11%	7%	15%	7%	12%	12%	10%	11%	11%	11%
			ac							
Not very concerned	212	48	55	44	65	103	109	212	184	28
	21%	26%	19%	21%	22%	21%	22%	21%	22%	21%
Not at all concerned	330	62	86	79	103	149	182	330	283	47
	33%	33%	29%	37%	35%	31%	36%	33%	33%	35%
Don't know	2	-	-	-	2	-	2	2	1	1
	*%	-%	-%	-%	1%	-%	*%	*%	*%	1%
SUMMARY CODES										
TOTAL CONCERNED	333	62	110	72	88	173	160	333	288	45
	34%	33%	37%	34%	30%	36%	32%	34%	34%	33%
TOTAL NOT CONCERNED	542	110	141	123	168	251	291	542	467	76
	55%	59%	48%	58%	57%	52%	58%	55%	55%	56%
		b		b	b		b	b		
TOTAL NEITHER/ DON'T KNOW	112	14	44	16	39	57	54	112	96	15
	11%	7%	15%	7%	13%	12%	11%	11%	11%	11%
			ac		c					

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

Any break column with 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
Very concerned	142	20	63	60	142	101	41	12	8	45	18	44	15
	14%	9%	17%	16%	14%	17%	10%	9%	8%	21%	11%	19%	10%
			a	a	a	f				ghjl		ghjl	
Fairly concerned	247	39	105	102	247	162	85	29	10	66	40	67	35
	25%	17%	28%	27%	25%	28%	21%	21%	10%	30%	25%	29%	24%
			a	a	a	f		h		h	h	h	h
Neither/ nor	87	14	26	47	87	55	32	8	6	17	9	30	17
	9%	6%	7%	12%	9%	9%	8%	5%	6%	8%	6%	13%	11%
				ab								gj	
Not very concerned	210	43	88	79	210	116	94	21	22	48	41	47	32
	21%	18%	24%	21%	21%	20%	23%	15%	22%	22%	26%	20%	22%
											g		
Not at all concerned	298	119	91	88	298	150	148	68	51	42	49	40	48
	30%	50%	24%	23%	30%	26%	37%	49%	52%	19%	31%	17%	33%
		bcd					bc		e				
								ijkl	ijkl	ik		ik	ik
Don't know	2	1	1	1	2	1	1	-	1	-	1	1	-
	*%	*%	*%	*%	*%	*%	*%	-%	1%	-%	*%	*%	-%
SUMMARY CODES													
TOTAL CONCERNED	389	59	168	161	389	264	126	41	18	111	58	112	50
	39%	25%	45%	43%	39%	45%	31%	30%	19%	51%	37%	49%	34%
			a	a	a	f		h		ghjl	h	ghjl	h
TOTAL NOT CONCERNED	509	162	180	167	509	266	242	90	72	90	90	87	80
	52%	69%	48%	44%	52%	45%	60%	65%	74%	41%	57%	38%	55%
		bcd			c		e	ik	ijkl		ik		ik
TOTAL NEITHER/ DON'T KNOW	89	15	27	48	89	55	34	8	7	17	10	31	17
	9%	6%	7%	13%	9%	9%	8%	5%	7%	8%	6%	13%	11%
				ab								gj	

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

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

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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1012	194	288	239	291	482	530	1012	869	143
Effective Weighted Sample	943	182	271	223	270	452	491	943	810	133
Total	987	186	295	211	294	481	506	987	851	136
Very concerned	142	24	48	32	39	72	70	142	118	25
	14%	13%	16%	15%	13%	15%	14%	14%	14%	18%
Fairly concerned	247	62	79	48	58	140	106	247	214	32
	25%	33%	27%	23%	20%	29%	21%	25%	25%	24%
		cdfg				df				
Neither/ nor	87	15	27	18	27	42	45	87	75	12
	9%	8%	9%	8%	9%	9%	9%	9%	9%	9%
Not very concerned	210	33	63	46	69	96	115	210	191	19
	21%	18%	21%	22%	23%	20%	23%	21%	22%	14%
										i
Not at all concerned	298	53	79	67	99	132	167	298	250	48
	30%	28%	27%	32%	34%	27%	33%	30%	29%	35%
Don't know	2	-	-	1	1	-	2	2	2	-
	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%
SUMMARY CODES										
TOTAL CONCERNED	389	86	126	80	97	212	177	389	332	57
	39%	46%	43%	38%	33%	44%	35%	39%	39%	42%
		df	df			df				
TOTAL NOT CONCERNED	509	85	142	113	168	227	282	509	442	67
	52%	46%	48%	54%	57%	47%	56%	52%	52%	49%
					abe		abe			
TOTAL NEITHER/ DON'T KNOW	89	15	27	18	29	42	47	89	77	12
	9%	8%	9%	9%	10%	9%	9%	9%	9%	9%

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

Any break column with 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	~j	k	~l
Unweighted total	695	133	264	298	695	470	225	87	46	172	92	211	87
Effective Weighted Sample	650	128	245	281	650	439	211	84	44	159	85	198	83
Total	691	116	273	303	691	470	221	77	39	180	92	213	90
Very concerned	83	8	47	29	83	57	26	**	**	35	**	18	**
	12%	7%	17% acd	9%	12%	12%	12%	**	**	19% k	**	8%	**
Fairly concerned	136	17	46	74	136	100	36	**	**	30	**	58	**
	20%	15%	17%	24% ab	20%	21%	16%	**	**	17%	**	27% i	**
Neither/ nor	71	8	26	37	71	38	33	**	**	16	**	20	**
	10%	7%	10%	12%	10%	8%	15% e	**	**	9%	**	9%	**
Not very concerned	156	15	71	70	156	113	43	**	**	50	**	52	**
	23%	13%	26% a	23% a	23% a	24%	19%	**	**	28%	**	24%	**
Not at all concerned	241	65	83	94	241	160	82	**	**	49	**	65	**
	35%	56% bcd	30%	31%	35%	34%	37%	**	**	27%	**	31%	**
Don't know	3	3	-	-	3	2	1	**	**	-	**	-	**
	*%	3% bcd	-%	-%	*%	*%	1%	**	**	-%	**	-%	**
SUMMARY CODES													
TOTAL CONCERNED	219	25	92	103	219	157	62	**	**	65	**	76	**
	32%	21%	34% a	34% a	32% a	33%	28%	**	**	36%	**	36%	**
TOTAL NOT CONCERNED	398	80	154	164	398	273	124	**	**	100	**	117	**
	58%	69% bcd	56%	54%	58%	58%	56%	**	**	55%	**	55%	**

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

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

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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	~j	k	~l
Unweighted total	695	133	264	298	695	470	225	87	46	172	92	211	87
Effective Weighted Sample	650	128	245	281	650	439	211	84	44	159	85	198	83
Total	691	116	273	303	691	470	221	77	39	180	92	213	90
TOTAL NEITHER/ DON'T KNOW	74	11	26	37	74	40	34	**	**	16	**	20	**
	11%	10%	10%	12%	11%	9%	16%	**	**	9%	**	9%	**
							e						

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

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

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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	695	126	209	165	195	335	360	695	599	96
Effective Weighted Sample	650	118	197	155	182	315	335	650	560	90
Total	691	124	215	150	203	338	353	691	600	91
Very concerned	83	14	29	15	26	43	40	83	70	**
	12%	11%	13%	10%	13%	13%	11%	12%	12%	**
Fairly concerned	136	27	48	24	37	75	61	136	122	**
	20%	22%	22%	16%	18%	22%	17%	20%	20%	**
Neither/ nor	71	14	25	14	18	39	32	71	63	**
	10%	11%	12%	9%	9%	12%	9%	10%	10%	**
Not very concerned	156	30	49	29	49	79	78	156	143	**
	23%	24%	23%	19%	24%	23%	22%	23%	24%	**
Not at all concerned	241	39	63	66	74	102	139	241	200	**
	35%	31%	29%	44%	36%	30%	39%	35%	33%	**
				abeg			be			
Don't know	3	-	1	2	-	1	2	3	2	**
	*%	-%	*%	2%	-%	*%	1%	*%	*%	**
SUMMARY CODES										
TOTAL CONCERNED	219	41	77	39	63	118	102	219	192	**
	32%	33%	36%	26%	31%	35%	29%	32%	32%	**
TOTAL NOT CONCERNED	398	69	112	95	122	181	217	398	343	**
	58%	56%	52%	63%	60%	53%	61%	58%	57%	**
				be			be			
TOTAL NEITHER/ DON'T KNOW	74	14	26	16	18	40	34	74	65	**
	11%	11%	12%	11%	9%	12%	10%	11%	11%	**

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

Any break column with 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

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
Very concerned	179	31	88	60	179	121	58	21	10	60	28	39	21
	18%	13%	23%	16%	18%	21%	14%	15%	10%	28%	18%	17%	14%
			acd			f				ghjkl			
Fairly concerned	204	41	74	90	204	129	75	27	14	44	29	58	32
	21%	17%	20%	24%	21%	22%	19%	19%	14%	20%	19%	25%	22%
				a								h	
Neither/ nor	92	16	31	44	92	63	29	9	7	24	8	31	14
	9%	7%	8%	12%	9%	11%	7%	6%	8%	11%	5%	13%	9%
				a								gj	
Not very concerned	169	33	70	66	169	89	80	15	18	35	35	39	27
	17%	14%	19%	17%	17%	15%	20%	11%	18%	16%	22%	17%	18%
											g		
Not at all concerned	339	114	112	113	339	182	157	66	48	55	57	61	51
	34%	49%	30%	30%	34%	31%	39%	48%	50%	25%	36%	27%	35%
		bcd					e	ijkl	ijkl		i		
Don't know	5	-	1	4	5	1	3	-	-	-	1	1	3
	*%	-%	*%	1%	*%	*%	1%	-%	-%	-%	*%	1%	2%
SUMMARY CODES													
TOTAL CONCERNED	383	72	161	150	383	249	133	48	24	104	57	97	53
	39%	30%	43%	40%	39%	43%	33%	35%	24%	48%	36%	42%	36%
			a	a	a	f				ghjl	h	h	
TOTAL NOT CONCERNED	507	148	181	178	507	271	236	81	66	89	92	100	78
	51%	63%	48%	47%	51%	46%	59%	59%	68%	41%	59%	44%	53%
		bcd					e	ik	ikl		ik		i

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

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

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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
TOTAL NEITHER/ DON'T KNOW	97	16	32	48	97	65	32	9	7	24	8	32	16
	10%	7%	9%	13%	10%	11%	8%	6%	8%	11%	5%	14%	11%
				a								gj	

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

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

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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1012	194	288	239	291	482	530	1012	869	143
Effective Weighted Sample	943	182	271	223	270	452	491	943	810	133
Total	987	186	295	211	294	481	506	987	851	136
Very concerned	179	37	56	32	54	93	86	179	147	32
	18%	20%	19%	15%	18%	19%	17%	18%	17%	24%
Fairly concerned	204	39	70	43	52	108	95	204	177	27
	21%	21%	24%	20%	18%	23%	19%	21%	21%	20%
Neither/ nor	92	19	27	22	25	46	46	92	83	9
	9%	10%	9%	10%	8%	10%	9%	9%	10%	7%
Not very concerned	169	33	43	35	57	76	92	169	147	22
	17%	18%	15%	17%	19%	16%	18%	17%	17%	16%
Not at all concerned	339	58	97	79	105	155	184	339	293	46
	34%	31%	33%	37%	36%	32%	36%	34%	34%	34%
Don't know	5	-	3	-	2	3	2	5	5	-
	*%	-%	1%	-%	1%	1%	*%	*%	1%	-%
SUMMARY CODES										
TOTAL CONCERNED	383	76	126	75	106	202	181	383	324	59
	39%	41%	43%	36%	36%	42%	36%	39%	38%	43%
TOTAL NOT CONCERNED	507	91	140	115	162	231	276	507	440	68
	51%	49%	47%	54%	55%	48%	55%	51%	52%	50%
							e			
TOTAL NEITHER/ DON'T KNOW	97	19	30	22	26	49	48	97	87	9
	10%	10%	10%	10%	9%	10%	10%	10%	10%	7%

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

Any break column with 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 - The possibility of them being bullied by other players (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE 5-7	8-11	12-15	ALL 5-15	CHILD'S GENDER MALE	FEMALE	CHILD'S AGE AND GENDER MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
Very concerned	118	21	56	41	118	70	48	12	9	33	23	25	16
	12%	9%	15% a	11%	12%	12%	12%	8%	9%	15%	15%	11%	11%
Fairly concerned	192	29	81	81	192	128	64	19	10	55	26	54	27
	19%	12%	22% a	22% a	19% a	22% f	16%	14%	10%	25% gh	17%	24% gh	19%
Neither/ nor	90	13	38	39	90	57	32	7	6	27	11	24	15
	9%	6%	10% a	10% a	9%	10%	8%	5%	6%	12% g	7%	11%	10%
Not very concerned	196	40	69	87	196	122	74	24	16	38	31	60	27
	20%	17%	18%	23%	20%	21%	18%	17%	17%	18%	20%	26% gi	18%
Not at all concerned	387	130	130	127	387	206	181	75	55	65	65	66	61
	39%	55% bcd	35%	34%	39%	35%	45% e	54% ijkl	56% ijkl	30% ik	41% ik	29%	42% ik
Don't know	4	3	1	1	4	2	3	2	1	-	1	-	1
	*%	1%	*%	*%	*%	*%	1%	1%	1%	-%	*%	-%	1%
SUMMARY CODES													
TOTAL CONCERNED	309	50	137	122	309	198	111	31	19	88	49	79	43
	31%	21%	37% a	32% a	31% a	34% f	28%	22%	20%	40% ghl	31% h	35% gh	29%
TOTAL NOT CONCERNED	583	170	199	214	583	328	255	99	71	103	96	126	88
	59%	72% bcd	53%	57%	59%	56%	64% e	71% ikl	73% ijkl	47%	61% i	55%	60% i
TOTAL NEITHER/ DON'T KNOW	94	16	38	40	94	59	35	9	7	27	12	24	16
	10%	7%	10%	11%	10%	10%	9%	6%	7%	12%	7%	11%	11%

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

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

QP74E. (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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1012	194	288	239	291	482	530	1012	869	143
Effective Weighted Sample	943	182	271	223	270	452	491	943	810	133
Total	987	186	295	211	294	481	506	987	851	136
Very concerned	118	26	40	21	31	66	52	118	98	20
	12%	14%	14%	10%	11%	14%	10%	12%	11%	15%
Fairly concerned	192	29	61	36	66	90	102	192	170	22
	19%	16%	21%	17%	22%	19%	20%	19%	20%	16%
Neither/ nor	90	15	35	20	20	50	40	90	81	9
	9%	8%	12%	9%	7%	10%	8%	9%	10%	7%
			d							
Not very concerned	196	36	63	42	55	99	97	196	173	23
	20%	19%	21%	20%	19%	21%	19%	20%	20%	17%
Not at all concerned	387	79	95	91	121	174	213	387	327	60
	39%	42%	32%	43%	41%	36%	42%	39%	38%	44%
		b		b	b		b	b		
Don't know	4	1	1	2	1	2	2	4	2	2
	*%	1%	*%	1%	*%	*%	*%	*%	*%	2%
										h
SUMMARY CODES										
TOTAL CONCERNED	309	55	101	57	97	156	153	309	268	42
	31%	30%	34%	27%	33%	32%	30%	31%	31%	31%
TOTAL NOT CONCERNED	583	115	159	133	177	273	310	583	500	83
	59%	62%	54%	63%	60%	57%	61%	59%	59%	61%
				b			b			
TOTAL NEITHER/ DON'T KNOW	94	16	36	22	21	52	42	94	83	11
	10%	9%	12%	10%	7%	11%	8%	10%	10%	8%
			d							

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

Any break column with 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 amount of advertising in games (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1012	277	368	367	1012	596	416	158	119	211	157	227	140
Effective Weighted Sample	943	266	340	345	943	557	386	152	115	195	145	213	132
Total	987	236	375	377	987	585	402	138	98	217	157	230	147
Very concerned	112	27	59	26	112	61	52	16	11	33	27	13	14
	11%	11%	16%	7%	11%	10%	13%	11%	12%	15%	17%	5%	9%
			cd		c			k	k	k	k		
Fairly concerned	202	43	83	76	202	128	74	28	15	52	32	49	27
	21%	18%	22%	20%	21%	22%	18%	20%	16%	24%	20%	21%	18%
Neither/ nor	108	16	38	53	108	72	36	11	5	27	11	33	20
	11%	7%	10%	14%	11%	12%	9%	8%	5%	13%	7%	15%	14%
				a						h		hj	h
Not very concerned	202	49	74	80	202	121	82	26	24	43	31	52	28
	21%	21%	20%	21%	21%	21%	20%	19%	24%	20%	20%	23%	19%
Not at all concerned	329	98	112	120	329	184	146	56	41	59	53	69	51
	33%	41%	30%	32%	33%	31%	36%	41%	42%	27%	34%	30%	35%
		bcd						ik	ik				
Don't know	32	2	9	21	32	20	12	2	1	4	4	14	7
	3%	1%	2%	6%	3%	3%	3%	1%	1%	2%	3%	6%	5%
				ab								ghi	h
SUMMARY CODES													
TOTAL CONCERNED	315	70	143	102	315	189	126	43	27	84	58	61	41
	32%	30%	38%	27%	32%	32%	31%	31%	27%	39%	37%	27%	28%
			acd							hkl	k		
TOTAL NOT CONCERNED	532	147	185	200	532	304	228	82	65	101	84	121	79
	54%	62%	49%	53%	54%	52%	57%	59%	67%	47%	53%	53%	54%
		bcd						i	ijkl				
TOTAL NEITHER/ DON'T KNOW	140	19	47	75	140	92	48	13	6	32	15	47	27
	14%	8%	13%	20%	14%	16%	12%	9%	6%	15%	10%	21%	19%
				abd	a					h		ghj	ghj

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

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QP74F. (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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1012	194	288	239	291	482	530	1012	869	143
Effective Weighted Sample	943	182	271	223	270	452	491	943	810	133
Total	987	186	295	211	294	481	506	987	851	136
Very concerned	112	24	40	17	32	64	49	112	93	19
	11%	13%	14%	8%	11%	13%	10%	11%	11%	14%
						c				
Fairly concerned	202	39	67	36	59	107	96	202	171	31
	21%	21%	23%	17%	20%	22%	19%	21%	20%	23%
Neither/ nor	108	25	31	22	30	56	52	108	95	13
	11%	13%	11%	10%	10%	12%	10%	11%	11%	10%
Not very concerned	202	28	65	44	66	92	110	202	181	21
	21%	15%	22%	21%	22%	19%	22%	21%	21%	16%
					a		a			
Not at all concerned	329	66	82	85	97	148	181	329	284	46
	33%	36%	28%	40%	33%	31%	36%	33%	33%	34%
				be			b			
Don't know	32	5	10	7	11	15	18	32	27	6
	3%	3%	3%	3%	4%	3%	3%	3%	3%	4%
SUMMARY CODES										
TOTAL CONCERNED	315	63	107	53	91	170	145	315	265	50
	32%	34%	36%	25%	31%	35%	29%	32%	31%	37%
			cf			cf				
TOTAL NOT CONCERNED	532	94	147	129	163	240	291	532	465	67
	54%	50%	50%	61%	55%	50%	58%	54%	55%	49%
				abe			be			
TOTAL NEITHER/ DON'T KNOW	140	30	41	29	40	71	69	140	121	19
	14%	16%	14%	14%	14%	15%	14%	14%	14%	14%

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

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

QP75A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I find it hard to control my child's screen time (SNGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Disagree a lot	479	178	181	119	479	228	251	79	100	91	90	59	61
	35%	48%	36%	24%	35%	33%	36%	42%	53%	36%	36%	23%	24%
		bcd	c		c			kl	gijkl	kl	kl		
Disagree a little	290	78	103	109	290	135	155	37	41	48	55	49	60
	21%	21%	21%	22%	21%	20%	23%	20%	22%	19%	22%	20%	24%
Neither agree nor disagree	136	32	54	50	136	73	63	22	10	25	29	26	24
	10%	9%	11%	10%	10%	11%	9%	12%	6%	10%	11%	11%	10%
								h			h		
Agree a little	292	62	104	126	292	162	130	36	25	57	47	68	58
	21%	16%	21%	25%	21%	24%	19%	19%	14%	23%	19%	27%	23%
				a	a	f				h		hj	h
Agree a lot	175	24	57	95	175	89	86	14	10	28	29	48	47
	13%	6%	11%	19%	13%	13%	13%	7%	5%	11%	12%	19%	19%
			a	abd	a					h	h	ghij	ghij
Don't know	4	2	1	1	4	1	3	-	2	-	1	1	-
	*%	*%	*%	*%	*%	*%	*%	-%	1%	-%	1%	*%	-%
SUMMARY CODES													
TOTAL DISAGREE	769	256	284	228	769	363	406	116	140	139	145	108	120
	56%	68%	57%	46%	56%	53%	59%	62%	75%	56%	58%	43%	48%
		bcd	c		c		e	kl	gijkl	k	kl		
TOTAL AGREE	466	85	161	220	466	250	216	50	35	85	76	116	105
	34%	23%	32%	44%	34%	36%	31%	27%	19%	34%	30%	46%	42%
			a	abd	a					h	h	ghij	ghj
TOTAL NEITHER/ DON'T KNOW	140	34	55	51	140	74	66	22	12	25	30	27	24
	10%	9%	11%	10%	10%	11%	10%	12%	6%	10%	12%	11%	10%
											h		

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

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QP75A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I find it hard to control my child's screen time (SNGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Disagree a lot	479	95	141	99	144	236	243	479	413	66
	35%	35%	33%	34%	37%	34%	36%	35%	34%	37%
Disagree a little	290	46	90	65	89	136	154	290	258	32
	21%	17%	21%	22%	23%	20%	23%	21%	22%	18%
Neither agree nor disagree	136	25	52	23	36	77	59	136	130	6
	10%	9%	12%	8%	9%	11%	9%	10%	11%	4%
			c						i	
Agree a little	292	69	84	64	74	154	138	292	252	39
	21%	25%	20%	22%	19%	22%	20%	21%	21%	22%
Agree a lot	175	38	55	40	42	93	82	175	140	35
	13%	14%	13%	14%	11%	13%	12%	13%	12%	20%
										h
Don't know	4	-	-	1	3	-	4	4	4	-
	*%	-%	-%	*%	1%	-%	1%	*%	*%	-%
					e					
SUMMARY CODES										
TOTAL DISAGREE	769	141	231	164	233	372	397	769	670	98
	56%	52%	55%	56%	60%	53%	58%	56%	56%	55%
					ae					
TOTAL AGREE	466	107	140	104	116	247	220	466	392	74
	34%	39%	33%	36%	30%	35%	32%	34%	33%	42%
		df								h
TOTAL NEITHER/ DON'T KNOW	140	25	52	23	39	77	63	140	134	6
	10%	9%	12%	8%	10%	11%	9%	10%	11%	4%
									i	

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

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

QP75B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Disagree a lot	68	11	17	40	68	38	30	6	5	8	8	24	16
	5%	3%	3%	8%	5%	6%	4%	3%	3%	3%	3%	9%	7%
				abd								ghij	h
Disagree a little	138	19	37	82	138	80	57	10	9	27	10	44	38
	10%	5%	7%	16%	10%	12%	8%	5%	5%	11%	4%	17%	15%
				abd	a	f				ghj		ghij	ghj
Neither agree nor disagree	164	36	62	66	164	85	79	21	14	32	30	32	34
	12%	9%	12%	13%	12%	12%	12%	11%	8%	13%	12%	13%	14%
													h
Agree a little	379	89	150	140	379	204	175	54	36	82	68	68	72
	28%	24%	30%	28%	28%	30%	25%	29%	19%	33%	27%	27%	29%
			a					h		h	h	h	h
Agree a lot	617	216	232	169	617	274	343	95	120	98	134	81	88
	45%	58%	46%	34%	45%	40%	50%	51%	64%	39%	54%	32%	35%
		bcd	c		c		e	ikl	gijkl	ikl	ikl		
Don't know	10	4	2	4	10	6	3	2	2	2	-	2	1
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	-%	1%	*%
SUMMARY CODES													
TOTAL DISAGREE	205	30	54	122	205	118	87	16	14	35	18	67	54
	15%	8%	11%	24%	15%	17%	13%	8%	8%	14%	7%	27%	22%
				abd	ab	f				hj		ghij	ghij
TOTAL AGREE	995	305	382	308	995	477	518	149	156	180	202	149	160
	72%	81%	76%	62%	72%	69%	75%	79%	83%	72%	81%	59%	64%
		cd	c		c		e	kl	ikl	k	ikl		

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

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QP75B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
TOTAL NEITHER/ DON'T KNOW	174	40	64	70	174	92	83	23	17	34	30	35	35
	13%	11%	13%	14%	13%	13%	12%	12%	9%	14%	12%	14%	14%

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

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

QP75B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Disagree a lot	68	9	21	19	19	30	38	68	53	14
	5%	3%	5%	6%	5%	4%	6%	5%	4%	8% h
Disagree a little	138	31	38	32	37	68	69	138	120	18
	10%	11%	9%	11%	10%	10%	10%	10%	10%	10%
Neither agree nor disagree	164	28	50	38	48	78	86	164	152	13
	12%	10%	12%	13%	12%	11%	13%	12%	13% i	7%
Agree a little	379	74	137	77	91	211	167	379	322	56
	28%	27%	33% df	26%	23%	30% df	25%	28%	27%	32%
Agree a lot	617	131	173	125	188	304	313	617	541	76
	45%	48%	41%	43%	48% b	44%	46%	45%	45%	42%
Don't know	10	1	3	1	5	4	6	10	8	2
	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
SUMMARY CODES										
TOTAL DISAGREE	205	39	59	51	56	98	107	205	173	32
	15%	14%	14%	17%	14%	14%	16%	15%	14%	18%
TOTAL AGREE	995	205	310	202	278	515	480	995	863	132
	72%	75%	73%	69%	72%	74%	71%	72%	72%	74%
TOTAL NEITHER/ DON'T KNOW	174	29	53	39	53	82	92	174	160	15
	13%	11%	13%	13%	14%	12%	14%	13%	13% i	8%

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

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

QCO. WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT

Base : Parents of children aged 8-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	982	-	497	485	982	492	490	-	-	244	253	248	237
Effective Weighted Sample	914	-	459	455	914	458	456	-	-	225	234	233	222
Total	1000	-	500	500	1000	500	500	-	-	249	251	251	249
Yes, and child conferred with parent as the interview was taking place	272 27%	** **	148 30%	124 25%	272 27%	125 25%	147 29%	** **	** **	73 29% k	76 30% k	52 21%	71 29%
Yes, but they did not comment during the interview	453 45%	** **	228 46%	225 45%	453 45%	224 45%	229 46%	** **	** **	116 46%	113 45%	109 43%	116 47%
No, they were not present	275 28%	** **	124 25%	152 30%	275 28%	151 30%	124 25%	** **	** **	61 25%	62 25%	90 36% ijl	62 25%

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

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

QCO. WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT

Base : Parents of children aged 8-15

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	982	204	292	225	261	496	486	982	851	131
Effective Weighted Sample	914	191	274	210	242	465	449	914	794	121
Total	1000	204	311	208	277	515	485	1000	875	125
Yes, and child conferred with parent as the interview was taking place	272 27%	48 23%	80 26%	62 30%	82 30%	127 25%	144 30%	272 27%	238 27%	34 27%
Yes, but they did not comment during the interview	453 45%	91 45%	141 45%	93 45%	128 46%	233 45%	220 45%	453 45%	416 48% i	37 30%
No, they were not present	275 28%	65 32%	90 29%	53 25%	67 24%	155 30%	120 25%	275 28%	221 25%	54 43% h

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

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

QC2C. (SHOWCARD) Which one of these statements best describes the type of people that 'FAVOURITE PROGRAMME/ BOX SET/ FILM ON OTT SERVICES' is aimed at? (SINGLE CODE)

Base : Children aged 12-15 who watch OTT services and nominate a favourite programme, box set or film

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	245	-	-	245	245	126	119	-	-	-	-	126	119
Effective Weighted Sample	231	-	-	231	231	119	113	-	-	-	-	119	113
Total	256	-	-	256	256	127	129	-	-	-	-	127	129
Aimed at people younger than me	14	**	**	14	14	7	7	**	**	**	**	7	7
	6%	**	**	6%	6%	6%	5%	**	**	**	**	6%	5%
Aimed at people my age	98	**	**	98	98	43	55	**	**	**	**	43	55
	38%	**	**	38%	38%	34%	43%	**	**	**	**	34%	43%
Aimed at people older than me	64	**	**	64	64	30	33	**	**	**	**	30	33
	25%	**	**	25%	25%	24%	26%	**	**	**	**	24%	26%
Aimed at everyone	69	**	**	69	69	41	29	**	**	**	**	41	29
	27%	**	**	27%	27%	32%	22%	**	**	**	**	32%	22%
Not sure who this is aimed at	11	**	**	11	11	6	5	**	**	**	**	6	5
	4%	**	**	4%	4%	5%	4%	**	**	**	**	5%	4%
TOTAL - AIMED AT MY AGE OR YOUNGER	112	**	**	112	112	50	62	**	**	**	**	50	62
	44%	**	**	44%	44%	40%	48%	**	**	**	**	40%	48%

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

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

QC2C. (SHOWCARD) Which one of these statements best describes the type of people that 'FAVOURITE PROGRAMME/ BOX SET/ FILM ON OTT SERVICES' is aimed at? (SINGLE CODE)

Base : Children aged 12-15 who watch OTT services and nominate a favourite programme, box set or film

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	245	55	67	63	60	122	123	245	211	34
Effective Weighted Sample	231	52	63	60	56	116	116	231	200	31
Total	256	57	73	62	64	131	125	256	222	34
Aimed at people younger than me	14	**	**	**	**	9	6	14	11	**
	6%	**	**	**	**	7%	5%	6%	5%	**
Aimed at people my age	98	**	**	**	**	57	41	98	83	**
	38%	**	**	**	**	43%	33%	38%	37%	**
Aimed at people older than me	64	**	**	**	**	28	35	64	57	**
	25%	**	**	**	**	21%	28%	25%	25%	**
Aimed at everyone	69	**	**	**	**	32	38	69	61	**
	27%	**	**	**	**	24%	30%	27%	28%	**
Not sure who this is aimed at	11	**	**	**	**	6	5	11	11	**
	4%	**	**	**	**	4%	4%	4%	5%	**
TOTAL - AIMED AT MY AGE OR YOUNGER	112	**	**	**	**	65	47	112	94	**
	44%	**	**	**	**	50%	38%	44%	42%	**

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

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

QC4A1. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes for children my age.

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	969	-	490	479	969	484	485	-	-	241	249	243	236
Effective Weighted Sample	902	-	453	449	902	450	452	-	-	222	231	228	221
Total	987	-	493	494	987	492	495	-	-	246	247	246	248
Yes	689	**	362	327	689	344	345	**	**	178	184	166	161
	70%	**	73%	66%	70%	70%	70%	**	**	72%	74%	68%	65%
			c										l
No	247	**	111	136	247	123	123	**	**	58	53	66	71
	25%	**	22%	28%	25%	25%	25%	**	**	23%	21%	27%	28%
Don't know	50	**	20	30	50	24	26	**	**	10	10	14	16
	5%	**	4%	6%	5%	5%	5%	**	**	4%	4%	6%	6%

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

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

QC4A1. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes for children my age.

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	969	201	289	222	257	490	479	969	840	129
Effective Weighted Sample	902	189	271	207	238	460	443	902	783	119
Total	987	201	308	204	273	510	477	987	864	123
Yes	689	146	214	137	192	360	329	689	611	78
	70%	72%	70%	67%	71%	71%	69%	70%	71%	64%
No	247	39	80	60	68	119	128	247	211	36
	25%	19%	26%	29%	25%	23%	27%	25%	24%	29%
				a			a			
Don't know	50	16	14	7	13	30	20	50	41	9
	5%	8%	5%	4%	5%	6%	4%	5%	5%	7%
		f								

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

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

QC4B1. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that look like me.

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	969	-	490	479	969	484	485	-	-	241	249	243	236
Effective Weighted Sample	902	-	453	449	902	450	452	-	-	222	231	228	221
Total	987	-	493	494	987	492	495	-	-	246	247	246	248
Yes	523	**	276	247	523	245	278	**	**	129	147	115	132
	53%	**	56%	50%	53%	50%	56%	**	**	53%	59% k	47%	53%
No	339	**	161	178	339	176	163	**	**	87	74	89	89
	34%	**	33%	36%	34%	36%	33%	**	**	35%	30%	36%	36%
Don't know	125	**	56	69	125	71	54	**	**	30	26	41	27
	13%	**	11%	14%	13%	15%	11%	**	**	12%	11%	17%	11%

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

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

QC4B1. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that look like me.

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	969	201	289	222	257	490	479	969	840	129
Effective Weighted Sample	902	189	271	207	238	460	443	902	783	119
Total	987	201	308	204	273	510	477	987	864	123
Yes	523	113	174	98	138	287	236	523	470	53
	53%	56%	56%	48%	51%	56%	50%	53%	54%	43%
						cf			i	
No	339	56	98	80	104	154	184	339	286	52
	34%	28%	32%	39%	38%	30%	39%	34%	33%	43%
				ae	ae		ae			h
Don't know	125	32	37	26	30	69	56	125	108	17
	13%	16%	12%	13%	11%	13%	12%	13%	12%	14%

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

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

QC4C1. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that live in the same part of the country as me.

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	969	-	490	479	969	484	485	-	-	241	249	243	236
Effective Weighted Sample	902	-	453	449	902	450	452	-	-	222	231	228	221
Total	987	-	493	494	987	492	495	-	-	246	247	246	248
Yes	498	**	261	238	498	251	247	**	**	128	133	123	115
	51%	**	53%	48%	51%	51%	50%	**	**	52%	54%	50%	46%
No	359	**	158	201	359	177	182	**	**	80	78	97	104
	36%	**	32%	41%	36%	36%	37%	**	**	33%	31%	39%	42%
				b									ij
Don't know	129	**	74	55	129	64	66	**	**	38	37	26	29
	13%	**	15%	11%	13%	13%	13%	**	**	15%	15%	11%	12%

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

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

QC4C1. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that live in the same part of the country as me.

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	969	201	289	222	257	490	479	969	840	129
Effective Weighted Sample	902	189	271	207	238	460	443	902	783	119
Total	987	201	308	204	273	510	477	987	864	123
Yes	498	100	163	85	149	264	235	498	460	39
	51%	50%	53%	42%	55%	52%	49%	51%	53%	32%
			c		c	c		c	i	
No	359	70	106	96	87	176	183	359	289	70
	36%	35%	34%	47%	32%	34%	38%	36%	33%	57%
				abdefg						h
Don't know	129	31	39	23	36	70	59	129	116	14
	13%	15%	13%	11%	13%	14%	12%	13%	13%	11%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 264

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

QC4D1. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children doing the sorts of things that me and my friends do.

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	969	-	490	479	969	484	485	-	-	241	249	243	236
Effective Weighted Sample	902	-	453	449	902	450	452	-	-	222	231	228	221
Total	987	-	493	494	987	492	495	-	-	246	247	246	248
Yes	612	**	321	291	612	289	324	**	**	151	170	137	154
	62%	**	65%	59%	62%	59%	65% e	**	**	62%	69% k	56%	62%
No	298	**	135	163	298	155	143	**	**	74	61	81	82
	30%	**	27%	33%	30%	32%	29%	**	**	30%	25%	33% j	33% j
Don't know	76	**	37	40	76	48	29	**	**	21	16	27	12
	8%	**	7%	8%	8%	10% f	6%	**	**	8%	7%	11% l	5%

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

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

QC4D1. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children doing the sorts of things that me and my friends do.

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	969	201	289	222	257	490	479	969	840	129
Effective Weighted Sample	902	189	271	207	238	460	443	902	783	119
Total	987	201	308	204	273	510	477	987	864	123
Yes	612	128	198	114	172	326	286	612	560	52
	62%	64%	64%	56%	63%	64%	60%	62%	65%	43%
						c			i	
No	298	58	86	80	73	145	153	298	242	56
	30%	29%	28%	39%	27%	28%	32%	30%	28%	45%
				abdeg						h
Don't know	76	14	25	10	28	39	37	76	61	15
	8%	7%	8%	5%	10%	8%	8%	8%	7%	12%
					c					

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

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

QC4A2. (SHOWCARD) How important is it to you to watch things that are for children your age? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	969	-	490	479	969	484	485	-	-	241	249	243	236
Effective Weighted Sample	902	-	453	449	902	450	452	-	-	222	231	228	221
Total	987	-	493	494	987	492	495	-	-	246	247	246	248
Important	602	**	334	268	602	288	314	**	**	161	173	127	141
	61%	**	68%	54%	61%	59%	63%	**	**	66%	70%	52%	57%
			cd		c					k	kl		
Neither	175	**	69	106	175	88	86	**	**	34	35	54	52
	18%	**	14%	21%	18%	18%	17%	**	**	14%	14%	22%	21%
				b								ij	
Not important	175	**	73	102	175	102	74	**	**	42	31	60	42
	18%	**	15%	21%	18%	21%	15%	**	**	17%	13%	24%	17%
				b		f						j	
Don't know	34	**	17	18	34	14	21	**	**	9	8	5	13
	3%	**	3%	4%	3%	3%	4%	**	**	4%	3%	2%	5%
TOTAL NEITHER/ DON'T KNOW	209	**	86	123	209	102	107	**	**	43	43	59	64
	21%	**	17%	25%	21%	21%	22%	**	**	17%	17%	24%	26%
				b									ij

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

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

QC4A2. (SHOWCARD) How important is it to you to watch things that are for children your age? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	969	201	289	222	257	490	479	969	840	129
Effective Weighted Sample	902	189	271	207	238	460	443	902	783	119
Total	987	201	308	204	273	510	477	987	864	123
Important	602	127	201	123	151	329	274	602	533	69
	61%	63%	65%	60%	55%	64%	57%	61%	62%	56%
			df			df				
Neither	175	22	51	43	60	72	102	175	146	29
	18%	11%	16%	21%	22%	14%	21%	18%	17%	23%
				ae	ae		ae			a
Not important	175	46	48	33	49	94	81	175	156	19
	18%	23%	16%	16%	18%	18%	17%	18%	18%	16%
Don't know	34	6	8	7	13	14	20	34	29	6
	3%	3%	3%	3%	5%	3%	4%	3%	3%	5%
TOTAL NEITHER/ DON'T KNOW	209	28	59	49	73	87	122	209	175	34
	21%	14%	19%	24%	27%	17%	26%	21%	20%	28%
				ae	abe		abe		a	

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

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

QC4A2. (SHOWCARD) How important is it to you to watch things that are for children your age? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	ENOUGH PROGRAMMES FOR CHILDREN MY AGE			ENOUGH PROGRAMMES SHOW CHILDREN LOOK LIKE ME			ENOUGH PROGRAMMES SHOW CHILDREN LIVE SAME PART OF COUNTRY			ENOUGH PROGRAMMES SHOWN CHILDREN DOING SAME AS ME AND MY FRIENDS		
		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Significance Level: 95%		a	b	~c	d	e	f	g	h	i	j	k	~l
Unweighted total	969	674	242	53	510	332	127	476	359	134	598	296	75
Effective Weighted Sample	902	629	225	49	476	309	118	445	335	123	558	275	70
Total	987	689	247	50	523	339	125	498	359	129	612	298	76
Important	602	438	143	**	367	181	55	340	198	64	403	171	**
	61%	64%	58%	**	70%	53%	44%	68%	55%	50%	66%	57%	**
					ef			hi			k		
Neither	175	117	49	**	77	73	25	75	72	28	94	57	**
	18%	17%	20%	**	15%	22%	20%	15%	20%	22%	15%	19%	**
						d							
Not important	175	112	49	**	68	77	30	72	79	25	97	60	**
	18%	16%	20%	**	13%	23%	24%	14%	22%	19%	16%	20%	**
						d	d		g				
Don't know	34	21	6	**	12	8	15	12	11	12	18	10	**
	3%	3%	2%	**	2%	2%	12%	2%	3%	9%	3%	3%	**
							de			gh			
TOTAL NEITHER/ DON'T KNOW	209	139	55	**	88	81	40	86	83	40	113	67	**
	21%	20%	22%	**	17%	24%	32%	17%	23%	31%	18%	22%	**
						d	d		g	g			

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

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

QC4B2. (SHOWCARD) How important is it to you to watch things that show children that look like you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	969	-	490	479	969	484	485	-	-	241	249	243	236
Effective Weighted Sample	902	-	453	449	902	450	452	-	-	222	231	228	221
Total	987	-	493	494	987	492	495	-	-	246	247	246	248
Important	446	**	229	217	446	195	251	**	**	106	122	89	128
	45%	**	46%	44%	45%	40%	51%	**	**	43%	49%	36%	52%
							e				k		k
Neither	209	**	105	104	209	111	98	**	**	52	53	59	45
	21%	**	21%	21%	21%	23%	20%	**	**	21%	21%	24%	18%
Not important	288	**	133	156	288	158	130	**	**	71	62	87	69
	29%	**	27%	32%	29%	32%	26%	**	**	29%	25%	35%	28%
												j	
Don't know	43	**	27	16	43	27	16	**	**	17	10	11	6
	4%	**	5%	3%	4%	6%	3%	**	**	7%	4%	4%	2%
										l			
TOTAL NEITHER/ DON'T KNOW	252	**	132	121	252	138	114	**	**	69	63	70	51
	26%	**	27%	24%	26%	28%	23%	**	**	28%	26%	28%	20%

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

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

QC4B2. (SHOWCARD) How important is it to you to watch things that show children that look like you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	969	201	289	222	257	490	479	969	840	129
Effective Weighted Sample	902	189	271	207	238	460	443	902	783	119
Total	987	201	308	204	273	510	477	987	864	123
Important	446	89	141	93	123	230	216	446	399	47
	45%	44%	46%	46%	45%	45%	45%	45%	46%	38%
Neither	209	32	80	40	56	112	97	209	185	24
	21%	16%	26%	20%	21%	22%	20%	21%	21%	20%
			a							
Not important	288	71	76	61	81	147	141	288	243	45
	29%	35%	25%	30%	30%	29%	30%	29%	28%	37%
		b								
Don't know	43	9	12	10	12	21	23	43	37	7
	4%	4%	4%	5%	5%	4%	5%	4%	4%	6%
TOTAL NEITHER/ DON'T KNOW	252	41	92	51	69	133	119	252	221	31
	26%	20%	30%	25%	25%	26%	25%	26%	26%	25%
			a							

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

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

QC4B2. (SHOWCARD) How important is it to you to watch things that show children that look like you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	ENOUGH PROGRAMMES FOR CHILDREN MY AGE			ENOUGH PROGRAMMES SHOW CHILDREN LOOK LIKE ME			ENOUGH PROGRAMMES SHOW CHILDREN LIVE SAME PART OF COUNTRY			ENOUGH PROGRAMMES SHOWN CHILDREN DOING SAME AS ME AND MY FRIENDS		
		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Significance Level: 95%		a	b	~c	d	e	f	g	h	i	j	k	~l
Unweighted total	969	674	242	53	510	332	127	476	359	134	598	296	75
Effective Weighted Sample	902	629	225	49	476	309	118	445	335	123	558	275	70
Total	987	689	247	50	523	339	125	498	359	129	612	298	76
Important	446	314	120	**	287	129	29	269	139	39	307	125	**
	45%	46%	48%	**	55%	38%	23%	54%	39%	30%	50%	42%	**
					ef	f		hi			k		
Neither	209	149	50	**	113	72	24	111	74	24	129	55	**
	21%	22%	20%	**	22%	21%	19%	22%	21%	18%	21%	18%	**
Not important	288	198	72	**	112	124	52	105	136	47	155	108	**
	29%	29%	29%	**	21%	37%	42%	21%	38%	37%	25%	36%	**
						d	d		g	g		j	
Don't know	43	27	5	**	10	14	19	13	10	20	22	11	**
	4%	4%	2%	**	2%	4%	15%	3%	3%	15%	4%	4%	**
							de			gh			
TOTAL NEITHER/ DON'T KNOW	252	177	55	**	123	85	44	124	85	43	150	65	**
	26%	26%	22%	**	24%	25%	35%	25%	24%	34%	25%	22%	**
							de			h			

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

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

QC4C2. (SHOWCARD) How important is it to you to watch things that show children that live in the same part of the country as you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	969	-	490	479	969	484	485	-	-	241	249	243	236
Effective Weighted Sample	902	-	453	449	902	450	452	-	-	222	231	228	221
Total	987	-	493	494	987	492	495	-	-	246	247	246	248
Important	427	**	238	189	427	201	226	**	**	115	123	86	103
	43%	**	48%	38%	43%	41%	46%	**	**	47%	50%	35%	42%
			c							k	k		
Neither	203	**	91	112	203	106	96	**	**	44	46	62	50
	21%	**	18%	23%	21%	22%	19%	**	**	18%	19%	25%	20%
Not important	308	**	136	172	308	158	150	**	**	70	66	88	84
	31%	**	28%	35%	31%	32%	30%	**	**	29%	27%	36%	34%
				b								j	
Don't know	49	**	28	20	49	26	23	**	**	16	12	9	11
	5%	**	6%	4%	5%	5%	5%	**	**	7%	5%	4%	4%
TOTAL NEITHER/ DON'T KNOW	251	**	119	132	251	132	119	**	**	61	58	71	61
	25%	**	24%	27%	25%	27%	24%	**	**	25%	24%	29%	25%

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

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

QC4C2. (SHOWCARD) How important is it to you to watch things that show children that live in the same part of the country as you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	969	201	289	222	257	490	479	969	840	129
Effective Weighted Sample	902	189	271	207	238	460	443	902	783	119
Total	987	201	308	204	273	510	477	987	864	123
Important	427	84	138	86	119	222	205	427	378	49
	43%	42%	45%	42%	44%	44%	43%	43%	44%	40%
Neither	203	27	74	44	57	102	101	203	175	28
	21%	14%	24%	22%	21%	20%	21%	21%	20%	23%
			a	a				a	a	
Not important	308	79	89	62	78	167	141	308	268	41
	31%	39%	29%	31%	29%	33%	30%	31%	31%	33%
		bdfg								
Don't know	49	11	8	12	18	19	30	49	43	6
	5%	6%	2%	6%	7%	4%	6%	5%	5%	5%
					b		b			
TOTAL NEITHER/ DON'T KNOW	251	39	82	56	75	120	131	251	218	33
	25%	19%	26%	27%	27%	24%	27%	25%	25%	27%
					a		a			

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

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

QC4C2. (SHOWCARD) How important is it to you to watch things that show children that live in the same part of the country as you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	ENOUGH PROGRAMMES FOR CHILDREN MY AGE			ENOUGH PROGRAMMES SHOW CHILDREN LOOK LIKE ME			ENOUGH PROGRAMMES SHOW CHILDREN LIVE SAME PART OF COUNTRY			ENOUGH PROGRAMMES SHOWN CHILDREN DOING SAME AS ME AND MY FRIENDS		
		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Significance Level: 95%		a	b	~c	d	e	f	g	h	i	j	k	~l
Unweighted total	969	674	242	53	510	332	127	476	359	134	598	296	75
Effective Weighted Sample	902	629	225	49	476	309	118	445	335	123	558	275	70
Total	987	689	247	50	523	339	125	498	359	129	612	298	76
Important	427	298	114	**	272	129	26	267	140	21	297	120	**
	43%	43%	46%	**	52%	38%	21%	54%	39%	16%	48%	40%	**
					ef	f		hi	i		k		
Neither	203	142	53	**	98	75	29	104	69	29	120	61	**
	21%	21%	21%	**	19%	22%	23%	21%	19%	23%	20%	20%	**
Not important	308	218	73	**	136	122	51	115	138	55	170	110	**
	31%	32%	30%	**	26%	36%	41%	23%	38%	42%	28%	37%	**
						d	d		g	g		j	
Don't know	49	32	7	**	17	13	19	12	12	25	25	7	**
	5%	5%	3%	**	3%	4%	15%	2%	3%	19%	4%	2%	**
							de			gh			
TOTAL NEITHER/ DON'T KNOW	251	173	60	**	116	88	48	116	81	54	145	68	**
	25%	25%	24%	**	22%	26%	38%	23%	23%	42%	24%	23%	**
							de			gh			

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

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

QC4D2. (SHOWCARD) How important is it to you to watch things that show children doing the sorts of things that you and your friends do? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	969	-	490	479	969	484	485	-	-	241	249	243	236
Effective Weighted Sample	902	-	453	449	902	450	452	-	-	222	231	228	221
Total	987	-	493	494	987	492	495	-	-	246	247	246	248
Important	551	**	294	258	551	256	295	**	**	138	155	118	140
	56%	**	60%	52%	56%	52%	60%	**	**	56%	63%	48%	56%
			c				e				k		
Neither	189	**	89	100	189	104	85	**	**	46	43	59	41
	19%	**	18%	20%	19%	21%	17%	**	**	19%	18%	24%	17%
Not important	214	**	91	123	214	111	103	**	**	51	40	61	63
	22%	**	18%	25%	22%	23%	21%	**	**	21%	16%	25%	25%
				b								j	j
Don't know	32	**	20	12	32	20	12	**	**	12	8	8	4
	3%	**	4%	3%	3%	4%	2%	**	**	5%	3%	3%	2%
TOTAL NEITHER/ DON'T KNOW	221	**	108	112	221	124	97	**	**	57	51	67	46
	22%	**	22%	23%	22%	25%	20%	**	**	23%	21%	27%	18%
							f						l

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

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

QC4D2. (SHOWCARD) How important is it to you to watch things that show children doing the sorts of things that you and your friends do? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	969	201	289	222	257	490	479	969	840	129
Effective Weighted Sample	902	189	271	207	238	460	443	902	783	119
Total	987	201	308	204	273	510	477	987	864	123
Important	551	104	192	108	147	296	255	551	490	62
	56%	52%	62%	53%	54%	58%	53%	56%	57%	50%
			acf							
Neither	189	33	50	47	59	83	106	189	155	34
	19%	17%	16%	23%	22%	16%	22%	19%	18%	27%
				e			be			h
Not important	214	56	59	42	57	115	99	214	193	21
	22%	28%	19%	21%	21%	23%	21%	22%	22%	17%
		b								
Don't know	32	8	7	7	10	15	17	32	26	6
	3%	4%	2%	3%	4%	3%	4%	3%	3%	5%
TOTAL NEITHER/ DON'T KNOW	221	41	57	54	69	98	123	221	181	40
	22%	20%	18%	27%	25%	19%	26%	22%	21%	32%
				be			be			h

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

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

QC4D2. (SHOWCARD) How important is it to you to watch things that show children doing the sorts of things that you and your friends do? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	ENOUGH PROGRAMMES FOR CHILDREN MY AGE			ENOUGH PROGRAMMES SHOW CHILDREN LOOK LIKE ME			ENOUGH PROGRAMMES SHOW CHILDREN LIVE SAME PART OF COUNTRY			ENOUGH PROGRAMMES SHOWN CHILDREN DOING SAME AS ME AND MY FRIENDS		
		YES	**NO**	**DON'T KNOW**	**YES**	**NO**	**DON'T KNOW**	**YES**	**NO**	**DON'T KNOW**	**YES**	**NO**	**DON'T KNOW**
Significance Level: 95%		a	b	~c	d	e	f	g	h	i	j	k	~l
Unweighted total	969	674	242	53	510	332	127	476	359	134	598	296	75
Effective Weighted Sample	902	629	225	49	476	309	118	445	335	123	558	275	70
Total	987	689	247	50	523	339	125	498	359	129	612	298	76
Important	551	386	145	**	335	171	45	307	190	54	385	151	**
	56%	56%	59%	**	64%	51%	36%	62%	53%	42%	63%	51%	**
					ef	f		hi	i		k		
Neither	189	136	47	**	96	65	28	99	63	27	115	45	**
	19%	20%	19%	**	18%	19%	23%	20%	18%	21%	19%	15%	**
Not important	214	149	50	**	83	96	36	80	98	36	100	94	**
	22%	22%	20%	**	16%	28%	29%	16%	27%	28%	16%	32%	**
						d	d		g	g		j	
Don't know	32	18	5	**	9	7	15	12	7	12	13	8	**
	3%	3%	2%	**	2%	2%	12%	2%	2%	10%	2%	3%	**
							de			gh			
TOTAL NEITHER/ DON'T KNOW	221	154	52	**	105	72	44	111	71	39	128	53	**
	22%	22%	21%	**	20%	21%	35%	22%	20%	30%	21%	18%	**
							de			h			

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

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

QC5. (SHOWCARD) Where do you think the BBC mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	479	-	-	479	479	243	236	-	-	-	-	243	236
Effective Weighted Sample	449	-	-	449	449	228	221	-	-	-	-	228	221
Total	494	-	-	494	494	246	248	-	-	-	-	246	248
From everyone that uses the BBC	151	**	**	151	151	67	83	**	**	**	**	67	83
	31%	**	**	31%	31%	27%	34%	**	**	**	**	27%	34%
From companies that advertise with the BBC	114	**	**	114	114	64	50	**	**	**	**	64	50
	23%	**	**	23%	23%	26%	20%	**	**	**	**	26%	20%
From the government/ council	92	**	**	92	92	52	40	**	**	**	**	52	40
	19%	**	**	19%	19%	21%	16%	**	**	**	**	21%	16%
Don't know	137	**	**	137	137	63	75	**	**	**	**	63	75
	28%	**	**	28%	28%	26%	30%	**	**	**	**	26%	30%

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

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

QC5. (SHOWCARD) Where do you think the BBC mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	Total	\multicolumn{7}{c}{SOCIAL GRADE}	\multicolumn{2}{c}{LOCATION}
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	479	97	138	114	130	235	244	479	414	65
Effective Weighted Sample	449	92	130	107	122	222	228	449	389	60
Total	494	99	150	107	138	249	244	494	431	63
From everyone that uses the BBC	151	**	41	38	38	75	75	151	128	**
	31%	**	27%	35%	27%	30%	31%	31%	30%	**
From companies that advertise with the BBC	114	**	37	27	26	61	53	114	102	**
	23%	**	24%	25%	19%	24%	22%	23%	24%	**
From the government/ council	92	**	30	11	33	48	44	92	79	**
	19%	**	20%	10%	24%	19%	18%	19%	18%	**
			c		c	c		c		
Don't know	137	**	42	31	41	65	72	137	122	**
	28%	**	28%	29%	30%	26%	30%	28%	28%	**

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 284

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

QC5A. (SHOWCARD) Which one of these answers best describes how often you see adverts when you watch TV? IF NECESSARY: This could be watching TV on any type of device as it is broadcast, anything recorded from the TV to view later or any use of catch up services or other on-demand content. (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	969	-	490	479	969	484	485	-	-	241	249	243	236
Effective Weighted Sample	902	-	453	449	902	450	452	-	-	222	231	228	221
Total	987	-	493	494	987	492	495	-	-	246	247	246	248
I often see adverts on TV	506	**	247	259	506	261	245	**	**	129	117	131	128
	51%	**	50%	53%	51%	53%	50%	**	**	53%	47%	53%	52%
I sometimes see adverts on TV	385	**	199	186	385	171	213	**	**	90	109	81	105
	39%	**	40%	38%	39%	35%	43% e	**	**	37%	44% k	33%	42% k
EVER SEE ADVERTS ON TV	891	**	446	445	891	432	459	**	**	220	226	212	233
	90%	**	90%	90%	90%	88%	93% e	**	**	89%	92%	86%	94% k
I never see adverts on TV	76	**	38	38	76	45	31	**	**	21	18	24	13
	8%	**	8%	8%	8%	9%	6%	**	**	8%	7%	10%	5%
Don't know	20	**	9	11	20	14	5	**	**	6	3	9	2
	2%	**	2%	2%	2%	3% f	1%	**	**	2%	1%	4%	1%

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

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

QC5A. (SHOWCARD) Which one of these answers best describes how often you see adverts when you watch TV? IF NECESSARY: This could be watching TV on any type of device as it is broadcast, anything recorded from the TV to view later or any use of catch up services or other on-demand content. (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	969	201	289	222	257	490	479	969	840	129
Effective Weighted Sample	902	189	271	207	238	460	443	902	783	119
Total	987	201	308	204	273	510	477	987	864	123
I often see adverts on TV	506	110	150	103	143	260	246	506	443	63
	51%	55%	49%	50%	52%	51%	52%	51%	51%	51%
I sometimes see adverts on TV	385	79	122	84	100	200	184	385	338	47
	39%	39%	39%	41%	37%	39%	39%	39%	39%	38%
EVER SEE ADVERTS ON TV	891	188	272	187	243	460	430	891	781	109
	90%	94%	88%	91%	89%	90%	90%	90%	90%	89%
		b								
I never see adverts on TV	76	11	28	15	23	39	38	76	64	12
	8%	5%	9%	7%	8%	8%	8%	8%	7%	10%
Don't know	20	2	9	2	6	11	9	20	18	1
	2%	1%	3%	1%	2%	2%	2%	2%	2%	1%

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

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

QC5B. (SHOWCARD) Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts.... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see adverts on TV

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	875	-	445	430	875	424	451	-	-	215	230	209	221
Effective Weighted Sample	815	-	411	404	815	395	420	-	-	199	213	196	207
Total	891	-	446	445	891	432	459	-	-	220	226	212	233
Always tell the truth about what they are selling	60	**	38	22	60	34	26	**	**	24	14	10	11
	7%	**	9% c	5%	7%	8%	6%	**	**	11% kl	6%	5%	5%
Mostly tell the truth about what they are selling	274	**	134	140	274	129	145	**	**	64	70	65	75
	31%	**	30%	31%	31%	30%	32%	**	**	29%	31%	31%	32%
Sometimes tell the truth about what they are selling	413	**	194	219	413	197	216	**	**	96	98	101	118
	46%	**	44%	49%	46%	46%	47%	**	**	44%	43%	47%	51%
EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING	747	**	366	380	747	360	387	**	**	184	182	176	204
	84%	**	82%	85%	84%	83%	84%	**	**	84%	81%	83%	88% j
Never tell the truth about what they are selling	49	**	17	32	49	24	24	**	**	5	12	20	12
	5%	**	4%	7% b	5%	6%	5%	**	**	2%	5%	9% i	5%
Don't know	95	**	62	33	95	48	48	**	**	31	31	17	16
	11%	**	14% c	7%	11%	11%	10%	**	**	14% l	14% l	8%	7%

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

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

QC5B. (SHOWCARD) Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts.... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see adverts on TV

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	875	186	257	202	230	443	432	875	760	115
Effective Weighted Sample	815	175	241	188	213	416	399	815	709	107
Total	891	188	272	187	243	460	430	891	781	109
Always tell the truth about what they are selling	60 7%	10 5%	27 10% f	10 5%	13 5%	37 8%	23 5%	60 7%	51 6%	9 9%
Mostly tell the truth about what they are selling	274 31%	59 31%	77 28%	54 29%	84 34%	136 30%	138 32%	274 31%	246 32%	27 25%
Sometimes tell the truth about what they are selling	413 46%	94 50%	126 46%	86 46%	108 44%	220 48%	193 45%	413 46%	361 46%	52 48%
EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING	747 84%	163 87%	230 85%	150 80%	204 84%	393 85%	354 82%	747 84%	658 84%	89 81%
Never tell the truth about what they are selling	49 5%	5 3%	13 5%	18 9% abeg	13 5%	18 4%	31 7% ae	49 5%	39 5%	10 9%
Don't know	95 11%	20 11%	30 11%	19 10%	27 11%	49 11%	46 11%	95 11%	85 11%	10 10%

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

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

QC7C. Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (SINGLE CODE)

Base : Children aged 8-15 who ever use YouTube

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	810	-	378	432	810	411	399	-	-	183	195	228	204
Effective Weighted Sample	755	-	350	406	755	383	372	-	-	169	181	214	192
Total	833	-	386	447	833	420	413	-	-	190	197	230	217
Prefer to watch YouTube videos	416	**	192	224	416	233	184	**	**	104	88	129	96
	50%	**	50%	50%	50%	55% f	44%	**	**	55% l	45%	56% jl	44%
Prefer to watch TV programmes on a TV set	120	**	53	67	120	51	69	**	**	23	30	28	39
	14%	**	14%	15%	14%	12%	17%	**	**	12%	15%	12%	18%
Like both the same	291	**	140	151	291	131	159	**	**	63	77	68	82
	35%	**	36%	34%	35%	31%	39% e	**	**	33%	39% k	30%	38%
Don't know	6	**	1	5	6	5	1	**	**	-	1	5	-
	1%	**	*%	1%	1%	1%	*%	**	**	-%	1%	2% l	-%

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

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

QC7C. Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (SINGLE CODE)

Base : Children aged 8-15 who ever use YouTube

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	810	172	237	182	219	409	401	810	706	104
Effective Weighted Sample	755	162	223	170	204	384	371	755	659	96
Total	833	175	255	168	236	429	404	833	734	99
Prefer to watch YouTube videos	416	85	121	86	125	206	211	416	352	65
	50%	49%	47%	51%	53%	48%	52%	50%	48%	65%
										h
Prefer to watch TV programmes on a TV set	120	27	35	28	31	61	59	120	106	14
	14%	15%	14%	17%	13%	14%	15%	14%	14%	14%
Like both the same	291	63	99	53	76	162	129	291	272	19
	35%	36%	39%	31%	32%	38%	32%	35%	37%	19%
									i	
Don't know	6	-	1	2	4	1	5	6	5	1
	1%	-%	*%	1%	2%	*%	1%	1%	1%	1%
					e					

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

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

QC7C. Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (SINGLE CODE)

Base : Children aged 8-15 who use the YouTube website or app and watch TV on a TV set

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	745	-	357	388	745	371	374	-	-	174	183	197	191
Effective Weighted Sample	693	-	330	364	693	345	349	-	-	160	170	185	179
Total	764	-	364	400	764	377	387	-	-	180	184	197	203
Prefer to watch YouTube videos	374	**	179	195	374	203	171	**	**	97	82	106	89
	49%	**	49%	49%	49%	54% f	44%	**	**	54%	45%	54%	44%
Prefer to watch TV programmes on a TV set	113	**	50	63	113	48	65	**	**	23	27	25	38
	15%	**	14%	16%	15%	13%	17%	**	**	13%	15%	13%	19%
Like both the same	272	**	134	138	272	122	150	**	**	60	73	62	77
	36%	**	37%	35%	36%	32%	39%	**	**	34%	40%	31%	38%
Don't know	5	**	1	4	5	4	1	**	**	-	1	4	-
	1%	**	*%	1%	1%	1%	*%	**	**	-%	1%	2%	-%

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

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

QC7C. Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (SINGLE CODE)

Base : Children aged 8-15 who use the YouTube website or app and watch TV on a TV set

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%	~	a	b	c	d	e	f	g	h	~i
Unweighted total	745	156	222	166	201	378	367	745	651	94
Effective Weighted Sample	693	147	208	155	186	355	339	693	607	87
Total	764	158	238	152	216	396	367	764	676	88
Prefer to watch YouTube videos	374	74	112	77	112	185	189	374	319	**
	49%	47%	47%	51%	52%	47%	51%	49%	47%	**
Prefer to watch TV programmes on a TV set	113	24	33	27	30	56	57	113	100	**
	15%	15%	14%	18%	14%	14%	15%	15%	15%	**
Like both the same	272	61	93	46	72	154	118	272	254	**
	36%	39%	39%	30%	33%	39%	32%	36%	38%	**
Don't know	5	-	1	2	2	1	4	5	3	**
	1%	-%	*%	1%	1%	*%	1%	1%	*%	**

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

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

QC9. (SHOWCARD) Where do you think YouTube mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who ever use YouTube

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	432	-	-	432	432	228	204	-	-	-	-	228	204
Effective Weighted Sample	406	-	-	406	406	214	192	-	-	-	-	214	192
Total	447	-	-	447	447	230	217	-	-	-	-	230	217
From companies that advertise with YouTube	227	**	**	227	227	122	105	**	**	**	**	122	105
	51%	**	**	51%	51%	53%	48%	**	**	**	**	53%	48%
From everyone that uses YouTube	115	**	**	115	115	56	58	**	**	**	**	56	58
	26%	**	**	26%	26%	24%	27%	**	**	**	**	24%	27%
From the government/ council	13	**	**	13	13	10	2	**	**	**	**	10	2
	3%	**	**	3%	3%	4%	1%	**	**	**	**	4%	1%
Don't know	93	**	**	93	93	42	51	**	**	**	**	42	51
	21%	**	**	21%	21%	18%	24%	**	**	**	**	18%	24%

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

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

QC9. (SHOWCARD) Where do you think YouTube mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who ever use YouTube

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	432	91	124	101	116	215	217	432	373	59
Effective Weighted Sample	406	86	117	95	109	203	203	406	351	55
Total	447	94	134	94	125	228	219	447	390	57
From companies that advertise with YouTube	227	**	71	44	55	127	99	227	195	**
	51%	**	53%	47%	44%	56%	45%	51%	50%	**
						f				
From everyone that uses YouTube	115	**	25	31	37	47	68	115	100	**
	26%	**	18%	33%	30%	21%	31%	26%	26%	**
				be	b		be			
From the government/ council	13	**	5	1	7	5	7	13	12	**
	3%	**	4%	1%	5%	2%	3%	3%	3%	**
Don't know	93	**	33	19	26	49	44	93	83	**
	21%	**	25%	20%	21%	21%	20%	21%	21%	**

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

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

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
All is true	36	**	11	25	36	18	19	**	**	7	5	11	14
	4%	**	2%	5%	4%	4%	4%	**	**	3%	2%	4%	6%
				b									
Most is true	183	**	78	105	183	99	84	**	**	51	27	48	57
	19%	**	17%	21%	19%	21%	18%	**	**	22%	12%	19%	23%
										j		j	j
ALL/ MOST IS TRUE	219	**	89	130	219	117	103	**	**	58	32	59	71
	23%	**	19%	26%	23%	24%	22%	**	**	25%	14%	24%	29%
				b						j		j	j
Some is true	427	**	150	277	427	207	220	**	**	69	82	138	139
	45%	**	32%	56%	45%	43%	46%	**	**	29%	36%	55%	56%
				bd	b							ij	ij
Don't know	68	**	37	31	68	32	35	**	**	14	23	19	12
	7%	**	8%	6%	7%	7%	7%	**	**	6%	10%	7%	5%
											l		
Don't do this	244	**	186	58	244	126	118	**	**	93	93	33	25
	25%	**	40%	12%	25%	26%	25%	**	**	40%	41%	13%	10%
				cd	c					kl	kl		

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

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

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
All is true	36	6	20	7	3	26	11	36	28	8
	4%	3%	7%	4%	1%	5%	2%	4%	3%	7%
			dfg			df				h
Most is true	183	43	57	30	52	100	83	183	157	26
	19%	22%	19%	15%	20%	20%	18%	19%	19%	22%
ALL/ MOST IS TRUE	219	49	77	38	55	126	93	219	185	34
	23%	25%	26%	19%	21%	26%	20%	23%	22%	29%
Some is true	427	79	117	102	130	196	231	427	374	54
	45%	40%	39%	51%	49%	40%	50%	45%	44%	45%
				abe	be		abe			
Don't know	68	16	21	10	20	37	31	68	59	8
	7%	8%	7%	5%	8%	8%	7%	7%	7%	7%
Don't do this	244	53	80	50	60	134	110	244	223	22
	25%	27%	27%	25%	23%	27%	24%	25%	26%	18%

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

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

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
All is true	206	**	93	113	206	95	111	**	**	41	52	53	59
	21%	**	20%	23%	21%	20%	23%	**	**	18%	23%	21%	24%
Most is true	353	**	158	195	353	183	170	**	**	83	75	99	96
	37%	**	34%	39%	37%	38%	36%	**	**	36%	32%	40%	39%
ALL/ MOST IS TRUE	559	**	251	308	559	278	281	**	**	125	126	153	155
	58%	**	54%	62%	58%	58%	59%	**	**	53%	55%	61%	63%
				b									i
Some is true	209	**	89	120	209	102	107	**	**	47	42	55	66
	22%	**	19%	24%	22%	21%	23%	**	**	20%	18%	22%	27%
													j
Don't know	55	**	34	22	55	19	36	**	**	11	23	9	13
	6%	**	7%	4%	6%	4%	8%	**	**	5%	10%	3%	5%
							e				ik		
Don't do this	135	**	89	46	135	83	52	**	**	51	39	33	13
	14%	**	19%	9%	14%	17%	11%	**	**	22%	17%	13%	5%
			cd		c	f				kl	l	l	

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

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

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
All is true	206	42	73	46	46	115	91	206	168	38
	21%	21%	25%	23%	17%	23%	20%	21%	20%	32%
			d							h
Most is true	353	80	113	61	99	193	160	353	319	34
	37%	41%	38%	30%	37%	39%	34%	37%	38%	29%
		c				c				
ALL/ MOST IS TRUE	559	122	186	107	145	307	252	559	487	72
	58%	62%	63%	53%	55%	62%	54%	58%	58%	61%
			cf			cf				
Some is true	209	39	59	50	62	98	111	209	185	25
	22%	20%	20%	25%	23%	20%	24%	22%	22%	21%
Don't know	55	10	16	13	16	27	28	55	50	6
	6%	5%	6%	6%	6%	5%	6%	6%	6%	5%
Don't do this	135	27	34	31	43	61	74	135	119	16
	14%	13%	12%	15%	16%	12%	16%	14%	14%	13%

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
All is true	132	**	70	63	132	72	61	**	**	38	32	34	29
	14%	**	15%	13%	14%	15%	13%	**	**	16%	14%	13%	12%
Most is true	271	**	128	143	271	133	138	**	**	66	62	67	76
	28%	**	28%	29%	28%	28%	29%	**	**	28%	27%	27%	31%
ALL/ MOST IS TRUE	404	**	198	206	404	205	199	**	**	104	94	101	105
	42%	**	43%	42%	42%	42%	42%	**	**	44%	41%	41%	43%
Some is true	210	**	77	132	210	95	115	**	**	33	44	62	70
	22%	**	17%	27%	22%	20%	24%	**	**	14%	19%	25%	28%
				b	b							i	ij
Don't know	56	**	29	27	56	30	26	**	**	15	14	15	12
	6%	**	6%	6%	6%	6%	6%	**	**	6%	6%	6%	5%
Don't do this	289	**	159	130	289	153	136	**	**	82	77	71	59
	30%	**	34%	26%	30%	32%	29%	**	**	35%	34%	29%	24%
			c							l	l		

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
All is true	132	21	45	27	39	66	67	132	108	24
	14%	11%	15%	14%	15%	13%	14%	14%	13%	20%
										h
Most is true	271	49	90	48	84	139	132	271	238	34
	28%	25%	30%	24%	32%	28%	28%	28%	28%	29%
ALL/ MOST IS TRUE	404	70	135	75	124	205	199	404	346	58
	42%	35%	46%	38%	46%	42%	43%	42%	41%	49%
			a		a					
Some is true	210	45	59	49	57	104	106	210	187	23
	22%	23%	20%	24%	22%	21%	23%	22%	22%	19%
Don't know	56	12	13	11	20	25	31	56	53	3
	6%	6%	5%	5%	8%	5%	7%	6%	6%	3%
Don't do this	289	71	89	65	65	159	130	289	255	34
	30%	36%	30%	33%	24%	32%	28%	30%	30%	29%
		df				d				

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

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

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	677	-	261	416	677	342	335	-	-	133	128	209	207
Effective Weighted Sample	635	-	243	392	635	320	315	-	-	123	120	197	195
Total	714	-	277	438	714	356	359	-	-	140	136	216	222
All is true	36	**	11	25	36	18	19	**	**	7	5	11	14
	5%	**	4%	6%	5%	5%	5%	**	**	5%	3%	5%	6%
Most is true	183	**	78	105	183	99	84	**	**	51	27	48	57
	26%	**	28%	24%	26%	28%	23%	**	**	36% jkl	20%	22%	26%
ALL/ MOST IS TRUE	219	**	89	130	219	117	103	**	**	58	32	59	71
	31%	**	32%	30%	31%	33%	29%	**	**	41% jk	23%	27%	32%
Some is true	427	**	150	277	427	207	220	**	**	69	82	138	139
	60%	**	54%	63% b	60%	58%	61%	**	**	49%	60%	64% i	63% i
Don't know	68	**	37	31	68	32	35	**	**	14	23	19	12
	9%	**	13% c	7%	9%	9%	10%	**	**	10%	17% kl	9%	6%

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 300

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

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	677	139	195	155	188	334	343	677	580	97
Effective Weighted Sample	635	131	184	145	176	315	320	635	545	90
Total	714	144	215	150	206	359	355	714	618	96
All is true	36	6	20	7	3	26	11	36	28	**
	5%	4%	9%	5%	2%	7%	3%	5%	5%	**
			dfg			df		d		
Most is true	183	43	57	30	52	100	83	183	157	**
	26%	30%	27%	20%	25%	28%	23%	26%	25%	**
ALL/ MOST IS TRUE	219	49	77	38	55	126	93	219	185	**
	31%	34%	36%	25%	27%	35%	26%	31%	30%	**
			cf			cf				
Some is true	427	79	117	102	130	196	231	427	374	**
	60%	55%	54%	68%	63%	55%	65%	60%	60%	**
				abe			abe			
Don't know	68	16	21	10	20	37	31	68	59	**
	9%	11%	10%	7%	10%	10%	9%	9%	10%	**

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

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

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	795	-	362	433	795	388	407	-	-	176	186	212	221
Effective Weighted Sample	743	-	336	407	743	362	381	-	-	163	173	199	208
Total	824	-	374	450	824	399	425	-	-	183	190	216	234
All is true	206	**	93	113	206	95	111	**	**	41	52	53	59
	25%	**	25%	25%	25%	24%	26%	**	**	23%	27%	25%	25%
Most is true	353	**	158	195	353	183	170	**	**	83	75	99	96
	43%	**	42%	43%	43%	46%	40%	**	**	46%	39%	46%	41%
ALL/ MOST IS TRUE	559	**	251	308	559	278	281	**	**	125	126	153	155
	68%	**	67%	68%	68%	70%	66%	**	**	68%	66%	71%	66%
Some is true	209	**	89	120	209	102	107	**	**	47	42	55	66
	25%	**	24%	27%	25%	26%	25%	**	**	26%	22%	25%	28%
Don't know	55	**	34	22	55	19	36	**	**	11	23	9	13
	7%	**	9%	5%	7%	5%	8%	**	**	6%	12%	4%	6%
			c								kl		

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

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

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	795	169	241	180	205	410	385	795	691	104
Effective Weighted Sample	743	159	227	168	191	385	357	743	646	97
Total	824	171	262	169	222	432	391	824	721	102
All is true	206	42	73	46	46	115	91	206	168	38
	25%	24%	28%	27%	20%	27%	23%	25%	23%	37%
										h
Most is true	353	80	113	61	99	193	160	353	319	34
	43%	47%	43%	36%	45%	45%	41%	43%	44%	33%
		c							i	
ALL/ MOST IS TRUE	559	122	186	107	145	307	252	559	487	72
	68%	71%	71%	63%	65%	71%	64%	68%	68%	70%
						f				
Some is true	209	39	59	50	62	98	111	209	185	25
	25%	23%	23%	29%	28%	23%	28%	25%	26%	24%
Don't know	55	10	16	13	16	27	28	55	50	6
	7%	6%	6%	7%	7%	6%	7%	7%	7%	5%

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	639	-	288	351	639	316	323	-	-	142	146	174	177
Effective Weighted Sample	598	-	268	329	598	294	303	-	-	132	137	163	167
Total	669	-	304	366	669	329	340	-	-	152	152	178	188
All is true	132	**	70	63	132	72	61	**	**	38	32	34	29
	20%	**	23%	17%	20%	22%	18%	**	**	25% l	21%	19%	15%
Most is true	271	**	128	143	271	133	138	**	**	66	62	67	76
	41%	**	42%	39%	41%	40%	41%	**	**	43%	41%	38%	41%
ALL/ MOST IS TRUE	404	**	198	206	404	205	199	**	**	104	94	101	105
	60%	**	65% c	56%	60%	62%	58%	**	**	68% kl	62%	57%	56%
Some is true	210	**	77	132	210	95	115	**	**	33	44	62	70
	31%	**	25%	36% b	31%	29%	34%	**	**	22%	29%	35% i	37% i
Don't know	56	**	29	27	56	30	26	**	**	15	14	15	12
	8%	**	9%	7%	8%	9%	8%	**	**	10%	9%	8%	7%

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	639	125	188	141	185	313	326	639	555	84
Effective Weighted Sample	598	118	177	132	173	295	303	598	519	78
Total	669	126	207	135	201	334	336	669	586	84
All is true	132	21	45	27	39	66	67	132	108	**
	20%	17%	22%	20%	20%	20%	20%	20%	19%	**
Most is true	271	49	90	48	84	139	132	271	238	**
	41%	39%	43%	36%	42%	42%	39%	41%	41%	**
ALL/ MOST IS TRUE	404	70	135	75	124	205	199	404	346	**
	60%	55%	65%	56%	61%	61%	59%	60%	59%	**
Some is true	210	45	59	49	57	104	106	210	187	**
	31%	35%	28%	36%	29%	31%	32%	31%	32%	**
Don't know	56	12	13	11	20	25	31	56	53	**
	8%	9%	7%	8%	10%	8%	9%	8%	9%	**

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

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 306

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

QC17. (SHOWCARD) Thinking about all the things you use to go online, in a normal week, would you say that you.... (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
Only use websites or apps that you've used before	521 54%	** **	278 60% c	243 49%	521 54%	253 52%	268 56%	** **	** **	136 58% k	143 62% kl	118 47%	126 51%
Use one or two websites or apps that you've not used before	323 34%	** **	133 29%	190 38% b	323 34%	169 35%	153 32%	** **	** **	71 31%	62 27%	98 39% j	92 37% j
Use lots of websites or apps that you've not used before	74 8%	** **	22 5%	53 11% b	74 8% b	40 8%	34 7%	** **	** **	12 5%	9 4%	28 11% ij	25 10% j
Don't know	40 4%	** **	30 7% c	10 2%	40 4% c	20 4%	21 4%	** **	** **	14 6% kl	16 7% kl	5 2%	5 2%

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

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

QC17. (SHOWCARD) Thinking about all the things you use to go online, in a normal week, would you say that you.... (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
Only use websites or apps that you've used before	521 54%	118 60% c	154 52%	98 49%	151 57%	272 55%	249 53%	521 54%	446 53%	75 63% h
Use one or two websites or apps that you've not used before	323 34%	56 28%	103 35%	78 39% a	87 33%	158 32%	164 35%	323 34%	289 34%	33 28%
Use lots of websites or apps that you've not used before	74 8%	16 8%	30 10%	13 7%	16 6%	46 9%	29 6%	74 8%	71 8% i	4 3%
Don't know	40 4%	7 4%	9 3%	10 5%	13 5%	17 3%	24 5%	40 4%	34 4%	6 5%

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

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

QC18. (SHOWCARD) When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate ? (MULTI CODE)

Base : Children aged 12-15 who go online who use websites they've not used before

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	230	-	-	230	230	122	108	-	-	-	-	122	108
Effective Weighted Sample	217	-	-	217	217	115	102	-	-	-	-	115	102
Total	242	-	-	242	242	126	117	-	-	-	-	126	117
Check the general look of the website, for example the layout, colours or how professional it looks	95 39%	** **	** **	95 39%	95 39%	48 38%	47 40%	** **	** **	** **	** **	48 38%	47 40%
Look at how up to date the information on the website is	93 39%	** **	** **	93 39%	93 39%	47 38%	46 40%	** **	** **	** **	** **	47 38%	46 40%
Ask someone else if they have been to the website	90 37%	** **	** **	90 37%	90 37%	46 36%	44 38%	** **	** **	** **	** **	46 36%	44 38%
Check some types of information across a number of websites to be sure it's correct	85 35%	** **	** **	85 35%	85 35%	47 37%	38 33%	** **	** **	** **	** **	47 37%	38 33%
See whether it is a company you have heard of	58 24%	** **	** **	58 24%	58 24%	35 28%	22 19%	** **	** **	** **	** **	35 28%	22 19%
Something else - please say	2 1%	** **	** **	2 1%	2 1%	2 2%	- -%	** **	** **	** **	** **	2 2%	- -%
Don't know	19 8%	** **	** **	19 8%	19 8%	4 3%	15 13% e	** **	** **	** **	** **	4 3%	15 13% k

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

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

QC18. (SHOWCARD) When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate ? (MULTI CODE)

Base : Children aged 12-15 who go online who use websites they've not used before

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	230	-	-	230	230	122	108	-	-	-	-	122	108
Effective Weighted Sample	217	-	-	217	217	115	102	-	-	-	-	115	102
Total	242	-	-	242	242	126	117	-	-	-	-	126	117
TOTAL - EVER THINK ABOUT WHETHER THE INFORMATION IS TRUE OR ACCURATE	166	**	**	166	166	92	74	**	**	**	**	92	74
	69%	**	**	69%	69%	73%	63%	**	**	**	**	73%	63%
Do not think about this	57	**	**	57	57	30	27	**	**	**	**	30	27
	24%	**	**	24%	24%	24%	24%	**	**	**	**	24%	24%

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

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

QC18. (SHOWCARD) When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate ? (MULTI CODE)

Base : Children aged 12-15 who go online who use websites they've not used before

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	230	46	71	56	57	117	113	230	204	26
Effective Weighted Sample	217	44	67	53	54	111	106	217	193	24
Total	242	49	78	55	61	127	116	242	216	27
Check the general look of the website, for example the layout, colours or how professional it looks	95	**	**	**	**	48	46	95	84	**
	39%	**	**	**	**	38%	40%	39%	39%	**
Look at how up to date the information on the website is	93	**	**	**	**	43	50	93	82	**
	39%	**	**	**	**	34%	43%	39%	38%	**
Ask someone else if they have been to the website	90	**	**	**	**	41	49	90	77	**
	37%	**	**	**	**	32%	42%	37%	36%	**
Check some types of information across a number of websites to be sure it's correct	85	**	**	**	**	44	41	85	77	**
	35%	**	**	**	**	35%	36%	35%	35%	**
See whether it is a company you have heard of	58	**	**	**	**	32	26	58	50	**
	24%	**	**	**	**	25%	22%	24%	23%	**
Something else - please say	2	**	**	**	**	1	1	2	1	**
	1%	**	**	**	**	1%	1%	1%	1%	**
Don't know	19	**	**	**	**	12	7	19	16	**
	8%	**	**	**	**	10%	6%	8%	8%	**

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

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

QC18. (SHOWCARD) When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate ? (MULTI CODE)

Base : Children aged 12-15 who go online who use websites they've not used before

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	230	46	71	56	57	117	113	230	204	26
Effective Weighted Sample	217	44	67	53	54	111	106	217	193	24
Total	242	49	78	55	61	127	116	242	216	27
TOTAL - EVER THINK ABOUT WHETHER THE INFORMATION IS TRUE OR ACCURATE	166	**	**	**	**	81	85	166	146	**
	69%	**	**	**	**	64%	73%	69%	68%	**
Do not think about this	57	**	**	**	**	33	24	57	54	**
	24%	**	**	**	**	26%	21%	24%	25%	**

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

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

QC22A. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - There is pressure to look popular on social media (SINGLE CODE)

Base : Children aged 8-15 with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	401	-	79	322	401	190	211	-	-	31	48	159	163
Effective Weighted Sample	380	-	75	305	380	180	200	-	-	29	46	151	154
Total	439	-	92	347	439	203	236	-	-	36	56	168	179
All the time	64	**	**	54	64	27	38	**	**	**	**	19	35
	15%	**	**	16%	15%	13%	16%	**	**	**	**	11%	20% k
Most of the time	122	**	**	97	122	56	67	**	**	**	**	45	52
	28%	**	**	28%	28%	27%	28%	**	**	**	**	27%	29%
Sometimes	144	**	**	119	144	68	76	**	**	**	**	61	58
	33%	**	**	34%	33%	34%	32%	**	**	**	**	36%	32%
Never	94	**	**	64	94	46	49	**	**	**	**	36	28
	21%	**	**	18%	21%	22%	21%	**	**	**	**	21%	16%
Don't know	15	**	**	13	15	7	7	**	**	**	**	7	6
	3%	**	**	4%	3%	4%	3%	**	**	**	**	4%	3%
SUMMARY CODES													
ALL/ MOST OF THE TIME	186	**	**	151	186	82	104	**	**	**	**	64	87
	42%	**	**	44%	42%	40%	44%	**	**	**	**	38%	49%
EVER	330	**	**	270	330	150	180	**	**	**	**	124	145
	75%	**	**	78%	75%	74%	76%	**	**	**	**	74%	81%

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

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

QC22A. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - There is pressure to look popular on social media (SINGLE CODE)

Base : Children aged 8-15 with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	401	86	106	95	114	192	209	401	349	52
Effective Weighted Sample	380	82	101	90	108	183	197	380	331	49
Total	439	94	121	95	129	215	224	439	385	54
All the time	64	**	18	**	23	26	38	64	43	**
	15%	**	15%	**	18%	12%	17%	15%	11%	**
Most of the time	122	**	26	**	43	50	72	122	108	**
	28%	**	22%	**	34%	23%	32% e	28%	28%	**
Sometimes	144	**	42	**	30	86	58	144	130	**
	33%	**	35%	**	23%	40% df	26%	33%	34%	**
Never	94	**	27	**	31	42	52	94	90	**
	21%	**	23%	**	24%	20%	23%	21%	23%	**
Don't know	15	**	8	**	2	12	3	15	14	**
	3%	**	7% f	**	2%	5% f	1%	3%	4%	**
SUMMARY CODES										
ALL/ MOST OF THE TIME	186	**	44	**	66	75	111	186	151	**
	42%	**	36%	**	51% be	35%	49% be	42%	39%	**
EVER	330	**	86	**	96	161	169	330	281	**
	75%	**	71%	**	74%	75%	75%	75%	73%	**

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

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

QC22B. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - People are mean to each other on social media (SINGLE CODE)

Base : Children aged 8-15 with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	401	-	79	322	401	190	211	-	-	31	48	159	163
Effective Weighted Sample	380	-	75	305	380	180	200	-	-	29	46	151	154
Total	439	-	92	347	439	203	236	-	-	36	56	168	179
All the time	33	**	**	26	33	14	19	**	**	**	**	13	13
	8%	**	**	8%	8%	7%	8%	**	**	**	**	8%	7%
Most of the time	97	**	**	80	97	40	57	**	**	**	**	37	43
	22%	**	**	23%	22%	19%	24%	**	**	**	**	22%	24%
Sometimes	262	**	**	207	262	125	137	**	**	**	**	99	108
	60%	**	**	60%	60%	61%	58%	**	**	**	**	59%	60%
Never	29	**	**	20	29	14	15	**	**	**	**	11	9
	7%	**	**	6%	7%	7%	6%	**	**	**	**	7%	5%
Don't know	18	**	**	14	18	10	8	**	**	**	**	8	7
	4%	**	**	4%	4%	5%	3%	**	**	**	**	5%	4%
SUMMARY CODES													
ALL/ MOST OF THE TIME	130	**	**	106	130	54	76	**	**	**	**	50	56
	30%	**	**	30%	30%	27%	32%	**	**	**	**	30%	31%
EVER	392	**	**	313	392	179	213	**	**	**	**	149	164
	89%	**	**	90%	89%	88%	91%	**	**	**	**	89%	91%

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

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

QC22B. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - People are mean to each other on social media (SINGLE CODE)

Base : Children aged 8-15 with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	401	86	106	95	114	192	209	401	349	52
Effective Weighted Sample	380	82	101	90	108	183	197	380	331	49
Total	439	94	121	95	129	215	224	439	385	54
All the time	33	**	10	**	9	15	19	33	28	**
	8%	**	8%	**	7%	7%	8%	8%	7%	**
Most of the time	97	**	18	**	41	37	61	97	84	**
	22%	**	15%	**	32%	17%	27%	22%	22%	**
					beg		be			
Sometimes	262	**	76	**	69	139	123	262	229	**
	60%	**	62%	**	53%	65%	55%	60%	59%	**
Never	29	**	9	**	6	14	15	29	25	**
	7%	**	7%	**	5%	7%	6%	7%	7%	**
Don't know	18	**	8	**	4	11	7	18	18	**
	4%	**	7%	**	3%	5%	3%	4%	5%	**
SUMMARY CODES										
ALL/ MOST OF THE TIME	130	**	28	**	50	51	79	130	113	**
	30%	**	23%	**	39%	24%	35%	30%	29%	**
					be		be			
EVER	392	**	104	**	119	190	202	392	341	**
	89%	**	86%	**	92%	88%	90%	89%	89%	**

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

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

QC22C. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media makes me feel happy (SINGLE CODE)

Base : Children aged 8-15 with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	401	-	79	322	401	190	211	-	-	31	48	159	163
Effective Weighted Sample	380	-	75	305	380	180	200	-	-	29	46	151	154
Total	439	-	92	347	439	203	236	-	-	36	56	168	179
All the time	56	**	**	37	56	23	34	**	**	**	**	14	23
	13%	**	**	11%	13%	11%	14%	**	**	**	**	8%	13%
Most of the time	184	**	**	150	184	77	108	**	**	**	**	68	82
	42%	**	**	43%	42%	38%	46%	**	**	**	**	41%	46%
Sometimes	157	**	**	130	157	80	77	**	**	**	**	67	63
	36%	**	**	37%	36%	39%	33%	**	**	**	**	40%	35%
Never	30	**	**	21	30	15	16	**	**	**	**	11	10
	7%	**	**	6%	7%	7%	7%	**	**	**	**	7%	6%
Don't know	11	**	**	9	11	9	2	**	**	**	**	8	1
	3%	**	**	2%	3%	5%	1%	**	**	**	**	5%	*%
							f						l
SUMMARY CODES													
ALL/ MOST OF THE TIME	241	**	**	187	241	100	141	**	**	**	**	82	106
	55%	**	**	54%	55%	49%	60%	**	**	**	**	49%	59%
							e						
EVER	398	**	**	317	398	179	218	**	**	**	**	149	169
	91%	**	**	91%	91%	88%	93%	**	**	**	**	89%	94%

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

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

QC22C. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media makes me feel happy (SINGLE CODE)

Base : Children aged 8-15 with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	401	86	106	95	114	192	209	401	349	52
Effective Weighted Sample	380	82	101	90	108	183	197	380	331	49
Total	439	94	121	95	129	215	224	439	385	54
All the time	56	**	20	**	16	29	28	56	50	**
	13%	**	17%	**	12%	13%	12%	13%	13%	**
Most of the time	184	**	50	**	52	93	91	184	158	**
	42%	**	41%	**	40%	43%	41%	42%	41%	**
Sometimes	157	**	41	**	52	76	81	157	139	**
	36%	**	34%	**	41%	35%	36%	36%	36%	**
Never	30	**	9	**	8	13	18	30	27	**
	7%	**	7%	**	6%	6%	8%	7%	7%	**
Don't know	11	**	2	**	1	4	7	11	11	**
	3%	**	1%	**	1%	2%	3%	3%	3%	**
SUMMARY CODES										
ALL/ MOST OF THE TIME	241	**	70	**	68	122	119	241	208	**
	55%	**	58%	**	52%	57%	53%	55%	54%	**
EVER	398	**	111	**	120	198	200	398	347	**
	91%	**	92%	**	93%	92%	89%	91%	90%	**

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

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

QC22D. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-15 with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	401	-	79	322	401	190	211	-	-	31	48	159	163
Effective Weighted Sample	380	-	75	305	380	180	200	-	-	29	46	151	154
Total	439	-	92	347	439	203	236	-	-	36	56	168	179
All the time	107	**	**	83	107	37	70	**	**	**	**	30	53
	24%	**	**	24%	24%	18%	30% e	**	**	**	**	18%	30% k
Most of the time	173	**	**	147	173	85	88	**	**	**	**	77	70
	39%	**	**	42%	39%	42%	37%	**	**	**	**	46%	39%
Sometimes	109	**	**	87	109	53	57	**	**	**	**	43	43
	25%	**	**	25%	25%	26%	24%	**	**	**	**	26%	24%
Never	42	**	**	24	42	24	18	**	**	**	**	15	10
	9%	**	**	7%	9%	12%	8%	**	**	**	**	9%	5%
Don't know	8	**	**	6	8	5	4	**	**	**	**	3	3
	2%	**	**	2%	2%	2%	2%	**	**	**	**	2%	2%
SUMMARY CODES													
ALL/ MOST OF THE TIME	280	**	**	230	280	122	158	**	**	**	**	106	123
	64%	**	**	66%	64%	60%	67%	**	**	**	**	63%	69%
EVER	389	**	**	316	389	175	214	**	**	**	**	150	167
	89%	**	**	91%	89%	86%	91%	**	**	**	**	89%	93%

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

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

QC22D. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-15 with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	401	86	106	95	114	192	209	401	349	52
Effective Weighted Sample	380	82	101	90	108	183	197	380	331	49
Total	439	94	121	95	129	215	224	439	385	54
All the time	107	**	31	**	27	55	53	107	90	**
	24%	**	26%	**	21%	25%	23%	24%	23%	**
Most of the time	173	**	46	**	51	84	89	173	150	**
	39%	**	38%	**	39%	39%	39%	39%	39%	**
Sometimes	109	**	28	**	40	49	61	109	96	**
	25%	**	23%	**	31%	23%	27%	25%	25%	**
Never	42	**	12	**	11	22	19	42	40	**
	9%	**	10%	**	9%	10%	9%	9%	10%	**
Don't know	8	**	4	**	-	5	3	8	8	**
	2%	**	3%	**	-%	2%	1%	2%	2%	**
SUMMARY CODES										
ALL/ MOST OF THE TIME	280	**	77	**	78	139	141	280	240	**
	64%	**	64%	**	61%	65%	63%	64%	62%	**
EVER	389	**	105	**	118	188	202	389	336	**
	89%	**	86%	**	91%	87%	90%	89%	87%	**

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

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

QC23. (SHOWCARD) Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (MULTI CODE)

Base : Children aged 12-15 with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	322	-	-	322	322	159	163	-	-	-	-	159	163
Effective Weighted Sample	305	-	-	305	305	151	154	-	-	-	-	151	154
Total	347	-	-	347	347	168	179	-	-	-	-	168	179
See what my friends are doing/ like or comment on their posts or photos	305 88%	** **	** **	305 88%	305 88%	145 86%	160 89%	** **	** **	** **	** **	145 86%	160 89%
Send supportive messages/ comments/ posts to friends if they are having a hard time	231 67%	** **	** **	231 67%	231 67%	96 57%	135 75% e	** **	** **	** **	** **	96 57%	135 75% k
See what famous people are doing/ follow celebrities/ YouTubers	196 56%	** **	** **	196 56%	196 56%	84 50%	112 63% e	** **	** **	** **	** **	84 50%	112 63% k
Follow companies or brands I like	150 43%	** **	** **	150 43%	150 43%	68 41%	82 46%	** **	** **	** **	** **	68 41%	82 46%
Share/ discuss news stories with others	109 31%	** **	** **	109 31%	109 31%	45 27%	64 35%	** **	** **	** **	** **	45 27%	64 35%
Support causes or organisations by sharing or commenting on posts	43 12%	** **	** **	43 12%	43 12%	20 12%	23 13%	** **	** **	** **	** **	20 12%	23 13%
Sign petitions	26 8%	** **	** **	26 8%	26 8%	16 10%	10 6%	** **	** **	** **	** **	16 10%	10 6%

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

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

QC23. (SHOWCARD) Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (MULTI CODE)

Base : Children aged 12-15 with a social media account

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	322	-	-	322	322	159	163	-	-	-	-	159	163
Effective Weighted Sample	305	-	-	305	305	151	154	-	-	-	-	151	154
Total	347	-	-	347	347	168	179	-	-	-	-	168	179
EVER DO ANY OF THESE THINGS	321	**	**	321	321	153	169	**	**	**	**	153	169
	93%	**	**	93%	93%	91%	94%	**	**	**	**	91%	94%
I never do any of these things/ None of these	25	**	**	25	25	14	11	**	**	**	**	14	11
	7%	**	**	7%	7%	8%	6%	**	**	**	**	8%	6%
Don't know	1	**	**	1	1	1	-	**	**	**	**	1	-
	*%	**	**	*%	*%	1%	-%	**	**	**	**	1%	-%

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

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

QC23. (SHOWCARD) Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (MULTI CODE)

Base : Children aged 12-15 with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	322	73	84	76	89	157	165	322	281	41
Effective Weighted Sample	305	70	80	72	84	150	156	305	267	39
Total	347	79	95	76	97	174	173	347	305	42
See what my friends are doing/ like or comment on their posts or photos	305	**	**	**	**	156	149	305	264	**
	88%	**	**	**	**	89%	86%	88%	87%	**
Send supportive messages/ comments/ posts to friends if they are having a hard time	231	**	**	**	**	114	117	231	197	**
	67%	**	**	**	**	66%	68%	67%	65%	**
See what famous people are doing/ follow celebrities/ YouTubers	196	**	**	**	**	103	92	196	162	**
	56%	**	**	**	**	59%	53%	56%	53%	**
Follow companies or brands I like	150	**	**	**	**	84	66	150	131	**
	43%	**	**	**	**	48%	38%	43%	43%	**
Share/ discuss news stories with others	109	**	**	**	**	59	50	109	95	**
	31%	**	**	**	**	34%	29%	31%	31%	**
Support causes or organisations by sharing or commenting on posts	43	**	**	**	**	21	23	43	39	**
	12%	**	**	**	**	12%	13%	12%	13%	**
Sign petitions	26	**	**	**	**	15	11	26	20	**
	8%	**	**	**	**	8%	7%	8%	7%	**

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

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

QC23. (SHOWCARD) Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (MULTI CODE)

Base : Children aged 12-15 with a social media account

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	322	73	84	76	89	157	165	322	281	41
Effective Weighted Sample	305	70	80	72	84	150	156	305	267	39
Total	347	79	95	76	97	174	173	347	305	42
EVER DO ANY OF THESE THINGS	321	**	**	**	**	164	157	321	280	**
	93%	**	**	**	**	94%	91%	93%	92%	**
I never do any of these things/ None of these	25	**	**	**	**	10	14	25	24	**
	7%	**	**	**	**	6%	8%	7%	8%	**
Don't know	1	**	**	**	**	-	1	1	1	**
	*%	**	**	**	**	-%	1%	*%	*%	**

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

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

QC24A. I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live or 'Live' on Instagram Stories. Before today, had you heard about live streaming?

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
Yes	386	**	**	386	386	198	189	**	**	**	**	198	189
	78%	**	**	78%	78%	79%	76%	**	**	**	**	79%	76%
No	106	**	**	106	106	48	58	**	**	**	**	48	58
	21%	**	**	21%	21%	19%	24%	**	**	**	**	19%	24%
Don't know	3	**	**	3	3	3	-	**	**	**	**	3	-
	1%	**	**	1%	1%	1%	-%	**	**	**	**	1%	-%

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

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

QC24A. I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live or 'Live' on Instagram Stories. Before today, had you heard about live streaming?

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
Yes	386	**	113	80	108	198	188	386	335	**
	78%	**	76%	74%	78%	79%	76%	78%	77%	**
No	106	**	35	26	30	50	56	106	95	**
	21%	**	24%	25%	22%	20%	23%	21%	22%	**
Don't know	3	**	1	1	1	1	2	3	3	**
	1%	**	1%	1%	1%	1%	1%	1%	1%	**

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who are aware of live streaming

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	366	-	-	366	366	192	174	-	-	-	-	192	174
Effective Weighted Sample	345	-	-	345	345	181	164	-	-	-	-	181	164
Total	386	-	-	386	386	198	189	-	-	-	-	198	189
I've never used live streaming services	127	**	**	127	127	68	59	**	**	**	**	68	59
	33%	**	**	33%	33%	34%	31%	**	**	**	**	34%	31%
I've only watched other people's livestreams/ live videos	173	**	**	173	173	85	88	**	**	**	**	85	88
	45%	**	**	45%	45%	43%	47%	**	**	**	**	43%	47%
I've 'gone live'/ shared my own videos with others	87	**	**	87	87	45	42	**	**	**	**	45	42
	23%	**	**	23%	23%	23%	22%	**	**	**	**	23%	22%

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who are aware of live streaming

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	366	82	103	81	100	185	181	366	316	50
Effective Weighted Sample	345	78	97	77	94	175	171	345	299	47
Total	386	85	113	80	108	198	188	386	335	51
I've never used live streaming services	127	**	38	**	31	72	55	127	113	**
	33%	**	34%	**	29%	36%	29%	33%	34%	**
I've only watched other people's livestreams/ live videos	173	**	50	**	46	89	84	173	145	**
	45%	**	44%	**	42%	45%	45%	45%	43%	**
I've 'gone live'/ shared my own videos with others	87	**	25	**	32	38	49	87	77	**
	23%	**	22%	**	29%	19%	26%	23%	23%	**

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
I've never used live streaming services	127	**	**	127	127	68	59	**	**	**	**	68	59
	26%	**	**	26%	26%	27%	24%	**	**	**	**	27%	24%
I've only watched other people's livestreams/ live videos	173	**	**	173	173	85	88	**	**	**	**	85	88
	35%	**	**	35%	35%	34%	36%	**	**	**	**	34%	36%
I've 'gone live'/ shared my own videos with others	87	**	**	87	87	45	42	**	**	**	**	45	42
	18%	**	**	18%	18%	18%	17%	**	**	**	**	18%	17%
NOT AWARE OF LIVE STREAMING SERVICES	110	**	**	110	110	51	58	**	**	**	**	51	58
	22%	**	**	22%	22%	21%	24%	**	**	**	**	21%	24%

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
I've never used live streaming services	127	**	38	24	31	72	55	127	113	**
	26%	**	26%	22%	22%	29%	22%	26%	26%	**
I've only watched other people's livestreams/ live videos	173	**	50	38	46	89	84	173	145	**
	35%	**	33%	35%	33%	36%	34%	35%	34%	**
I've 'gone live'/ shared my own videos with others	87	**	25	18	32	38	49	87	77	**
	18%	**	17%	17%	23%	15%	20%	18%	18%	**
NOT AWARE OF LIVE STREAMING SERVICES	110	**	36	28	31	51	58	110	98	**
	22%	**	24%	26%	22%	21%	24%	22%	23%	**

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

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

QC25. Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online?

Base : Children aged 8-15 who go online

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
Yes	846	**	386	461	846	418	428	**	**	189	197	229	232
	88%	**	83%	93%	88%	87%	90%	**	**	81%	86%	92%	94%
				bd	b							ij	ij
No	108	**	73	35	108	62	47	**	**	42	31	20	15
	11%	**	16%	7%	11%	13%	10%	**	**	18%	14%	8%	6%
			cd		c					kl	l		
Don't know	4	**	4	-	4	3	1	**	**	3	1	-	-
	*%	**	1%	-%	*%	1%	*%	**	**	1%	1%	-%	-%
			c										

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

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

QC25. Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online?

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
Yes	846	174	269	168	235	443	403	846	747	99
	88%	88%	91%	84%	88%	90%	87%	88%	89%	84%
			c			c				
No	108	22	27	29	30	49	59	108	90	19
	11%	11%	9%	15%	11%	10%	13%	11%	11%	16%
Don't know	4	1	-	3	1	1	3	4	4	-
	*%	*%	-%	1%	*%	*%	1%	*%	*%	-%

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

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

QC26. (SHOWCARD) When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	820	-	377	443	820	407	413	-	-	183	194	224	219
Effective Weighted Sample	765	-	349	416	765	379	386	-	-	168	181	211	206
Total	846	-	386	461	846	418	428	-	-	189	197	229	232
I think that if they have been listed by Google these websites can be trusted	262	**	119	143	262	143	118	**	**	65	54	78	64
	31%	**	31%	31%	31%	34% f	28%	**	**	34%	27%	34%	28%
I think that some of these websites can be trusted and some can't	443	**	191	252	443	201	242	**	**	86	105	116	136
	52%	**	50%	55%	52%	48%	56% e	**	**	45%	54%	51%	59% i
I don't really think about whether the websites can be trusted	73	**	32	41	73	40	33	**	**	18	14	22	19
	9%	**	8%	9%	9%	10%	8%	**	**	10%	7%	9%	8%
Don't know	69	**	44	25	69	34	35	**	**	20	23	13	12
	8%	**	11% c	5%	8%	8%	8%	**	**	11% l	12% kl	6%	5%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC26. (SHOWCARD) When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	820	173	250	179	218	423	397	820	718	102
Effective Weighted Sample	765	163	235	167	203	397	368	765	671	94
Total	846	174	269	168	235	443	403	846	747	99
I think that if they have been listed by Google these websites can be trusted	262 31%	43 25%	86 32%	55 33%	78 33%	129 29%	132 33%	262 31%	222 30%	40 40% h
I think that some of these websites can be trusted and some can't	443 52% cdfg	107 62%	145 54%	79 47%	112 48%	252 57% cdf	191 47%	443 52%	398 53%	45 45%
I don't really think about whether the websites can be trusted	73 9%	13 7%	19 7%	18 11%	23 10%	31 7%	41 10%	73 9%	68 9%	5 5%
Don't know	69 8%	11 6%	20 7%	16 9%	22 9%	31 7%	38 9%	69 8%	59 8%	10 10%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC27. (SHOWCARD) Where do you think Google mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who go online and use search engine websites or apps

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	443	-	-	443	443	224	219	-	-	-	-	224	219
Effective Weighted Sample	416	-	-	416	416	211	206	-	-	-	-	211	206
Total	461	-	-	461	461	229	232	-	-	-	-	229	232
From companies that advertise with Google	224	**	**	224	224	122	103	**	**	**	**	122	103
	49%	**	**	49%	49%	53%	44%	**	**	**	**	53%	44%
From everyone that uses Google	106	**	**	106	106	49	57	**	**	**	**	49	57
	23%	**	**	23%	23%	21%	24%	**	**	**	**	21%	24%
From the government/ council	40	**	**	40	40	19	21	**	**	**	**	19	21
	9%	**	**	9%	9%	9%	9%	**	**	**	**	9%	9%
Don't know	90	**	**	90	90	38	52	**	**	**	**	38	52
	20%	**	**	20%	20%	17%	22%	**	**	**	**	17%	22%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC27. (SHOWCARD) Where do you think Google mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who go online and use search engine websites or apps

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i
Unweighted total	443	92	132	99	120	224	219	443	386	57
Effective Weighted Sample	416	87	124	93	113	211	205	416	363	53
Total	461	94	143	94	129	237	223	461	404	57
From companies that advertise with Google	224	**	71	**	55	127	97	224	203	**
	49%	**	50%	**	43%	54%	44%	49%	50%	**
						f				
From everyone that uses Google	106	**	33	**	34	54	52	106	89	**
	23%	**	23%	**	26%	23%	23%	23%	22%	**
From the government/ council	40	**	9	**	17	12	28	40	31	**
	9%	**	6%	**	13%	5%	13%	9%	8%	**
					e		e			
Don't know	90	**	30	**	23	45	45	90	80	**
	20%	**	21%	**	18%	19%	20%	20%	20%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC28. (SHOWCARD OF IMAGE) This is a picture from a Google search for 'children's trainers'. Do you know why the first four results on the left have been listed first? (MULTI CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	820	-	377	443	820	407	413	-	-	183	194	224	219
Effective Weighted Sample	765	-	349	416	765	379	386	-	-	168	181	211	206
Total	846	-	386	461	846	418	428	-	-	189	197	229	232
These are adverts/ they have paid to be here	361	**	136	225	361	179	181	**	**	66	69	113	112
	43%	**	35%	49%	43%	43%	42%	**	**	35%	35%	49%	48%
				bd	b							ij	ij
These are the most popular results	287	**	128	159	287	139	148	**	**	61	68	78	80
	34%	**	33%	34%	34%	33%	35%	**	**	32%	34%	34%	35%
These are the best results	230	**	107	123	230	103	127	**	**	53	55	50	73
	27%	**	28%	27%	27%	25%	30%	**	**	28%	28%	22%	31%
													k
Anything else	6	**	1	5	6	4	2	**	**	-	1	4	1
	1%	**	*%	1%	1%	1%	1%	**	**	-%	1%	2%	1%
Don't know	164	**	94	70	164	76	88	**	**	43	51	32	37
	19%	**	24%	15%	19%	18%	21%	**	**	23%	26%	14%	16%
			c							k	kl		
ONLY GAVE THE CORRECT RESPONSE	242	**	90	153	242	129	113	**	**	48	41	81	72
	29%	**	23%	33%	29%	31%	26%	**	**	26%	21%	35%	31%
				b								ij	j

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC28. (SHOWCARD OF IMAGE) This is a picture from a Google search for 'children's trainers'. Do you know why the first four results on the left have been listed first? (MULTI CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	820	173	250	179	218	423	397	820	718	102
Effective Weighted Sample	765	163	235	167	203	397	368	765	671	94
Total	846	174	269	168	235	443	403	846	747	99
These are adverts/ they have paid to be here	361	85	113	63	100	198	163	361	322	39
	43%	49%	42%	37%	43%	45%	40%	43%	43%	39%
		c								
These are the most popular results	287	58	94	64	71	152	135	287	264	23
	34%	34%	35%	38%	30%	34%	34%	34%	35%	23%
									i	
These are the best results	230	35	83	51	62	118	112	230	209	22
	27%	20%	31%	30%	26%	27%	28%	27%	28%	22%
			a	a						
Anything else	6	3	1	-	1	5	1	6	6	-
	1%	2%	*%	-%	1%	1%	*%	1%	1%	-%
		f								
Don't know	164	33	48	28	55	81	83	164	138	25
	19%	19%	18%	17%	23%	18%	21%	19%	19%	25%
ONLY GAVE THE CORRECT RESPONSE	242	60	72	41	69	132	111	242	208	35
	29%	34%	27%	25%	29%	30%	27%	29%	28%	35%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
Would not tell anyone about this	52	**	16	36	52	39	13	**	**	13	3	26	10
	5%	**	3%	7%	5%	8%	3%	**	**	5%	1%	11%	4%
				b		f					j	ijl	
Parent	767	**	409	358	767	368	399	**	**	194	215	174	184
	80%	**	88%	72%	80%	76%	84%	**	**	83%	94%	70%	75%
			cd		c		e			kl	ikl		
Friend	248	**	88	160	248	126	122	**	**	46	43	81	79
	26%	**	19%	32%	26%	26%	26%	**	**	20%	19%	32%	32%
				bd	b							ij	ij
Teacher	188	**	105	83	188	72	116	**	**	37	68	34	49
	20%	**	23%	17%	20%	15%	24%	**	**	16%	29%	14%	20%
			c				e				ikl		
Brother/ sister	176	**	90	86	176	82	94	**	**	41	50	42	45
	18%	**	19%	17%	18%	17%	20%	**	**	17%	22%	17%	18%
Other relative	78	**	38	40	78	35	43	**	**	14	24	21	19
	8%	**	8%	8%	8%	7%	9%	**	**	6%	10%	8%	8%
The websites themselves	39	**	8	31	39	16	24	**	**	4	4	11	20
	4%	**	2%	6%	4%	3%	5%	**	**	2%	2%	5%	8%
				b	b								ij
The police	32	**	11	21	32	14	18	**	**	5	6	9	12
	3%	**	2%	4%	3%	3%	4%	**	**	2%	3%	4%	5%
The internet service providers (e.g. Virgin/ Sky/ BT)	18	**	8	10	18	5	13	**	**	3	5	2	8
	2%	**	2%	2%	2%	1%	3%	**	**	1%	2%	1%	3%
							e						k

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

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QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
Ofcom	10	**	3	8	10	6	5	**	**	2	1	4	3
	1%	**	1%	2%	1%	1%	1%	**	**	1%	1%	2%	1%
CEOP/ Child Exploitation and Online Protection Centre	9	**	4	5	9	3	6	**	**	1	2	2	3
	1%	**	1%	1%	1%	1%	1%	**	**	1%	1%	1%	1%
The person who posted the content	8	**	-	8	8	3	5	**	**	-	-	3	5
	1%	**	-%	2% b	1%	1%	1%	**	**	-%	-%	1%	2% ij
Internet Watch Foundation	5	**	-	5	5	1	4	**	**	-	-	1	4
	1%	**	-%	1% b	1%	*%	1%	**	**	-%	-%	1%	2%
PEGI website/ Pan European Game Information	1	**	1	-	1	1	-	**	**	1	-	-	-
	*%	**	*%	-%	*%	*%	-%	**	**	*%	-%	-%	-%
Other	1	**	1	-	1	-	1	**	**	-	1	-	-
	*%	**	*%	-%	*%	-%	*%	**	**	-%	1%	-%	-%
Unsure who I would tell	16	**	2	14	16	9	7	**	**	1	1	7	6
	2%	**	*%	3% b	2%	2%	2%	**	**	1%	*%	3% j	3% j
Don't know if I would let someone know	19	**	5	14	19	11	8	**	**	4	1	7	7
	2%	**	1%	3%	2%	2%	2%	**	**	2%	*%	3% j	3% j

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

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QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
SUMMARY													
TOTAL WOULD TELL SOMEONE	873	**	441	432	873	423	449	**	**	216	225	208	224
	91%	**	95%	87%	91%	88%	94%	**	**	92%	98%	84%	91%
			cd		c		e			k	ikl		k
TOTAL WOULD TELL SOMEONE - INCLUDING 'UNSURE WHO'	889	**	443	446	889	432	456	**	**	217	226	215	231
	93%	**	96%	90%	93%	90%	96%	**	**	93%	98%	87%	93%
			cd				e			k	ikl		k
TOTAL WOULD TELL FAMILY MEMBER	801	**	422	378	801	384	416	**	**	203	219	181	197
	84%	**	91%	76%	84%	80%	87%	**	**	87%	96%	73%	80%
			cd		c		e			kl	ikl		
TOTAL WOULD TELL FAMILY MEMBER OR TEACHER	812	**	426	386	812	387	425	**	**	204	221	183	203
	85%	**	92%	78%	85%	80%	89%	**	**	88%	96%	73%	82%
			cd		c		e			k	ikl		k

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
Would not tell anyone about this	52	8	21	12	10	29	22	52	48	4
	5%	4%	7%	6%	4%	6%	5%	5%	6%	3%
Parent	767	162	229	161	215	392	375	767	665	103
	80%	82%	77%	80%	81%	79%	81%	80%	79%	87%
										h
Friend	248	50	82	53	64	132	117	248	218	31
	26%	25%	28%	27%	24%	27%	25%	26%	26%	26%
Teacher	188	41	63	39	45	103	84	188	168	20
	20%	21%	21%	20%	17%	21%	18%	20%	20%	17%
Brother/ sister	176	32	57	37	50	89	88	176	164	13
	18%	16%	19%	19%	19%	18%	19%	18%	19%	11%
									i	
Other relative	78	18	23	18	20	40	38	78	68	10
	8%	9%	8%	9%	7%	8%	8%	8%	8%	9%
The websites themselves	39	8	10	10	12	18	22	39	33	6
	4%	4%	3%	5%	4%	4%	5%	4%	4%	5%
The police	32	2	12	8	9	15	17	32	29	3
	3%	1%	4%	4%	3%	3%	4%	3%	3%	2%
The internet service providers (e.g. Virgin/ Sky/ BT)	18	4	5	3	6	9	9	18	16	2
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Ofcom	10	4	5	1	1	8	2	10	9	1
	1%	2%	2%	1%	*%	2%	*%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
CEOP/ Child Exploitation and Online Protection Centre	9 1%	1 1%	3 1%	1 1%	3 1%	4 1%	4 1%	9 1%	7 1%	2 2%
The person who posted the content	8 1%	- -%	3 1%	2 1%	3 1%	3 1%	5 1%	8 1%	8 1%	- -%
Internet Watch Foundation	5 1%	- -%	1 *%	2 1%	3 1%	1 *%	5 1%	5 1%	5 1%	1 1%
PEGI website/ Pan European Game Information	1 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	1 *%	1 *%	- -%
Other	1 *%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
Unsure who I would tell	16 2%	5 3%	4 1%	3 1%	4 2%	9 2%	7 1%	16 2%	15 2%	1 1%
Don't know if I would let someone know	19 2%	3 2%	5 2%	5 2%	6 2%	8 2%	10 2%	19 2%	19 2%	- -%
SUMMARY										
TOTAL WOULD TELL SOMEONE	873 91%	181 92%	266 90%	180 90%	246 92%	446 91%	426 92%	873 91%	759 90%	113 96% h

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
TOTAL WOULD TELL SOMEONE - INCLUDING 'UNSURE WHO'	889 93%	186 94%	270 91%	183 92%	250 94%	455 92%	433 93%	889 93%	775 92%	114 97%
TOTAL WOULD TELL FAMILY MEMBER	801 84%	168 85%	239 81%	168 84%	226 85%	407 82%	394 85%	801 84%	695 83%	106 90%
TOTAL WOULD TELL FAMILY MEMBER OR TEACHER	812 85%	168 85%	244 82%	170 85%	230 86%	412 83%	400 86%	812 85%	706 84%	106 90%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like?

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
Yes	226	**	73	153	226	95	131	**	**	34	38	61	93
	24%	**	16%	31%	24%	20%	27%	**	**	15%	17%	24%	37%
				bd	b		e					ij	ijk
No	712	**	379	333	712	374	338	**	**	191	187	183	150
	74%	**	82%	67%	74%	78%	71%	**	**	82%	82%	74%	61%
			cd		c	f				kl	kl	l	
Don't know	21	**	11	9	21	13	8	**	**	8	4	5	4
	2%	**	2%	2%	2%	3%	2%	**	**	3%	2%	2%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like?

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
Yes	226	42	74	49	61	116	110	226	196	30
	24%	21%	25%	25%	23%	24%	24%	24%	23%	25%
No	712	151	216	146	199	367	345	712	626	86
	74%	76%	73%	73%	75%	74%	74%	74%	74%	73%
Don't know	21	4	6	5	6	10	11	21	18	2
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC32. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
Yes, aware of report function	339	**	**	339	339	168	172	**	**	**	**	168	172
	68%	**	**	68%	68%	67%	70%	**	**	**	**	67%	70%
No, not aware of report function	141	**	**	141	141	71	70	**	**	**	**	71	70
	29%	**	**	29%	29%	29%	28%	**	**	**	**	29%	28%
Don't know	15	**	**	15	15	10	5	**	**	**	**	10	5
	3%	**	**	3%	3%	4%	2%	**	**	**	**	4%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC32. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content

Base : Children aged 12-15 who go online

	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
				SOCIAL GRADE					LOCATION	
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
Yes, aware of report function	339	**	93	75	96	168	171	339	290	**
	68%	**	62%	70%	69%	67%	70%	68%	67%	**
No, not aware of report function	141	**	52	28	39	75	66	141	131	**
	29%	**	34%	26%	28%	30%	27%	29%	30%	**
Don't know	15	**	5	5	4	6	9	15	13	**
	3%	**	4%	4%	3%	3%	4%	3%	3%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC33. Have you ever used this report function to report what you saw online that you found worrying or nasty?

Base : Children aged 12-15 who saw something online they found worrying or nasty that are aware of the online reporting function

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	~b	c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	115	-	-	115	115	44	71	-	-	-	-	44	71
Effective Weighted Sample	109	-	-	109	109	42	67	-	-	-	-	42	67
Total	127	-	-	127	127	46	80	-	-	-	-	46	80
Yes	65	**	**	65	65	**	**	**	**	**	**	**	**
	51%	**	**	51%	51%	**	**	**	**	**	**	**	**
No	60	**	**	60	60	**	**	**	**	**	**	**	**
	48%	**	**	48%	48%	**	**	**	**	**	**	**	**
Don't know	1	**	**	1	1	**	**	**	**	**	**	**	**
	1%	**	**	1%	1%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC33. Have you ever used this report function to report what you saw online that you found worrying or nasty?

Base : Children aged 12-15 who saw something online they found worrying or nasty that are aware of the online reporting function

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i
Unweighted total	115	23	32	30	30	55	60	115	96	19
Effective Weighted Sample	109	22	30	29	28	53	57	109	91	18
Total	127	25	37	30	35	62	64	127	107	20
Yes	65	**	**	**	**	**	**	65	**	**
	51%	**	**	**	**	**	**	51%	**	**
No	60	**	**	**	**	**	**	60	**	**
	48%	**	**	**	**	**	**	48%	**	**
Don't know	1	**	**	**	**	**	**	1	**	**
	1%	**	**	**	**	**	**	1%	**	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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 AWARENESS AND USE OF REPORTING FUNCTION FOR WORRYING OR NASTY CONTENT

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
AWARE OF REPORT FUNCTION AND REPORTED WORRYING OR NASTY CONTENT SEEN	65 13%	** **	** **	65 13%	65 13%	25 10%	40 16%	** **	** **	** **	** **	25 10%	40 16%
AWARE OF REPORT FUNCTION AND NOT REPORTED WORRYING OR NASTY CONTENT	62 12%	** **	** **	62 12%	62 12%	21 8%	41 16% e	** **	** **	** **	** **	21 8%	41 16% k
AWARE OF REPORT FUNCTION AND NOT SEEN WORRYING OR NASTY CONTENT	213 43%	** **	** **	213 43%	213 43%	121 49% f	92 37%	** **	** **	** **	** **	121 49% l	92 37%
TOTAL AWARE OF REPORT FUNCTION	339 68%	** **	** **	339 68%	339 68%	168 67%	172 70%	** **	** **	** **	** **	168 67%	172 70%
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING WORRYING OR NASTY	27 5%	** **	** **	27 5%	27 5%	14 6%	12 5%	** **	** **	** **	** **	14 6%	12 5%
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING WORRYING OR NASTY	130 26%	** **	** **	130 26%	130 26%	67 27%	63 25%	** **	** **	** **	** **	67 27%	63 25%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR WORRYING OR NASTY CONTENT

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
AWARE OF REPORT FUNCTION AND REPORTED WORRYING OR NASTY CONTENT SEEN	65 / 13%	** / **	17 / 12%	16 / 15%	19 / 13%	30 / 12%	35 / 14%	65 / 13%	55 / 13%	** / **
AWARE OF REPORT FUNCTION AND NOT REPORTED WORRYING OR NASTY CONTENT	62 / 12%	** / **	20 / 13%	13 / 12%	16 / 12%	32 / 13%	29 / 12%	62 / 12%	52 / 12%	** / **
AWARE OF REPORT FUNCTION AND NOT SEEN WORRYING OR NASTY CONTENT	213 / 43%	** / **	56 / 37%	45 / 42%	61 / 44%	106 / 42%	107 / 43%	213 / 43%	183 / 42%	** / **
TOTAL AWARE OF REPORT FUNCTION	339 / 68%	** / **	93 / 62%	75 / 70%	96 / 69%	168 / 67%	171 / 70%	339 / 68%	290 / 67%	** / **
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING WORRYING OR NASTY	27 / 5%	** / **	10 / 7%	7 / 6%	4 / 3%	16 / 6%	11 / 4%	27 / 5%	25 / 6%	** / **
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING WORRYING OR NASTY	130 / 26%	** / **	47 / 31%	25 / 24%	39 / 28%	66 / 26%	64 / 26%	130 / 26%	119 / 27%	** / **

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
Yes - from parent	713	**	360	353	713	348	365	**	**	175	185	173	180
	74%	**	78%	71%	74%	72%	77%	**	**	75%	81%	70%	73%
			c								kl		
Yes - from teacher at school	708	**	335	373	708	354	354	**	**	166	169	188	185
	74%	**	72%	75%	74%	73%	74%	**	**	71%	74%	76%	75%
Yes - from other member of family	145	**	62	83	145	63	82	**	**	26	36	37	46
	15%	**	13%	17%	15%	13%	17%	**	**	11%	16%	15%	19%
													i
Yes - from friends	136	**	59	77	136	62	74	**	**	25	34	37	40
	14%	**	13%	16%	14%	13%	15%	**	**	11%	15%	15%	16%
Yes- from police coming in to school to talk to us	96	**	36	60	96	46	50	**	**	16	21	31	30
	10%	**	8%	12%	10%	10%	11%	**	**	7%	9%	12%	12%
				b								i	
Yes - from websites	57	**	20	37	57	27	30	**	**	9	10	18	20
	6%	**	4%	8%	6%	6%	6%	**	**	4%	4%	7%	8%
				b									
Yes - from television/ radio programmes	30	**	9	21	30	16	14	**	**	6	3	10	11
	3%	**	2%	4%	3%	3%	3%	**	**	2%	1%	4%	4%
Other	7	**	3	4	7	3	4	**	**	1	2	2	2
	1%	**	1%	1%	1%	1%	1%	**	**	*%	1%	1%	1%
TOTAL GIVEN ANY INFORMATION OR ADVICE	919	**	441	478	919	458	461	**	**	221	220	237	241
	96%	**	95%	96%	96%	95%	97%	**	**	95%	96%	95%	98%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
No - not been given information/ advice	31	**	18	12	31	17	14	**	**	9	9	8	5
	3%	**	4%	2%	3%	3%	3%	**	**	4%	4%	3%	2%
Don't know	9	**	3	6	9	8	1	**	**	3	-	4	1
	1%	**	1%	1%	1%	2%	*%	**	**	1%	-%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
Yes - from parent	713	151	215	137	209	367	346	713	633	80
	74%	77%	73%	69%	78%	74%	74%	74%	75%	67%
					c					
Yes - from teacher at school	708	150	223	152	183	373	335	708	622	86
	74%	76%	75%	76%	69%	76%	72%	74%	74%	73%
Yes - from other member of family	145	24	44	32	44	68	77	145	133	12
	15%	12%	15%	16%	17%	14%	16%	15%	16%	10%
Yes - from friends	136	37	48	20	31	85	51	136	128	8
	14%	19%	16%	10%	12%	17%	11%	14%	15%	7%
		cdf	f			cf			i	
Yes- from police coming in to school to talk to us	96	32	34	20	10	66	30	96	79	17
	10%	16%	11%	10%	4%	13%	6%	10%	9%	15%
		dfg	df	d		df		df		
Yes - from websites	57	22	17	11	8	38	19	57	51	6
	6%	11%	6%	5%	3%	8%	4%	6%	6%	5%
		bcdfg				df				
Yes - from television/ radio programmes	30	4	13	8	5	17	13	30	27	3
	3%	2%	4%	4%	2%	3%	3%	3%	3%	3%
Other	7	1	2	1	2	3	4	7	5	2
	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%
TOTAL GIVEN ANY INFORMATION OR ADVICE	919	192	285	187	255	477	442	919	812	107
	96%	97%	96%	94%	96%	97%	95%	96%	97%	91%
									i	

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
No - not been given information/ advice	31	5	8	9	9	13	18	31	24	7
	3%	3%	3%	5%	3%	3%	4%	3%	3%	6%
Don't know	9	-	3	4	2	3	6	9	5	4
	1%	-%	1%	2%	1%	1%	1%	1%	1%	3%
										h

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC35A. (SHOWCARD) When you go to websites or use apps which one of these answers best describes how often you see any online adverts? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
I often see online adverts	383	**	152	231	383	195	189	**	**	77	75	117	114
	40%	**	33%	47%	40%	40%	40%	**	**	33%	33%	47%	46%
				bd	b							ij	ij
I sometimes see online adverts	456	**	228	228	456	224	232	**	**	112	116	112	116
	48%	**	49%	46%	48%	46%	49%	**	**	48%	51%	45%	47%
EVER SEE ONLINE ADVERTS	839	**	380	460	839	419	421	**	**	189	191	230	230
	88%	**	82%	93%	88%	87%	88%	**	**	81%	83%	92%	93%
				bd	b							ij	ij
I never see online adverts	91	**	62	29	91	50	41	**	**	33	28	16	13
	10%	**	13%	6%	10%	10%	9%	**	**	14%	12%	7%	5%
			cd		c					kl	kl		
Don't know	28	**	21	7	28	14	14	**	**	11	10	3	4
	3%	**	5%	1%	3%	3%	3%	**	**	5%	4%	1%	2%
			c							k	k		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC35A. (SHOWCARD) When you go to websites or use apps which one of these answers best describes how often you see any online adverts? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
I often see online adverts	383	84	114	80	105	198	185	383	319	64
	40%	43%	39%	40%	39%	40%	40%	40%	38%	54%
										h
I sometimes see online adverts	456	92	146	95	123	238	218	456	415	41
	48%	47%	49%	48%	46%	48%	47%	48%	49%	34%
									i	
EVER SEE ONLINE ADVERTS	839	176	260	175	228	436	403	839	735	104
	88%	89%	88%	87%	86%	88%	87%	88%	87%	89%
I never see online adverts	91	18	24	20	28	42	49	91	81	10
	10%	9%	8%	10%	11%	9%	10%	10%	10%	8%
Don't know	28	3	11	5	9	15	14	28	25	4
	3%	2%	4%	2%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC35B. (SHOWCARD) Which one of these answers best describes how you feel about these online adverts? I think the online adverts.... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see online adverts

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	812	-	371	441	812	405	407	-	-	179	192	226	215
Effective Weighted Sample	758	-	343	414	758	378	380	-	-	166	178	212	202
Total	839	-	380	460	839	419	421	-	-	189	191	230	230
Always tell the truth about what they are selling	34	**	18	16	34	17	17	**	**	8	10	10	6
	4%	**	5%	3%	4%	4%	4%	**	**	4%	5%	4%	3%
Mostly tell the truth about what they are selling	265	**	126	139	265	139	126	**	**	67	59	72	67
	32%	**	33%	30%	32%	33%	30%	**	**	36%	31%	31%	29%
Sometimes tell the truth about what they are selling	428	**	172	257	428	209	219	**	**	89	83	120	136
	51%	**	45%	56% b	51%	50%	52%	**	**	47%	43%	52%	59% ij
EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING	727	**	316	411	727	366	362	**	**	164	152	201	210
	87%	**	83%	89% b	87%	87%	86%	**	**	87%	80%	88% j	91% j
Never tell the truth about what they are selling	37	**	19	19	37	19	18	**	**	6	12	13	6
	4%	**	5%	4%	4%	5%	4%	**	**	3%	6%	5%	3%
Don't know	75	**	45	30	75	34	41	**	**	18	27	16	14
	9%	**	12% c	6%	9%	8%	10%	**	**	10%	14% kl	7%	6%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC35B. (SHOWCARD) Which one of these answers best describes how you feel about these online adverts? I think the online adverts.... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see online adverts

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	812	174	240	187	211	414	398	812	705	107
Effective Weighted Sample	758	164	226	174	196	389	369	758	659	99
Total	839	176	260	175	228	436	403	839	735	104
Always tell the truth about what they are selling	34	8	12	3	12	20	14	34	27	7
	4%	4%	5%	2%	5%	5%	4%	4%	4%	7%
Mostly tell the truth about what they are selling	265	54	88	49	74	141	123	265	234	30
	32%	31%	34%	28%	33%	32%	31%	32%	32%	29%
Sometimes tell the truth about what they are selling	428	95	128	89	116	224	205	428	377	51
	51%	54%	49%	51%	51%	51%	51%	51%	51%	49%
EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING	727	157	228	140	202	385	342	727	638	89
	87%	89%	88%	80%	89%	88%	85%	87%	87%	85%
		c	c		c	c		c		
Never tell the truth about what they are selling	37	5	12	15	6	17	20	37	30	7
	4%	3%	5%	8%	3%	4%	5%	4%	4%	7%
				adeg						
Don't know	75	14	20	20	20	34	40	75	66	9
	9%	8%	8%	11%	9%	8%	10%	9%	9%	8%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37. (SHOWCARD) On sites like YouTube some vloggers with lots of followers like Zoella or KSI, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
They are being paid by the company or brand to say this	321 ** 65% **	** ** ** **	** ** ** **	321 ** 65% **	321 ** 65% **	159 ** 64% **	161 ** 65% **	** ** ** **	** ** ** **	** ** ** **	** ** ** **	159 ** 64% **	161 ** 65% **
They want to share this information with their followers	167 ** 34% **	** ** ** **	** ** ** **	167 ** 34% **	167 ** 34% **	84 ** 34% **	83 ** 33% **	** ** ** **	** ** ** **	** ** ** **	** ** ** **	84 ** 34% **	83 ** 33% **
They think these products or brands are cool/ good to use	125 ** 25% **	** ** ** **	** ** ** **	125 ** 25% **	125 ** 25% **	55 ** 22% **	70 ** 29% **	** ** ** **	** ** ** **	** ** ** **	** ** ** **	55 ** 22% **	70 ** 29% **
Don't know	39 ** 8% **	** ** ** **	** ** ** **	39 ** 8% **	39 ** 8% **	25 ** 10% **	14 ** 6% **	** ** ** **	** ** ** **	** ** ** **	** ** ** **	25 ** 10% **	14 ** 6% **

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37. (SHOWCARD) On sites like YouTube some vloggers with lots of followers like Zoella or KSI, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
They are being paid by the company or brand to say this	321 65%	** **	90 60%	64 60%	83 60%	174 70% f	147 60%	321 65%	284 65%	** **
They want to share this information with their followers	167 34%	** **	50 33%	44 41% e	49 35%	74 30%	92 38%	167 34%	156 36%	** **
They think these products or brands are cool/ good to use	125 25%	** **	39 26%	27 26%	36 26%	62 25%	63 26%	125 25%	111 26%	** **
Don't know	39 8%	** **	12 8%	7 7%	15 11%	17 7%	22 9%	39 8%	31 7%	** **

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 352

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think it is important that people can say what they want online, even if it is hurtful to others (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
Disagree	215	**	**	215	215	103	112	**	**	**	**	103	112
	43%	**	**	43%	43%	41%	45%	**	**	**	**	41%	45%
Neither agree nor disagree	138	**	**	138	138	70	68	**	**	**	**	70	68
	28%	**	**	28%	28%	28%	28%	**	**	**	**	28%	28%
Agree	123	**	**	123	123	65	58	**	**	**	**	65	58
	25%	**	**	25%	25%	26%	23%	**	**	**	**	26%	23%
Don't know	20	**	**	20	20	11	10	**	**	**	**	11	10
	4%	**	**	4%	4%	4%	4%	**	**	**	**	4%	4%
TOTAL NEITHER/ DON'T KNOW	158	**	**	158	158	80	78	**	**	**	**	80	78
	32%	**	**	32%	32%	32%	31%	**	**	**	**	32%	31%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think it is important that people can say what they want online, even if it is hurtful to others (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
Disagree	215	**	69	57	51	107	108	215	186	**
	43%	**	46%	53%	37%	43%	44%	43%	43%	**
				d						
Neither agree nor disagree	138	**	36	23	48	67	71	138	123	**
	28%	**	24%	21%	34%	27%	29%	28%	28%	**
					c					
Agree	123	**	38	25	33	65	58	123	107	**
	25%	**	25%	24%	24%	26%	24%	25%	25%	**
Don't know	20	**	6	2	7	11	9	20	17	**
	4%	**	4%	2%	5%	4%	4%	4%	4%	**
TOTAL NEITHER/ DON'T KNOW	158	**	42	25	55	78	80	158	140	**
	32%	**	28%	23%	40%	31%	32%	32%	32%	**
					c					

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think there should be rules about what people can say online so that people can't say hurtful things about others (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
Disagree	29	**	**	29	29	20	9	**	**	**	**	20	9
	6%	**	**	6%	6%	8%	4%	**	**	**	**	8%	4%
Neither agree nor disagree	96	**	**	96	96	56	40	**	**	**	**	56	40
	19%	**	**	19%	19%	23%	16%	**	**	**	**	23%	16%
Agree	357	**	**	357	357	166	191	**	**	**	**	166	191
	72%	**	**	72%	72%	67%	77%	**	**	**	**	67%	77%
							e						k
Don't know	13	**	**	13	13	7	6	**	**	**	**	7	6
	3%	**	**	3%	3%	3%	3%	**	**	**	**	3%	3%
TOTAL NEITHER/ DON'T KNOW	110	**	**	110	110	63	47	**	**	**	**	63	47
	22%	**	**	22%	22%	25%	19%	**	**	**	**	25%	19%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think there should be rules about what people can say online so that people can't say hurtful things about others (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
Disagree	29	**	6	10	8	11	18	29	25	**
	6%	**	4%	9%	6%	4%	7%	6%	6%	**
Neither agree nor disagree	96	**	28	12	42	43	54	96	85	**
	19%	**	19%	11%	30%	17%	22%	19%	20%	**
					bceg		c	c		
Agree	357	**	110	83	86	188	169	357	313	**
	72%	**	73%	77%	62%	75%	69%	72%	72%	**
				d		d		d		
Don't know	13	**	6	3	3	7	6	13	11	**
	3%	**	4%	2%	2%	3%	2%	3%	3%	**
TOTAL NEITHER/ DON'T KNOW	110	**	33	14	45	50	59	110	96	**
	22%	**	22%	13%	32%	20%	24%	22%	22%	**
					ceg		c	c		

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - The images or videos that other people post online make their life look more interesting than it is (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
Disagree	32	**	**	32	32	18	14	**	**	**	**	18	14
	6%	**	**	6%	6%	7%	6%	**	**	**	**	7%	6%
Neither agree nor disagree	167	**	**	167	167	75	92	**	**	**	**	75	92
	34%	**	**	34%	34%	30%	37%	**	**	**	**	30%	37%
Agree	267	**	**	267	267	144	123	**	**	**	**	144	123
	54%	**	**	54%	54%	58%	50%	**	**	**	**	58%	50%
Don't know	30	**	**	30	30	12	18	**	**	**	**	12	18
	6%	**	**	6%	6%	5%	7%	**	**	**	**	5%	7%
TOTAL NEITHER/ DON'T KNOW	197	**	**	197	197	87	110	**	**	**	**	87	110
	40%	**	**	40%	40%	35%	45%	**	**	**	**	35%	45%
							e						k

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - The images or videos that other people post online make their life look more interesting than it is (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
Disagree	32	**	14	4	12	16	16	32	24	**
	6%	**	9%	4%	9%	6%	6%	6%	6%	**
Neither agree nor disagree	167	**	53	35	51	81	86	167	151	**
	34%	**	35%	33%	37%	32%	35%	34%	35%	**
Agree	267	**	70	63	71	133	134	267	230	**
	54%	**	47%	59%	51%	53%	54%	54%	53%	**
Don't know	30	**	13	4	6	20	10	30	28	**
	6%	**	9%	4%	4%	8%	4%	6%	6%	**
TOTAL NEITHER/ DON'T KNOW	197	**	66	40	56	101	96	197	179	**
	40%	**	44%	37%	41%	40%	39%	40%	41%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize?

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	936	-	456	480	936	472	464	-	-	226	230	246	234
Effective Weighted Sample	872	-	422	450	872	440	432	-	-	209	213	231	220
Total	959	-	463	496	959	482	476	-	-	234	229	249	247
Yes	578	**	260	319	578	272	307	**	**	122	138	150	169
	60%	**	56%	64%	60%	56%	64%	**	**	52%	60%	60%	68%
				b			e						i
No	368	**	197	172	368	205	164	**	**	109	87	95	77
	38%	**	43%	35%	38%	42%	34%	**	**	47%	38%	38%	31%
			c			f				l			
Don't know	12	**	7	5	12	6	6	**	**	2	4	4	1
	1%	**	1%	1%	1%	1%	1%	**	**	1%	2%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize?

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	936	197	276	215	248	473	463	936	813	123
Effective Weighted Sample	872	185	259	200	231	444	429	872	759	114
Total	959	197	296	200	266	493	466	959	841	118
Yes	578	137	178	122	141	315	263	578	498	80
	60%	70%	60%	61%	53%	64%	57%	60%	59%	68%
		bdfg				df		d		
No	368	54	117	76	121	171	197	368	332	37
	38%	27%	40%	38%	46%	35%	42%	38%	39%	31%
			a	a	aeg		ae	a		
Don't know	12	6	1	2	3	7	5	12	11	1
	1%	3%	*%	1%	1%	1%	1%	1%	1%	1%
		b								

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THEIR USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When I use these BBC websites or apps for my schoolwork or homework I find them helpful (SINGLE CODE)

Base : Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	558	-	251	307	558	263	295	-	-	117	134	146	161
Effective Weighted Sample	522	-	233	289	522	245	277	-	-	108	125	137	151
Total	578	-	260	319	578	272	307	-	-	122	138	150	169
Disagree	12	**	6	6	12	5	7	**	**	2	5	3	2
	2%	**	2%	2%	2%	2%	2%	**	**	2%	3%	2%	1%
Neither agree nor disagree	76	**	39	37	76	37	39	**	**	19	20	18	19
	13%	**	15%	12%	13%	14%	13%	**	**	15%	15%	12%	11%
Agree	483	**	210	273	483	229	254	**	**	101	109	127	145
	83%	**	81%	86%	83%	84%	83%	**	**	83%	79%	85%	86%
Don't know	8	**	4	3	8	1	7	**	**	-	4	1	3
	1%	**	2%	1%	1%	*%	2%	**	**	-%	3%	*%	2%
							e						
TOTAL NEITHER/ DON'T KNOW	83	**	43	40	83	38	46	**	**	19	24	19	21
	14%	**	17%	13%	14%	14%	15%	**	**	15%	18%	13%	13%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THEIR USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When I use these BBC websites or apps for my schoolwork or homework I find them helpful (SINGLE CODE)

Base : Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%	~	a	b	c	d	e	f	g	h	~i
Unweighted total	558	133	164	130	131	297	261	558	478	80
Effective Weighted Sample	522	126	155	121	122	280	241	522	447	75
Total	578	137	178	122	141	315	263	578	498	80
Disagree	12	3	3	3	3	6	6	12	11	**
	2%	2%	2%	2%	2%	2%	2%	2%	2%	**
Neither agree nor disagree	76	17	19	15	25	36	40	76	66	**
	13%	13%	10%	12%	18%	11%	15%	13%	13%	**
Agree	483	113	153	104	113	266	216	483	415	**
	83%	83%	86%	85%	80%	84%	82%	83%	83%	**
Don't know	8	3	3	1	1	7	1	8	6	**
	1%	2%	2%	1%	*%	2%	1%	1%	1%	**
TOTAL NEITHER/ DON'T KNOW	83	21	22	15	26	43	41	83	72	**
	14%	15%	12%	12%	18%	14%	16%	14%	15%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Animal Jam, Stardoll and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describes how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1015	277	369	369	1015	588	427	158	119	205	164	225	144
Effective Weighted Sample	945	266	340	347	945	549	396	152	115	189	151	211	135
Total	987	236	372	379	987	575	411	138	98	210	162	227	152
Playing on your own/ against the computer or games console/ player	618 63%	100 42%	237 64% a	281 74% abd	618 63% a	391 68% f	227 55%	65 47%	34 35% h	146 69% ghj	91 56% h	180 79% ghijl	101 67% gh
Playing against or with someone else in the same room as you	406 41%	48 21%	156 42% a	201 53% abd	406 41% a	266 46% f	139 34%	35 25%	13 14% h	91 43% gh	65 40% gh	140 62% ghijl	61 40% gh
Playing against or with someone else you have met in person who is playing somewhere else	320 32%	24 10%	112 30% a	183 48% abd	320 32% a	231 40% f	89 22%	15 11%	9 10%	84 40% ghj	29 18%	133 58% ghijl	51 33% ghj
Playing against or with one or more other people you have not met in person who is playing somewhere else	155 16%	7 3%	46 12% a	102 27% abd	155 16% a	127 22% f	28 7%	5 4%	2 2%	38 18% ghj	8 5%	84 37% ghijl	18 12% ghj
CHILD PLAYS GAMES ONLINE	734 74%	116 49%	288 77% a	330 87% abd	734 74% a	469 81% f	265 64%	77 56% h	39 40%	177 84% ghj	111 68% gh	215 95% ghijl	115 76% gh

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Animal Jam, Stardoll and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describes how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1015	277	369	369	1015	588	427	158	119	205	164	225	144
Effective Weighted Sample	945	266	340	347	945	549	396	152	115	189	151	211	135
Total	987	236	372	379	987	575	411	138	98	210	162	227	152
No - do not play online games	250	119	84	46	250	105	144	61	58	33	51	11	35
	25%	51%	23%	12%	25%	18%	35%	44%	60%	16%	31%	5%	23%
		bcd	c		c		e	ijkl	gijkl	k	ik		k
Don't know	4	1	1	2	4	1	2	-	1	-	1	1	1
	*%	*%	*%	1%	*%	*%	1%	-%	1%	-%	*%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Animal Jam, Stardoll and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describes how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1015	195	291	240	289	486	529	1015	876	139
Effective Weighted Sample	945	182	273	224	268	455	490	945	816	130
Total	987	188	297	212	290	485	502	987	855	132
Playing on your own/ against the computer or games console/ player	618 63%	109 58%	189 64%	135 64%	184 64%	298 62%	320 64%	618 63%	534 63%	84 63%
Playing against or with someone else in the same room as you	406 41%	73 39%	144 48% acdfg	80 38%	109 38%	217 45% f	189 38%	406 41%	353 41%	52 40%
Playing against or with someone else you have met in person who is playing somewhere else	320 32%	65 34%	108 36% df	66 31%	82 28%	173 36% df	147 29%	320 32%	277 32%	43 33%
Playing against or with one or more other people you have not met in person who is playing somewhere else	155 16%	37 20%	44 15%	34 16%	39 14%	81 17%	74 15%	155 16%	134 16%	21 16%
CHILD PLAYS GAMES ONLINE	734 74%	133 71%	231 78%	156 74%	214 74%	364 75%	370 74%	734 74%	640 75%	93 70%
No - do not play online games	250 25%	54 29%	66 22%	53 25%	76 26%	120 25%	130 26%	250 25%	211 25%	39 30%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Animal Jam, Stardoll and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describes how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1015	195	291	240	289	486	529	1015	876	139
Effective Weighted Sample	945	182	273	224	268	455	490	945	816	130
Total	987	188	297	212	290	485	502	987	855	132
Don't know	4	1	-	2	-	1	2	4	4	-
	*%	1%	-%	1%	-%	*%	*%	*%	*%	-%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE GAME PLAYING

Base : All children aged 5-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
CHILD PLAYS GAMES ONLINE	734	116	288	330	734	469	265	77	39	177	111	215	115
	53%	31%	58%	66%	53%	68%	39%	41%	21%	71%	44%	86%	46%
			a	abd	a	f		h		ghjl	h	ghijl	h
CHILD DOES NOT PLAY GAMES ONLINE	250	119	84	46	250	105	144	61	58	33	51	11	35
	18%	32%	17%	9%	18%	15%	21%	33%	31%	13%	20%	4%	14%
		bcd	c		c		e	ijkl	ijkl	k	k		k
DON'T KNOW WHETHER CHILD PLAYS GAMES ONLINE	4	1	1	2	4	1	2	-	1	-	1	1	1
	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
CHILD DOES NOT PLAY GAMES	388	139	128	121	388	112	276	49	90	39	88	24	98
	28%	37%	26%	24%	28%	16%	40%	26%	48%	16%	35%	9%	39%
		bcd					e	ik	gijk	k	gik		gik

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE GAME PLAYING

Base : All children aged 5-15

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
CHILD PLAYS GAMES ONLINE	734	133	231	156	214	364	370	734	640	93
	53%	49%	55%	53%	55%	52%	54%	53%	54%	52%
CHILD DOES NOT PLAY GAMES ONLINE	250	54	66	53	76	120	130	250	211	39
	18%	20%	16%	18%	20%	17%	19%	18%	18%	22%
DON'T KNOW WHETHER CHILD PLAYS GAMES ONLINE	4	1	-	2	-	1	2	4	4	-
	*%	*%	-%	1%	-%	*%	*%	*%	*%	-%
CHILD DOES NOT PLAY GAMES	388	85	125	80	98	211	178	388	342	47
	28%	31%	30%	27%	25%	30%	26%	28%	29%	26%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43 When you play games online do you ever chat through the game to other people who are playing through instant messaging or using a headset/ QC44 (SHOWCARD) And when you chat who do you chat to? (MULTI CODE)

Base : All children aged 8-15 who ever play games online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	602	-	281	321	602	380	222	-	-	168	113	212	109
Effective Weighted Sample	562	-	260	302	562	355	207	-	-	156	105	199	103
Total	618	-	288	330	618	392	226	-	-	177	111	215	115
I chat to people that I am friends with/ that I know outside of the game	272 44%	** **	98 34%	174 53% bd	272 44% b	199 51% f	74 33%	** **	** **	70 39%	28 26% j	129 60% ijl	45 39% j
I chat to people that I only know through playing the game	112 18%	** **	29 10%	83 25% bd	112 18% b	87 22% f	25 11%	** **	** **	23 13%	6 6%	64 30% ijl	18 16% j
Don't know	2 *%	** **	2 1%	- -%	2 *%	- -%	2 1%	** **	** **	- -%	2 2%	- -%	- -%
TOTAL - CHAT TO OTHER PEOPLE	299 48%	** **	109 38%	191 58% bd	299 48% b	219 56% f	80 35%	** **	** **	77 44%	32 29% j	142 66% ijl	48 42% j
No, do not chat to other people	318 51%	** **	178 62% cd	139 42%	318 51%	173 44%	145 64% e	** **	** **	100 56% k	79 71% ik	73 34%	67 58% k
Don't know whether chat through the game	1 *%	** **	1 *%	- -%	1 *%	- -%	1 *%	** **	** **	- -%	1 1%	- -%	- -%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43 When you play games online do you ever chat through the game to other people who are playing through instant messaging or using a headset/ QC44 (SHOWCARD) And when you chat who do you chat to? (MULTI CODE)

Base : All children aged 8-15 who ever play games online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	602	121	184	136	161	305	297	602	525	77
Effective Weighted Sample	562	114	174	127	150	287	275	562	491	72
Total	618	122	196	127	173	319	299	618	543	75
I chat to people that I am friends with/ that I know outside of the game	272	64	88	52	68	152	120	272	235	**
	44%	52%	45%	41%	40%	48%	40%	44%	43%	**
		df								
I chat to people that I only know through playing the game	112	26	33	27	25	59	52	112	101	**
	18%	21%	17%	22%	14%	19%	17%	18%	19%	**
Don't know	2	-	1	-	1	1	1	2	2	**
	*%	-%	1%	-%	*%	*%	*%	*%	*%	**
TOTAL - CHAT TO OTHER PEOPLE	299	67	95	62	75	162	137	299	261	**
	48%	55%	49%	49%	44%	51%	46%	48%	48%	**
No, do not chat to other people	318	55	100	65	97	156	162	318	282	**
	51%	45%	51%	51%	56%	49%	54%	51%	52%	**
Don't know whether chat through the game	1	-	1	-	-	1	-	1	1	**
	*%	-%	*%	-%	-%	*%	-%	*%	*%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I find it hard to control my screen time (SINGLE CODE)

Base : All children aged 12-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	485	-	-	485	485	248	237	-	-	-	-	248	237
Effective Weighted Sample	455	-	-	455	455	233	222	-	-	-	-	233	222
Total	500	-	-	500	500	251	249	-	-	-	-	251	249
Disagree	203	**	**	203	203	108	95	**	**	**	**	108	95
	41%	**	**	41%	41%	43%	38%	**	**	**	**	43%	38%
Neither agree nor disagree	117	**	**	117	117	59	58	**	**	**	**	59	58
	23%	**	**	23%	23%	23%	23%	**	**	**	**	23%	23%
Agree	173	**	**	173	173	82	92	**	**	**	**	82	92
	35%	**	**	35%	35%	33%	37%	**	**	**	**	33%	37%
Don't know	7	**	**	7	7	2	5	**	**	**	**	2	5
	1%	**	**	1%	1%	1%	2%	**	**	**	**	1%	2%
TOTAL NEITHER/ DON'T KNOW	124	**	**	124	124	61	63	**	**	**	**	61	63
	25%	**	**	25%	25%	24%	25%	**	**	**	**	24%	25%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I find it hard to control my screen time (SINGLE CODE)

Base : All children aged 12-15

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	485	98	139	115	133	237	248	485	420	65
Effective Weighted Sample	455	92	131	108	125	223	232	455	395	60
Total	500	100	151	108	141	251	249	500	437	63
Disagree	203	**	63	43	52	109	94	203	174	**
	41%	**	42%	40%	37%	43%	38%	41%	40%	**
Neither agree nor disagree	117	**	39	24	41	52	64	117	108	**
	23%	**	26%	22%	29%	21%	26%	23%	25%	**
Agree	173	**	45	41	47	85	88	173	149	**
	35%	**	30%	38%	33%	34%	36%	35%	34%	**
Don't know	7	**	4	-	2	5	2	7	6	**
	1%	**	3%	-%	1%	2%	1%	1%	1%	**
TOTAL NEITHER/ DON'T KNOW	124	**	43	24	43	57	66	124	115	**
	25%	**	28%	22%	30%	23%	27%	25%	26%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All children aged 12-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	485	-	-	485	485	248	237	-	-	-	-	248	237
Effective Weighted Sample	455	-	-	455	455	233	222	-	-	-	-	233	222
Total	500	-	-	500	500	251	249	-	-	-	-	251	249
Disagree	72	**	**	72	72	41	31	**	**	**	**	41	31
	14%	**	**	14%	14%	16%	12%	**	**	**	**	16%	12%
Neither agree nor disagree	94	**	**	94	94	40	53	**	**	**	**	40	53
	19%	**	**	19%	19%	16%	21%	**	**	**	**	16%	21%
Agree	317	**	**	317	317	159	159	**	**	**	**	159	159
	63%	**	**	63%	63%	63%	64%	**	**	**	**	63%	64%
Don't know	17	**	**	17	17	10	6	**	**	**	**	10	6
	3%	**	**	3%	3%	4%	3%	**	**	**	**	4%	3%
TOTAL NEITHER/ DON'T KNOW	110	**	**	110	110	51	60	**	**	**	**	51	60
	22%	**	**	22%	22%	20%	24%	**	**	**	**	20%	24%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All children aged 12-15

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	485	98	139	115	133	237	248	485	420	65
Effective Weighted Sample	455	92	131	108	125	223	232	455	395	60
Total	500	100	151	108	141	251	249	500	437	63
Disagree	72	**	16	21	20	32	41	72	58	**
	14%	**	11%	19%	14%	13%	16%	14%	13%	**
Neither agree nor disagree	94	**	25	22	33	39	55	94	82	**
	19%	**	17%	20%	23%	16%	22%	19%	19%	**
Agree	317	**	106	63	85	170	148	317	282	**
	63%	**	70%	59%	60%	68%	59%	63%	65%	**
			f							
Don't know	17	**	3	2	4	11	6	17	15	**
	3%	**	2%	2%	3%	4%	2%	3%	4%	**
TOTAL NEITHER/ DON'T KNOW	110	**	29	24	37	50	61	110	97	**
	22%	**	19%	22%	26%	20%	24%	22%	22%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52A. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
Google	177	**	**	177	177	93	85	**	**	**	**	93	85
	36%	**	**	36%	36%	37%	34%	**	**	**	**	37%	34%
BBC	143	**	**	143	143	65	78	**	**	**	**	65	78
	29%	**	**	29%	29%	26%	32%	**	**	**	**	26%	32%
YouTube	51	**	**	51	51	26	25	**	**	**	**	26	25
	10%	**	**	10%	10%	11%	10%	**	**	**	**	11%	10%
Wikipedia	36	**	**	36	36	18	18	**	**	**	**	18	18
	7%	**	**	7%	7%	7%	7%	**	**	**	**	7%	7%
Social media - like Facebook, Twitter or Instagram	28	**	**	28	28	14	14	**	**	**	**	14	14
	6%	**	**	6%	6%	5%	6%	**	**	**	**	5%	6%
None of these	22	**	**	22	22	12	10	**	**	**	**	12	10
	4%	**	**	4%	4%	5%	4%	**	**	**	**	5%	4%
Don't know	39	**	**	39	39	22	17	**	**	**	**	22	17
	8%	**	**	8%	8%	9%	7%	**	**	**	**	9%	7%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52A. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
Google	177	**	58	36	52	90	88	177	160	**
	36%	**	39%	33%	37%	36%	36%	36%	37%	**
BBC	143	**	36	30	38	75	68	143	117	**
	29%	**	24%	28%	27%	30%	28%	29%	27%	**
YouTube	51	**	13	10	20	22	30	51	47	**
	10%	**	8%	9%	14%	9%	12%	10%	11%	**
Wikipedia	36	**	15	8	5	22	13	36	31	**
	7%	**	10% d	8%	4%	9%	5%	7%	7%	**
Social media - like Facebook, Twitter or Instagram	28	**	10	7	5	15	12	28	24	**
	6%	**	7%	7%	4%	6%	5%	6%	6%	**
None of these	22	**	3	6	8	7	14	22	21	**
	4%	**	2%	6%	6%	3%	6%	4%	5%	**
Don't know	39	**	15	10	11	18	21	39	34	**
	8%	**	10%	9%	8%	7%	8%	8%	8%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52B. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
YouTube	187	**	**	187	187	98	89	**	**	**	**	98	89
	38%	**	**	38%	38%	39%	36%	**	**	**	**	39%	36%
Google	143	**	**	143	143	68	76	**	**	**	**	68	76
	29%	**	**	29%	29%	27%	31%	**	**	**	**	27%	31%
Social media - like Facebook, Twitter or Instagram	46	**	**	46	46	20	27	**	**	**	**	20	27
	9%	**	**	9%	9%	8%	11%	**	**	**	**	8%	11%
BBC	46	**	**	46	46	25	20	**	**	**	**	25	20
	9%	**	**	9%	9%	10%	8%	**	**	**	**	10%	8%
Wikipedia	32	**	**	32	32	16	16	**	**	**	**	16	16
	6%	**	**	6%	6%	6%	6%	**	**	**	**	6%	6%
None of these	15	**	**	15	15	7	8	**	**	**	**	7	8
	3%	**	**	3%	3%	3%	3%	**	**	**	**	3%	3%
Don't know	26	**	**	26	26	14	11	**	**	**	**	14	11
	5%	**	**	5%	5%	6%	5%	**	**	**	**	6%	5%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52B. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
YouTube	187	**	53	41	54	92	95	187	161	**
	38%	**	36%	38%	39%	37%	39%	38%	37%	**
Google	143	**	46	29	45	69	74	143	135	**
	29%	**	31%	27%	32%	28%	30%	29%	31%	**
Social media - like Facebook, Twitter or Instagram	46	**	13	4	15	27	19	46	41	**
	9%	**	9%	4%	11%	11%	8%	9%	9%	**
						c				
BBC	46	**	15	12	10	24	22	46	38	**
	9%	**	10%	11%	7%	10%	9%	9%	9%	**
Wikipedia	32	**	8	9	4	18	14	32	22	**
	6%	**	5%	9%	3%	7%	6%	6%	5%	**
None of these	15	**	7	4	4	8	8	15	13	**
	3%	**	5%	4%	3%	3%	3%	3%	3%	**
Don't know	26	**	7	7	7	12	14	26	24	**
	5%	**	5%	7%	5%	5%	6%	5%	5%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52C. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
YouTube	208	**	**	208	208	110	97	**	**	**	**	110	97
	42%	**	**	42%	42%	44%	39%	**	**	**	**	44%	39%
Google	150	**	**	150	150	74	76	**	**	**	**	74	76
	30%	**	**	30%	30%	30%	31%	**	**	**	**	30%	31%
BBC	55	**	**	55	55	23	32	**	**	**	**	23	32
	11%	**	**	11%	11%	9%	13%	**	**	**	**	9%	13%
Wikipedia	29	**	**	29	29	12	16	**	**	**	**	12	16
	6%	**	**	6%	6%	5%	7%	**	**	**	**	5%	7%
Social media - like Facebook, Twitter or Instagram	12	**	**	12	12	6	7	**	**	**	**	6	7
	2%	**	**	2%	2%	2%	3%	**	**	**	**	2%	3%
None of these	18	**	**	18	18	9	9	**	**	**	**	9	9
	4%	**	**	4%	4%	4%	3%	**	**	**	**	4%	3%
Don't know	24	**	**	24	24	14	10	**	**	**	**	14	10
	5%	**	**	5%	5%	6%	4%	**	**	**	**	6%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52C. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
YouTube	208	**	67	43	55	110	98	208	184	**
	42%	**	45%	40%	39%	44%	40%	42%	42%	**
Google	150	**	41	33	47	70	80	150	135	**
	30%	**	27%	31%	34%	28%	33%	30%	31%	**
BBC	55	**	19	12	10	33	22	55	43	**
	11%	**	13%	11%	7%	13%	9%	11%	10%	**
Wikipedia	29	**	8	4	8	17	12	29	22	**
	6%	**	5%	4%	6%	7%	5%	6%	5%	**
Social media - like Facebook, Twitter or Instagram	12	**	-	3	5	3	9	12	11	**
	2%	**	-%	3%	4%	1%	4%	2%	3%	**
				b	b		b			
None of these	18	**	3	6	6	6	12	18	17	**
	4%	**	2%	6%	4%	2%	5%	4%	4%	**
Don't know	24	**	12	5	8	12	13	24	21	**
	5%	**	8%	4%	6%	5%	5%	5%	5%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCTAB. The next few questions are about some of the things that can be more difficult about mobile phones and going online in general. We would like you to answer them on the tablet. Are you happy to do this on your own or would you like me to help you with this? (SINGLE CODE)

Base : All children aged 8-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	982	-	497	485	982	492	490	-	-	244	253	248	237
Effective Weighted Sample	914	-	459	455	914	458	456	-	-	225	234	233	222
Total	1000	-	500	500	1000	500	500	-	-	249	251	251	249
Yes - happy to answer on my own	616	**	259	356	616	299	317	**	**	124	135	174	182
	62%	**	52%	71%	62%	60%	63%	**	**	50%	54%	70%	73%
				bd	b							ij	ij
Yes - happy to answer with interviewer help	281	**	178	104	281	143	138	**	**	88	89	55	49
	28%	**	36%	21%	28%	29%	28%	**	**	35%	36%	22%	20%
			cd		c					kl	kl		
No would rather not complete these questions	103	**	63	40	103	58	45	**	**	37	26	21	18
	10%	**	13%	8%	10%	12%	9%	**	**	15%	11%	9%	7%
			c							kl			

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCTAB. The next few questions are about some of the things that can be more difficult about mobile phones and going online in general. We would like you to answer them on the tablet. Are you happy to do this on your own or would you like me to help you with this? (SINGLE CODE)

Base : All children aged 8-15

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	982	204	292	225	261	496	486	982	851	131
Effective Weighted Sample	914	191	274	210	242	465	449	914	794	121
Total	1000	204	311	208	277	515	485	1000	875	125
Yes - happy to answer on my own	616	132	196	123	165	328	288	616	527	89
	62%	65%	63%	59%	59%	64%	59%	62%	60%	71%
										h
Yes - happy to answer with interviewer help	281	49	88	63	81	137	144	281	264	18
	28%	24%	28%	30%	29%	27%	30%	28%	30%	14%
									i	
No would rather not complete these questions	103	23	27	21	32	50	53	103	85	18
	10%	11%	9%	10%	11%	10%	11%	10%	10%	15%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53. (SHOWN ON TABLET SCREEN) People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts. It could be by being nasty through social media, games or other websites. It could be by calling people names, leaving them out, or through sharing photos or videos that upset them. It could be threatening to hurt or actually hurting them. It could be done on purpose or as a joke that goes too far. Has this ever happened to anyone you know?

Base : All children aged 8-15 opting to answer

	Total	\multicolumn{4}{c}{CHILD'S AGE}	\multicolumn{2}{c}{CHILD'S GENDER}	\multicolumn{6}{c}{CHILD'S AGE AND GENDER}
								MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE						
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	873	-	429	444	873	433	440	-	-	208	221	225	219
Effective Weighted Sample	814	-	397	417	814	403	411	-	-	192	206	212	206
Total	897	-	437	460	897	442	455	-	-	213	224	229	231
Yes	297	**	116	181	297	141	156	**	**	56	60	85	96
	33%	**	26%	39%	33%	32%	34%	**	**	26%	27%	37%	42%
				bd	b							ij	ij
No	517	**	279	238	517	258	259	**	**	136	143	122	115
	58%	**	64%	52%	58%	58%	57%	**	**	64%	64%	53%	50%
			cd		c					kl	kl		
Prefer not to say	21	**	5	16	21	11	10	**	**	5	-	6	10
	2%	**	1%	4%	2%	3%	2%	**	**	2%	-%	3%	4%
				b						j		j	j
Don't know	63	**	38	25	63	32	31	**	**	16	21	16	10
	7%	**	9%	5%	7%	7%	7%	**	**	8%	9%	7%	4%
													l

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53. (SHOWN ON TABLET SCREEN) People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts. It could be by being nasty through social media, games or other websites. It could be by calling people names, leaving them out, or through sharing photos or videos that upset them. It could be threatening to hurt or actually hurting them. It could be done on purpose or as a joke that goes too far. Has this ever happened to anyone you know?

Base : All children aged 8-15 opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	873	179	266	200	228	445	428	873	763	110
Effective Weighted Sample	814	168	250	186	212	418	397	814	712	102
Total	897	181	284	187	246	465	432	897	790	107
Yes	297	48	87	72	90	134	162	297	261	35
	33%	26%	31%	39%	37%	29%	38%	33%	33%	33%
				ae	ae		ae			
No	517	122	163	96	135	285	232	517	452	65
	58%	67%	58%	52%	55%	61%	54%	58%	57%	61%
		bcdfg				cf				
Prefer not to say	21	3	7	5	6	10	11	21	19	2
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
Don't know	63	8	27	13	15	35	28	63	58	5
	7%	4%	10%	7%	6%	8%	6%	7%	7%	5%
			a							

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC54. (SHOWN ON TABLET SCREEN) And has this ever happened to you?

Base : All children aged 8-15 opting to answer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	873	-	429	444	873	433	440	-	-	208	221	225	219
Effective Weighted Sample	814	-	397	417	814	403	411	-	-	192	206	212	206
Total	897	-	437	460	897	442	455	-	-	213	224	229	231
Yes	140	**	48	92	140	67	73	**	**	26	22	41	51
	16%	**	11%	20%	16%	15%	16%	**	**	12%	10%	18%	22%
				b	b							j	ij
No	711	**	369	343	711	349	362	**	**	175	193	174	169
	79%	**	84%	74%	79%	79%	79%	**	**	83%	86%	76%	73%
			cd							l	kl		
Prefer not to say	23	**	10	13	23	10	13	**	**	5	5	6	7
	3%	**	2%	3%	3%	2%	3%	**	**	2%	2%	3%	3%
Don't know	22	**	10	13	22	15	8	**	**	6	3	8	4
	2%	**	2%	3%	2%	3%	2%	**	**	3%	1%	4%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC54. (SHOWN ON TABLET SCREEN) And has this ever happened to you?

Base : All children aged 8-15 opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	873	179	266	200	228	445	428	873	763	110
Effective Weighted Sample	814	168	250	186	212	418	397	814	712	102
Total	897	181	284	187	246	465	432	897	790	107
Yes	140	19	42	27	52	61	79	140	126	14
	16%	10%	15%	14%	21%	13%	18%	16%	16%	13%
					ae		ae			
No	711	155	232	147	178	387	325	711	622	90
	79%	86%	82%	79%	72%	83%	75%	79%	79%	84%
		df	df			df		d		
Prefer not to say	23	3	8	8	4	11	12	23	21	2
	3%	2%	3%	4%	2%	2%	3%	3%	3%	2%
Don't know	22	4	2	5	12	6	16	22	21	1
	2%	2%	1%	3%	5%	1%	4%	2%	3%	1%
					be		be			

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer who said they have ever been bullied

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	128	-	44	84	128	63	65	-	-	24	20	39	45
Effective Weighted Sample	121	-	41	80	121	59	62	-	-	22	19	37	43
Total	140	-	48	92	140	67	73	-	-	26	22	41	51
Face to face	84	**	**	**	84	**	**	**	**	**	**	**	**
	60%	**	**	**	60%	**	**	**	**	**	**	**	**
On social media sites or apps (like Facebook, Instagram, Snapchat)	55	**	**	**	55	**	**	**	**	**	**	**	**
	40%	**	**	**	40%	**	**	**	**	**	**	**	**
By messaging apps (like WhatsApp) or by text	54	**	**	**	54	**	**	**	**	**	**	**	**
	38%	**	**	**	38%	**	**	**	**	**	**	**	**
In online games	38	**	**	**	38	**	**	**	**	**	**	**	**
	27%	**	**	**	27%	**	**	**	**	**	**	**	**
By photo message or video	31	**	**	**	31	**	**	**	**	**	**	**	**
	22%	**	**	**	22%	**	**	**	**	**	**	**	**
Through telephone calls	21	**	**	**	21	**	**	**	**	**	**	**	**
	15%	**	**	**	15%	**	**	**	**	**	**	**	**
Through other websites or apps	11	**	**	**	11	**	**	**	**	**	**	**	**
	8%	**	**	**	8%	**	**	**	**	**	**	**	**
Through some other way	14	**	**	**	14	**	**	**	**	**	**	**	**
	10%	**	**	**	10%	**	**	**	**	**	**	**	**
TOTAL - ANY OF THESE WAYS	139	**	**	**	139	**	**	**	**	**	**	**	**
	99%	**	**	**	99%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer who said they have ever been bullied

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	128	-	44	84	128	63	65	-	-	24	20	39	45
Effective Weighted Sample	121	-	41	80	121	59	62	-	-	22	19	37	43
Total	140	-	48	92	140	67	73	-	-	26	22	41	51
Don't know	1	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer who said they have ever been bullied

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i
Unweighted total	128	18	38	27	45	56	72	128	115	13
Effective Weighted Sample	121	17	36	26	42	53	68	121	109	12
Total	140	19	42	27	52	61	79	140	126	14
Face to face	84	**	**	**	**	**	**	84	76	**
	60%	**	**	**	**	**	**	60%	60%	**
On social media sites or apps (like Facebook, Instagram, Snapchat)	55	**	**	**	**	**	**	55	48	**
	40%	**	**	**	**	**	**	40%	38%	**
By messaging apps (like WhatsApp) or by text	54	**	**	**	**	**	**	54	46	**
	38%	**	**	**	**	**	**	38%	36%	**
In online games	38	**	**	**	**	**	**	38	32	**
	27%	**	**	**	**	**	**	27%	25%	**
By photo message or video	31	**	**	**	**	**	**	31	29	**
	22%	**	**	**	**	**	**	22%	23%	**
Through telephone calls	21	**	**	**	**	**	**	21	18	**
	15%	**	**	**	**	**	**	15%	14%	**
Through other websites or apps	11	**	**	**	**	**	**	11	11	**
	8%	**	**	**	**	**	**	8%	8%	**
Through some other way	14	**	**	**	**	**	**	14	12	**
	10%	**	**	**	**	**	**	10%	10%	**
TOTAL - ANY OF THESE WAYS	139	**	**	**	**	**	**	139	125	**
	99%	**	**	**	**	**	**	99%	99%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer who said they have ever been bullied

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i
Unweighted total	128	18	38	27	45	56	72	128	115	13
Effective Weighted Sample	121	17	36	26	42	53	68	121	109	12
Total	140	19	42	27	52	61	79	140	126	14
Don't know	1	**	**	**	**	**	**	1	1	**
	1%	**	**	**	**	**	**	1%	1%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

	Total	| CHILD'S AGE | 5-7	8-11	12-15	ALL 5-15	| CHILD'S GENDER | MALE	FEMALE	| CHILD'S AGE AND GENDER | MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	873	-	429	444	873	433	440	-	-	208	221	225	219
Effective Weighted Sample	814	-	397	417	814	403	411	-	-	192	206	212	206
Total	897	-	437	460	897	442	455	-	-	213	224	229	231
Face to face	84	**	30	54	84	41	44	**	**	17	13	24	30
	9%	**	7%	12% b	9%	9%	10%	**	**	8%	6%	10%	13% j
On social media sites or apps (like Facebook, Instagram, Snapchat)	55	**	6	49	55	13	42	**	**	-	6	13	36
	6%	**	1%	11% bd	6% b	3%	9% e	**	**	-%	3% i	6% i	15% ijk
By messaging apps (like WhatsApp) or by text	54	**	12	42	54	21	32	**	**	4	7	17	25
	6%	**	3%	9% bd	6% b	5%	7%	**	**	2%	3%	8% i	11% ij
In online games	38	**	17	21	38	28	9	**	**	11	6	17	3
	4%	**	4%	4%	4%	6% f	2%	**	**	5% l	3%	7% jl	1%
By photo message or video	31	**	8	22	31	11	20	**	**	5	4	7	16
	3%	**	2%	5% b	3%	3%	4%	**	**	2%	2%	3%	7% ij
Through telephone calls	21	**	5	17	21	6	15	**	**	1	4	5	11
	2%	**	1%	4% b	2%	1%	3%	**	**	*%	2%	2%	5% i
Through other websites or apps	11	**	3	8	11	8	3	**	**	2	1	6	2
	1%	**	1%	2%	1%	2%	1%	**	**	1%	*%	3%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

		CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	873	-	429	444	873	433	440	-	-	208	221	225	219
Effective Weighted Sample	814	-	397	417	814	403	411	-	-	192	206	212	206
Total	897	-	437	460	897	442	455	-	-	213	224	229	231
Through some other way	14	**	7	8	14	10	4	**	**	3	3	7	1
	2%	**	2%	2%	2%	2%	1%	**	**	2%	1%	3%	*%
													l
TOTAL - ANY OF THESE WAYS	139	**	47	92	139	66	73	**	**	25	22	41	51
	15%	**	11%	20%	15%	15%	16%	**	**	12%	10%	18%	22%
				bd	b							j	ij
Don't know	1	**	1	-	1	1	-	**	**	1	-	-	-
	*%	**	*%	-%	*%	*%	-%	**	**	1%	-%	-%	-%
HAVE NOT EXPERIENCED BULLYING	757	**	388	368	757	375	382	**	**	186	202	188	180
	84%	**	89%	80%	84%	85%	84%	**	**	88%	90%	82%	78%
			cd								l	kl	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	873	179	266	200	228	445	428	873	763	110
Effective Weighted Sample	814	168	250	186	212	418	397	814	712	102
Total	897	181	284	187	246	465	432	897	790	107
Face to face	84	13	23	15	32	37	48	84	76	8
	9%	7%	8%	8%	13% e	8%	11%	9%	10%	8%
On social media sites or apps (like Facebook, Instagram, Snapchat)	55	12	16	9	19	27	28	55	48	8
	6%	6%	6%	5%	8%	6%	6%	6%	6%	7%
By messaging apps (like WhatsApp) or by text	54	9	13	6	25	22	31	54	46	8
	6%	5%	5%	3%	10% bceg	5%	7%	6%	6%	7%
In online games	38	3	8	7	20	10	27	38	32	6
	4%	1%	3%	4%	8% abeg	2%	6% abe	4%	4%	6%
By photo message or video	31	6	9	3	13	15	16	31	29	2
	3%	3%	3%	1%	5% c	3%	4%	3%	4%	2%
Through telephone calls	21	3	4	5	9	7	14	21	18	3
	2%	2%	1%	3%	4%	2%	3%	2%	2%	3%
Through other websites or apps	11	2	2	4	3	5	7	11	11	1
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Through some other way	14	1	5	3	4	6	8	14	12	2
	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	873	179	266	200	228	445	428	873	763	110
Effective Weighted Sample	814	168	250	186	212	418	397	814	712	102
Total	897	181	284	187	246	465	432	897	790	107
TOTAL - ANY OF THESE WAYS	139	17	42	27	52	60	79	139	125	14
	15%	10%	15%	14%	21%	13%	18%	15%	16%	13%
					aeg		ae			
Don't know	1	1	-	-	-	1	-	1	1	-
	*%	1%	-%	-%	-%	*%	-%	*%	*%	-%
HAVE NOT EXPERIENCED BULLYING	757	162	242	160	194	404	353	757	664	93
	84%	90%	85%	86%	79%	87%	82%	84%	84%	87%
		df				df				

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 388

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	444	-	-	444	444	225	219	-	-	-	-	225	219
Effective Weighted Sample	417	-	-	417	417	212	206	-	-	-	-	212	206
Total	460	-	-	460	460	229	231	-	-	-	-	229	231
Being contacted online by someone you don't know who wants to be your friend	103 22%	** **	** **	103 22%	103 22%	47 20%	56 24%	** **	** **	** **	** **	47 20%	56 24%
Accidentally spending money online that you did not mean to	76 17%	** **	** **	76 17%	76 17%	43 19%	33 14%	** **	** **	** **	** **	43 19%	33 14%
Seeing or receiving something scary or troubling online like a scary video or comment	44 10%	** **	** **	44 10%	44 10%	23 10%	21 9%	** **	** **	** **	** **	23 10%	21 9%
Seeing something of a sexual nature that made you feel uncomfortable	42 9%	** **	** **	42 9%	42 9%	16 7%	26 11%	** **	** **	** **	** **	16 7%	26 11%
Feeling under pressure to send photos or other information about yourself to someone	15 3%	** **	** **	15 3%	15 3%	7 3%	8 4%	** **	** **	** **	** **	7 3%	8 4%
ANY OF THESE HAVE EVER HAPPENED	164 36%	** **	** **	164 36%	164 36%	85 37%	79 34%	** **	** **	** **	** **	85 37%	79 34%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	444	-	-	444	444	225	219	-	-	-	-	225	219
Effective Weighted Sample	417	-	-	417	417	212	206	-	-	-	-	212	206
Total	460	-	-	460	460	229	231	-	-	-	-	229	231
None of these things have ever happened to me	257	**	**	257	257	128	130	**	**	**	**	128	130
	56%	**	**	56%	56%	56%	56%	**	**	**	**	56%	56%
Prefer not to say	22	**	**	22	22	9	13	**	**	**	**	9	13
	5%	**	**	5%	5%	4%	6%	**	**	**	**	4%	6%
Don't know	16	**	**	16	16	8	9	**	**	**	**	8	9
	4%	**	**	4%	4%	3%	4%	**	**	**	**	3%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	444	93	126	103	122	219	225	444	391	53
Effective Weighted Sample	417	88	119	97	115	207	211	417	368	49
Total	460	96	136	97	131	232	228	460	408	52
Being contacted online by someone you don't know who wants to be your friend	103 / 22%	** / **	31 / 23%	23 / 24%	34 / 26%	45 / 20%	58 / 25%	103 / 22%	87 / 21%	** / **
Accidentally spending money online that you did not mean to	76 / 17%	** / **	23 / 17%	19 / 20%	19 / 14%	38 / 17%	38 / 17%	76 / 17%	62 / 15%	** / **
Seeing or receiving something scary or troubling online like a scary video or comment	44 / 10%	** / **	14 / 10%	16 / 16% e	12 / 9%	17 / 7%	28 / 12%	44 / 10%	38 / 9%	** / **
Seeing something of a sexual nature that made you feel uncomfortable	42 / 9%	** / **	15 / 11%	13 / 13%	11 / 8%	19 / 8%	23 / 10%	42 / 9%	39 / 10%	** / **
Feeling under pressure to send photos or other information about yourself to someone	15 / 3%	** / **	6 / 4%	3 / 3%	5 / 4%	7 / 3%	9 / 4%	15 / 3%	12 / 3%	** / **
ANY OF THESE HAVE EVER HAPPENED	164 / 36%	** / **	48 / 35%	43 / 44% e	47 / 36%	74 / 32%	90 / 40%	164 / 36%	138 / 34%	** / **

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	444	93	126	103	122	219	225	444	391	53
Effective Weighted Sample	417	88	119	97	115	207	211	417	368	49
Total	460	96	136	97	131	232	228	460	408	52
None of these things have ever happened to me	257	**	77	43	76	138	119	257	235	**
	56%	**	56%	45%	58%	60%	52%	56%	58%	**
						c		c		
Prefer not to say	22	**	7	6	4	12	10	22	18	**
	5%	**	5%	7%	3%	5%	4%	5%	5%	**
Don't know	16	**	4	4	5	8	9	16	16	**
	4%	**	3%	4%	3%	3%	4%	4%	4%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	440	-	-	440	440	224	216	-	-	-	-	224	216
Effective Weighted Sample	413	-	-	413	413	211	203	-	-	-	-	211	203
Total	457	-	-	457	457	228	229	-	-	-	-	228	229
Block messages on social media from someone you don't want to hear from	318 70%	** **	** **	318 70%	318 70%	162 71%	156 68%	** **	** **	** **	** **	162 71%	156 68%
Block junk email or spam	227 50%	** **	** **	227 50%	227 50%	125 55% f	102 44%	** **	** **	** **	** **	125 55% l	102 44%
Change the settings so fewer people can view your social media profile	203 44%	** **	** **	203 44%	203 44%	98 43%	104 46%	** **	** **	** **	** **	98 43%	104 46%
Delete the 'history' records of which websites you have visited	197 43%	** **	** **	197 43%	197 43%	103 45%	94 41%	** **	** **	** **	** **	103 45%	94 41%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	188 41%	** **	** **	188 41%	188 41%	96 42%	92 40%	** **	** **	** **	** **	96 42%	92 40%
Block pop-up adverts from appearing on the screen	179 39%	** **	** **	179 39%	179 39%	93 41%	86 37%	** **	** **	** **	** **	93 41%	86 37%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	**8-11**	**12-15**	**ALL 5-15**	**MALE**	**FEMALE**	**MALE 5-7**	**FEMALE 5-7**	**MALE 8-11**	**FEMALE 8-11**	**MALE 12-15**	**FEMALE 12-15**
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	440	-	-	440	440	224	216	-	-	-	-	224	216
Effective Weighted Sample	413	-	-	413	413	211	203	-	-	-	-	211	203
Total	457	-	-	457	457	228	229	-	-	-	-	228	229
Unset any filters or controls that are there to stop certain websites being viewed	79 17%	** **	** **	79 17%	79 17%	42 18%	38 16%	** **	** **	** **	** **	42 18%	38 16%
Use a proxy server to access particular sites or apps	37 8%	** **	** **	37 8%	37 8%	19 8%	18 8%	** **	** **	** **	** **	19 8%	18 8%
ANY OF THESE	369 81%	** **	** **	369 81%	369 81%	182 80%	187 82%	** **	** **	** **	** **	182 80%	187 82%
ANY SAFETY MEASURES	361 79%	** **	** **	361 79%	361 79%	178 78%	182 80%	** **	** **	** **	** **	178 78%	182 80%
ANY 'RISKY MEASURES'	255 56%	** **	** **	255 56%	255 56%	129 56%	127 55%	** **	** **	** **	** **	129 56%	127 55%
Don't know how to do any of these	59 13%	** **	** **	59 13%	59 13%	31 14%	28 12%	** **	** **	** **	** **	31 14%	28 12%
Prefer not to say	12 3%	** **	** **	12 3%	12 3%	6 3%	6 3%	** **	** **	** **	** **	6 3%	6 3%
Don't know	16 4%	** **	** **	16 4%	16 4%	9 4%	7 3%	** **	** **	** **	** **	9 4%	7 3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	440	93	126	102	119	219	221	440	388	52
Effective Weighted Sample	413	88	119	96	112	207	207	413	365	48
Total	457	96	136	96	129	232	225	457	406	51
Block messages on social media from someone you don't want to hear from	318 70%	** **	87 64%	69 72%	90 70%	158 68%	160 71%	318 70%	276 68%	** **
Block junk email or spam	227 50%	** **	63 46%	48 50%	64 50%	115 50%	112 50%	227 50%	197 49%	** **
Change the settings so fewer people can view your social media profile	203 44%	** **	51 37%	47 49%	60 46%	96 41%	107 47%	203 44%	181 44%	** **
Delete the 'history' records of which websites you have visited	197 43%	** **	63 46%	40 42%	51 40%	106 45%	91 41%	197 43%	173 43%	** **
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	188 41%	** **	51 38%	43 45%	49 38%	95 41%	93 41%	188 41%	167 41%	** **
Block pop-up adverts from appearing on the screen	179 39%	** **	54 40%	44 45%	45 35%	90 39%	89 39%	179 39%	152 37%	** **

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	440	93	126	102	119	219	221	440	388	52
Effective Weighted Sample	413	88	119	96	112	207	207	413	365	48
Total	457	96	136	96	129	232	225	457	406	51
Unset any filters or controls that are there to stop certain websites being viewed	79	**	17	22	21	36	44	79	68	**
	17%	**	12%	23%	17%	15%	19%	17%	17%	**
				b						
Use a proxy server to access particular sites or apps	37	**	8	11	9	17	20	37	27	**
	8%	**	6%	11%	7%	7%	9%	8%	7%	**
ANY OF THESE	369	**	105	77	104	188	181	369	326	**
	81%	**	77%	80%	81%	81%	81%	81%	80%	**
ANY SAFETY MEASURES	361	**	101	77	102	182	179	361	317	**
	79%	**	74%	80%	80%	78%	80%	79%	78%	**
ANY 'RISKY MEASURES'	255	**	76	56	65	134	121	255	229	**
	56%	**	56%	59%	50%	58%	54%	56%	56%	**
Don't know how to do any of these	59	**	21	15	17	27	32	59	55	**
	13%	**	15%	16%	13%	12%	14%	13%	14%	**
Prefer not to say	12	**	2	4	3	6	6	12	9	**
	3%	**	1%	4%	2%	3%	3%	3%	2%	**
Don't know	16	**	8	1	4	11	5	16	16	**
	4%	**	6%	1%	3%	5%	2%	4%	4%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	440	-	-	440	440	224	216	-	-	-	-	224	216
Effective Weighted Sample	413	-	-	413	413	211	203	-	-	-	-	211	203
Total	457	-	-	457	457	228	229	-	-	-	-	228	229
Block messages on social media from someone you don't want to hear from	237 52%	** **	** **	237 52%	237 52%	120 53%	117 51%	** **	** **	** **	** **	120 53%	117 51%
Block junk email or spam	153 33%	** **	** **	153 33%	153 33%	87 38%	66 29%	** **	** **	** **	** **	87 38%	66 29%
Change the settings so fewer people can view your social media profile	147 32%	** **	** **	147 32%	147 32%	71 31%	76 33%	** **	** **	** **	** **	71 31%	76 33%
Block pop-up adverts from appearing on the screen	129 28%	** **	** **	129 28%	129 28%	67 29%	62 27%	** **	** **	** **	** **	67 29%	62 27%
Delete the 'history' records of which websites you have visited	107 23%	** **	** **	107 23%	107 23%	57 25%	50 22%	** **	** **	** **	** **	57 25%	50 22%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	95 21%	** **	** **	95 21%	95 21%	46 20%	49 21%	** **	** **	** **	** **	46 20%	49 21%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	440	-	-	440	440	224	216	-	-	-	-	224	216
Effective Weighted Sample	413	-	-	413	413	211	203	-	-	-	-	211	203
Total	457	-	-	457	457	228	229	-	-	-	-	228	229
Unset any filters or controls that are there to stop certain websites being viewed	25 5%	** **	** **	25 5%	25 5%	18 8% f	7 3%	** **	** **	** **	** **	18 8% l	7 3%
Use a proxy server to access particular sites or apps	15 3%	** **	** **	15 3%	15 3%	9 4%	6 3%	** **	** **	** **	** **	9 4%	6 3%
ANY OF THESE	310 68%	** **	** **	310 68%	310 68%	152 67%	158 69%	** **	** **	** **	** **	152 67%	158 69%
ANY SAFETY MEASURES	299 65%	** **	** **	299 65%	299 65%	147 64%	152 66%	** **	** **	** **	** **	147 64%	152 66%
ANY 'RISKY MEASURES'	154 34%	** **	** **	154 34%	154 34%	74 32%	81 35%	** **	** **	** **	** **	74 32%	81 35%
Have not done any of these	109 24%	** **	** **	109 24%	109 24%	57 25%	52 23%	** **	** **	** **	** **	57 25%	52 23%
Prefer not to say	16 3%	** **	** **	16 3%	16 3%	9 4%	7 3%	** **	** **	** **	** **	9 4%	7 3%
Don't know	23 5%	** **	** **	23 5%	23 5%	11 5%	12 5%	** **	** **	** **	** **	11 5%	12 5%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	440	93	126	102	119	219	221	440	388	52
Effective Weighted Sample	413	88	119	96	112	207	207	413	365	48
Total	457	96	136	96	129	232	225	457	406	51
Block messages on social media from someone you don't want to hear from	237	**	67	55	69	113	124	237	201	**
	52%	**	49%	57%	53%	49%	55%	52%	50%	**
Block junk email or spam	153	**	43	32	43	78	75	153	130	**
	33%	**	31%	33%	33%	34%	33%	33%	32%	**
Change the settings so fewer people can view your social media profile	147	**	35	38	41	68	79	147	129	**
	32%	**	26%	39%	32%	29%	35%	32%	32%	**
				b						
Block pop-up adverts from appearing on the screen	129	**	37	32	31	66	63	129	104	**
	28%	**	27%	33%	24%	28%	28%	28%	26%	**
Delete the 'history' records of which websites you have visited	107	**	30	26	26	55	52	107	93	**
	23%	**	22%	27%	20%	24%	23%	23%	23%	**
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	95	**	25	20	28	47	48	95	87	**
	21%	**	18%	21%	22%	20%	21%	21%	22%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	440	93	126	102	119	219	221	440	388	52
Effective Weighted Sample	413	88	119	96	112	207	207	413	365	48
Total	457	96	136	96	129	232	225	457	406	51
Unset any filters or controls that are there to stop certain websites being viewed	25	**	6	8	5	12	13	25	22	**
	5%	**	4%	8%	4%	5%	6%	5%	6%	**
Use a proxy server to access particular sites or apps	15	**	3	6	3	6	9	15	13	**
	3%	**	3%	6%	3%	3%	4%	3%	3%	**
ANY OF THESE	310	**	88	67	85	157	152	310	270	**
	68%	**	64%	70%	66%	68%	68%	68%	66%	**
ANY SAFETY MEASURES	299	**	84	65	82	152	147	299	259	**
	65%	**	61%	67%	64%	65%	65%	65%	64%	**
ANY 'RISKY MEASURES'	154	**	43	36	39	79	75	154	138	**
	34%	**	32%	37%	30%	34%	33%	34%	34%	**
Have not done any of these	109	**	35	24	33	52	57	109	101	**
	24%	**	25%	25%	26%	22%	25%	24%	25%	**
Prefer not to say	16	**	2	4	5	7	9	16	12	**
	3%	**	1%	4%	4%	3%	4%	3%	3%	**
Don't know	23	**	12	2	6	16	7	23	23	**
	5%	**	9%	2%	4%	7%	3%	5%	6%	**
			cf							

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
I have never seen things like this	257	**	**	257	257	136	122	**	**	**	**	136	122
	52%	**	**	52%	52%	55%	49%	**	**	**	**	55%	49%
I sometimes see things like this	190	**	**	190	190	84	106	**	**	**	**	84	106
	38%	**	**	38%	38%	34%	43%	**	**	**	**	34%	43%
							e						k
I often see things like this	32	**	**	32	32	22	10	**	**	**	**	22	10
	6%	**	**	6%	6%	9%	4%	**	**	**	**	9%	4%
						f						l	
EVER SEE THIS	222	**	**	222	222	106	116	**	**	**	**	106	116
	45%	**	**	45%	45%	43%	47%	**	**	**	**	43%	47%
Don't know	16	**	**	16	16	7	9	**	**	**	**	7	9
	3%	**	**	3%	3%	3%	4%	**	**	**	**	3%	4%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 394

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
I have never seen things like this	257	**	70	54	77	126	131	257	230	**
	52%	**	47%	51%	55%	51%	53%	52%	53%	**
I sometimes see things like this	190	**	62	45	49	96	94	190	160	**
	38%	**	41%	42%	35%	38%	38%	38%	37%	**
I often see things like this	32	**	13	5	9	19	13	32	31	**
	6%	**	9%	4%	6%	8%	5%	6%	7%	**
EVER SEE THIS	222	**	75	49	58	115	107	222	191	**
	45%	**	50%	46%	42%	46%	44%	45%	44%	**
Don't know	16	**	4	4	4	9	8	16	13	**
	3%	**	3%	3%	3%	3%	3%	3%	3%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60.(SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : All children aged 12-15 who have ever seen hate speech online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	205	-	-	205	205	101	104	-	-	-	-	101	104
Effective Weighted Sample	193	-	-	193	193	95	98	-	-	-	-	95	98
Total	222	-	-	222	222	106	116	-	-	-	-	106	116
I ignored it/ didn't do anything	122	**	**	122	122	63	59	**	**	**	**	63	59
	55%	**	**	55%	55%	60%	50%	**	**	**	**	60%	50%
I reported it to the website	35	**	**	35	35	17	18	**	**	**	**	17	18
	16%	**	**	16%	16%	16%	15%	**	**	**	**	16%	15%
I blocked the person who shared or made the comments	32	**	**	32	32	14	18	**	**	**	**	14	18
	14%	**	**	14%	14%	13%	16%	**	**	**	**	13%	16%
I commented on it to say I thought it was wrong	28	**	**	28	28	11	17	**	**	**	**	11	17
	13%	**	**	13%	13%	11%	14%	**	**	**	**	11%	14%
I shared it with my friends to say I thought it was wrong	20	**	**	20	20	8	12	**	**	**	**	8	12
	9%	**	**	9%	9%	7%	10%	**	**	**	**	7%	10%
I responded by 'disliking' the post/ comment/ video	19	**	**	19	19	8	11	**	**	**	**	8	11
	9%	**	**	9%	9%	8%	9%	**	**	**	**	8%	9%
SPONTANEOUS RESPONSES													
I told my parents/ teacher	4	**	**	4	4	-	4	**	**	**	**	-	4
	2%	**	**	2%	2%	-%	3%	**	**	**	**	-%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60.(SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : All children aged 12-15 who have ever seen hate speech online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	205	-	-	205	205	101	104	-	-	-	-	101	104
Effective Weighted Sample	193	-	-	193	193	95	98	-	-	-	-	95	98
Total	222	-	-	222	222	106	116	-	-	-	-	106	116
Something else - Please say	1	**	**	1	1	1	-	**	**	**	**	1	-
	*%	**	**	*%	*%	1%	-%	**	**	**	**	1%	-%
TOTAL - TOOK SOME ACTION	94	**	**	94	94	38	56	**	**	**	**	38	56
	42%	**	**	42%	42%	36%	48%	**	**	**	**	36%	48%
Don't know	6	**	**	6	6	4	2	**	**	**	**	4	2
	3%	**	**	3%	3%	4%	2%	**	**	**	**	4%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60.(SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : All children aged 12-15 who have ever seen hate speech online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	205	37	65	51	52	102	103	205	174	31
Effective Weighted Sample	193	35	62	48	49	97	97	193	165	29
Total	222	40	75	49	58	115	107	222	191	31
I ignored it/ didn't do anything	122	**	**	**	**	68	54	122	110	**
	55%	**	**	**	**	59%	50%	55%	58%	**
I reported it to the website	35	**	**	**	**	15	19	35	27	**
	16%	**	**	**	**	13%	18%	16%	14%	**
I blocked the person who shared or made the comments	32	**	**	**	**	18	14	32	25	**
	14%	**	**	**	**	16%	13%	14%	13%	**
I commented on it to say I thought it was wrong	28	**	**	**	**	13	15	28	22	**
	13%	**	**	**	**	12%	14%	13%	12%	**
I shared it with my friends to say I thought it was wrong	20	**	**	**	**	8	11	20	14	**
	9%	**	**	**	**	7%	10%	9%	7%	**
I responded by 'disliking' the post/ comment/ video	19	**	**	**	**	11	8	19	17	**
	9%	**	**	**	**	10%	8%	9%	9%	**
SPONTANEOUS RESPONSES										
I told my parents/ teacher	4	**	**	**	**	3	1	4	4	**
	2%	**	**	**	**	3%	1%	2%	2%	**
Something else - Please say	1	**	**	**	**	1	-	1	-	**
	*%	**	**	**	**	1%	-%	*%	-%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60.(SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : All children aged 12-15 who have ever seen hate speech online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	205	37	65	51	52	102	103	205	174	31
Effective Weighted Sample	193	35	62	48	49	97	97	193	165	29
Total	222	40	75	49	58	115	107	222	191	31
TOTAL - TOOK SOME ACTION	94	**	**	**	**	44	50	94	74	**
	42%	**	**	**	**	38%	47%	42%	39%	**
Don't know	6	**	**	**	**	3	3	6	6	**
	3%	**	**	**	**	3%	3%	3%	3%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60.(SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
I ignored it/ didn't do anything	122	**	**	122	122	63	59	**	**	**	**	63	59
	25%	**	**	25%	25%	25%	24%	**	**	**	**	25%	24%
I reported it to the website	35	**	**	35	35	17	18	**	**	**	**	17	18
	7%	**	**	7%	7%	7%	7%	**	**	**	**	7%	7%
I blocked the person who shared or made the comments	32	**	**	32	32	14	18	**	**	**	**	14	18
	6%	**	**	6%	6%	5%	7%	**	**	**	**	5%	7%
I commented on it to say I thought it was wrong	28	**	**	28	28	11	17	**	**	**	**	11	17
	6%	**	**	6%	6%	5%	7%	**	**	**	**	5%	7%
I shared it with my friends to say I thought it was wrong	20	**	**	20	20	8	12	**	**	**	**	8	12
	4%	**	**	4%	4%	3%	5%	**	**	**	**	3%	5%
I responded by 'disliking' the post/ comment/ video	19	**	**	19	19	8	11	**	**	**	**	8	11
	4%	**	**	4%	4%	3%	4%	**	**	**	**	3%	4%
SPONTANEOUS RESPONSES													
I told my parents/ teacher	4	**	**	4	4	-	4	**	**	**	**	-	4
	1%	**	**	1%	1%	-%	2%	**	**	**	**	-%	2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60.(SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	k	l
Unweighted total	480	-	-	480	480	246	234	-	-	-	-	246	234
Effective Weighted Sample	450	-	-	450	450	231	220	-	-	-	-	231	220
Total	496	-	-	496	496	249	247	-	-	-	-	249	247
Something else - Please say	1	**	**	1	1	1	-	**	**	**	**	1	-
	*%	**	**	*%	*%	*%	-%	**	**	**	**	*%	-%
TOTAL - TOOK SOME ACTION	94	**	**	94	94	38	56	**	**	**	**	38	56
	19%	**	**	19%	19%	15%	22%	**	**	**	**	15%	22%
HAVE NOT SEEN HATE SPEECH ONLINE IN THE PAST YEAR	274	**	**	274	274	143	131	**	**	**	**	143	131
	55%	**	**	55%	55%	57%	53%	**	**	**	**	57%	53%
Don't know	6	**	**	6	6	4	2	**	**	**	**	4	2
	1%	**	**	1%	1%	2%	1%	**	**	**	**	2%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60.(SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
I ignored it/ didn't do anything	122	**	47	25	29	68	54	122	110	**
	25%	**	31%	23%	21%	27%	22%	25%	25%	**
I reported it to the website	35	**	10	10	9	15	19	35	27	**
	7%	**	7%	10%	6%	6%	8%	7%	6%	**
I blocked the person who shared or made the comments	32	**	11	9	5	18	14	32	25	**
	6%	**	8%	8%	4%	7%	6%	6%	6%	**
I commented on it to say I thought it was wrong	28	**	10	8	7	13	15	28	22	**
	6%	**	6%	7%	5%	5%	6%	6%	5%	**
I shared it with my friends to say I thought it was wrong	20	**	5	4	8	8	11	20	14	**
	4%	**	4%	3%	5%	3%	5%	4%	3%	**
I responded by 'disliking' the post/ comment/ video	19	**	5	4	4	11	8	19	17	**
	4%	**	4%	4%	3%	4%	3%	4%	4%	**
SPONTANEOUS RESPONSES										
I told my parents/ teacher	4	**	2	-	1	3	1	4	4	**
	1%	**	1%	-%	1%	1%	*%	1%	1%	**
Something else - Please say	1	**	1	-	-	1	-	1	-	**
	*%	**	1%	-%	-%	*%	-%	*%	-%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60.(SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i
Unweighted total	480	98	138	114	130	236	244	480	416	64
Effective Weighted Sample	450	92	130	107	122	222	228	450	391	59
Total	496	100	149	107	139	250	246	496	434	62
TOTAL - TOOK SOME ACTION	94	**	26	24	26	44	50	94	74	**
	19%	**	17%	22%	19%	17%	20%	19%	17%	**
HAVE NOT SEEN HATE SPEECH ONLINE IN THE PAST YEAR	274	**	75	58	81	135	139	274	243	**
	55%	**	50%	54%	58%	54%	56%	55%	56%	**
Don't know	6	**	2	1	2	3	3	6	6	**
	1%	**	1%	1%	2%	1%	1%	1%	1%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
WHITE - British	872	248	319	305	872	432	440	122	126	153	166	156	148
	63%	66%	64%	61%	63%	63%	64%	65%	67%	61%	66%	62%	60%
WHITE - English	67	17	29	21	67	38	29	10	8	16	13	12	9
	5%	5%	6%	4%	5%	5%	4%	5%	4%	7%	5%	5%	3%
WHITE - Scottish	88	20	32	35	88	42	46	9	12	18	15	16	19
	6%	5%	6%	7%	6%	6%	7%	5%	6%	7%	6%	6%	8%
WHITE - Welsh	19	4	7	8	19	7	12	2	2	2	5	3	5
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%
WHITE - Irish	21	7	5	10	21	11	10	3	4	3	1	5	5
	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%
WHITE - Any other white background	66	16	25	24	66	31	34	9	7	15	10	7	17
	5%	4%	5%	5%	5%	5%	5%	5%	4%	6%	4%	3%	7%
													k
MIXED - White and Black Caribbean	14	5	4	5	14	5	9	2	4	2	2	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
MIXED - White and Black African	15	4	5	6	15	8	7	2	2	3	2	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
MIXED - White and Asian	11	2	4	5	11	6	4	2	-	1	2	3	2
	1%	*%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%
MIXED - Any other mixed background	4	-	2	2	4	3	1	-	-	2	-	1	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	-%	*%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

			CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
ASIAN AND BRITISH ASIAN - Indian	34	10	10	14	34	18	16	6	4	5	4	6	8
	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%	3%	3%
ASIAN AND BRITISH ASIAN - Pakistani	30	7	10	13	30	18	13	3	4	6	5	9	4
	2%	2%	2%	3%	2%	3%	2%	1%	2%	2%	2%	4%	1%
ASIAN AND BRITISH ASIAN - Bangladeshi	32	5	12	14	32	17	15	4	1	7	5	5	9
	2%	1%	2%	3%	2%	2%	2%	2%	*%	3%	2%	2%	4%
										h			h
ASIAN AND BRITISH ASIAN - Any other Asian background	11	5	5	1	11	4	7	1	5	3	2	1	-
	1%	1%	1%	*%	1%	1%	1%	*%	2%	1%	1%	*%	-%
		c							l				
BLACK AND BLACK BRITISH - Caribbean	8	5	1	3	8	3	6	2	3	1	-	-	3
	1%	1%	*%	1%	1%	*%	1%	1%	2%	*%	-%	-%	1%
		b											
BLACK AND BLACK BRITISH - African	35	9	10	16	35	21	14	5	4	5	5	11	6
	3%	2%	2%	3%	3%	3%	2%	3%	2%	2%	2%	4%	2%
BLACK AND BLACK BRITISH - Any other black background	5	1	2	2	5	3	1	1	-	1	1	2	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	1%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin	8 1%	2 1%	5 1%	1 *%	8 1%	3 *%	5 1%	1 *%	2 1%	2 1%	3 1%	1 *%	- -%
MIDDLE EAST AND ARABIC ORIGIN - Iranian	2 *%	1 *%	1 *%	1 *%	2 *%	2 *%	1 *%	- -%	1 *%	1 *%	- -%	1 *%	- -%
CHINESE OR OTHER ETHNIC GROUP - Chinese	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%
Any other background	5 *%	1 *%	2 *%	2 *%	5 *%	4 1%	1 *%	1 1%	- -%	2 1%	- -%	1 *%	1 1%
Refused	27 2%	4 1%	11 2%	12 2%	27 2%	12 2%	16 2%	3 2%	1 1%	3 1%	8 3%	6 2%	6 2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
WHITE - British	872 63%	177 65%	256 61%	177 61%	261 67%	433 62%	439 65%	872 63%	743 62%	129 72% h
WHITE - English	67 5%	12 4%	20 5%	20 7%	16 4%	32 5%	35 5%	67 5%	61 5%	6 3%
WHITE - Scottish	88 6%	12 5%	30 7%	24 8%	22 6%	42 6%	46 7%	88 6%	72 6%	16 9%
WHITE - Welsh	19 1%	3 1%	7 2%	5 2%	3 1%	10 1%	8 1%	19 1%	8 1%	11 6% h
WHITE - Irish	21 2%	4 2%	8 2%	3 1%	5 1%	12 2%	9 1%	21 2%	13 1%	8 5% h
WHITE - Any other white background	66 5%	9 3%	17 4%	26 9% abdeg	13 3%	26 4%	39 6%	66 5%	64 5% i	1 1%
MIXED - White and Black Caribbean	14 1%	- -%	7 2% a	2 1%	4 1%	7 1%	7 1%	14 1%	13 1%	1 *%
MIXED - White and Black African	15 1%	3 1%	7 2%	1 *%	4 1%	10 1%	5 1%	15 1%	15 1%	- -%
MIXED - White and Asian	11 1%	7 2% bcdfg	2 1%	1 *%	1 *%	9 1% f	2 *%	11 1%	11 1%	- -%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 400

Any break column with 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. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
MIXED - Any other mixed background	4 *%	- -%	2 *%	- -%	2 1%	2 *%	2 *%	4 *%	2 *%	2 1%
ASIAN AND BRITISH ASIAN - Indian	34 2%	13 5% bdfg	7 2%	7 2%	7 2%	20 3%	14 2%	34 2%	32 3%	2 1%
ASIAN AND BRITISH ASIAN - Pakistani	30 2%	8 3%	7 2%	6 2%	9 2%	15 2%	15 2%	30 2%	30 3% i	- -%
ASIAN AND BRITISH ASIAN - Bangladeshi	32 2%	2 1%	12 3%	7 2%	11 3%	14 2%	18 3%	32 2%	32 3% i	- -%
ASIAN AND BRITISH ASIAN - Any other Asian background	11 1%	2 1%	5 1%	1 *%	3 1%	7 1%	4 1%	11 1%	11 1%	- -%
BLACK AND BLACK BRITISH - Caribbean	8 1%	2 1%	3 1%	1 *%	2 1%	5 1%	4 1%	8 1%	7 1%	1 1%
BLACK AND BLACK BRITISH - African	35 3%	5 2%	18 4% cf	4 1%	8 2%	23 3%	11 2%	35 3%	35 3% i	- -%
BLACK AND BLACK BRITISH - Any other black background	5 *%	- -%	1 *%	2 1%	1 *%	1 *%	3 *%	5 *%	5 *%	- -%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin	8 1%	3 1%	1 *%	- -%	4 1%	4 1%	4 1%	8 1%	8 1%	1 *%
MIDDLE EAST AND ARABIC ORIGIN - Iranian	2 *%	- -%	- -%	1 *%	2 *%	- -%	2 *%	2 *%	2 *%	- -%
CHINESE OR OTHER ETHNIC GROUP - Chinese	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
Any other background	5 *% f	2 1% f	4 1%	- -%	- -%	5 1% f	- -%	5 *%	5 *%	- -%
Refused	27 2% c	9 3%	7 2%	3 1%	9 2%	16 2%	11 2%	27 2%	26 2%	1 1%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP77. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
2	77	26	32	19	77	30	47	14	11	7	25	9	10
	6%	7%	6%	4%	6%	4%	7%	8%	6%	3%	10%	4%	4%
								i			ikl		
3	316	103	112	101	316	149	167	44	59	59	53	46	55
	23%	28%	22%	20%	23%	22%	24%	24%	32%	24%	21%	18%	22%
		c							jkl				
4	551	150	201	200	551	292	259	82	68	107	94	104	96
	40%	40%	40%	40%	40%	42%	38%	43%	36%	43%	38%	41%	39%
5-6	384	87	140	157	384	192	192	41	46	72	69	79	78
	28%	23%	28%	31%	28%	28%	28%	22%	25%	29%	27%	32%	31%
				a								g	g
7-9	45	9	15	22	45	25	20	7	2	6	9	13	9
	3%	2%	3%	4%	3%	4%	3%	3%	1%	2%	4%	5%	4%
												h	
10 or more	2	1	-	1	2	-	2	-	1	-	-	-	1
	*%	*%	-%	*%	*%	-%	*%	-%	*%	-%	-%	-%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 402

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP77. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
2	77	4	27	7	38	31	46	77	64	12
	6%	1%	6%	3%	10%	4%	7%	6%	5%	7%
			ac		aceg	a	ac	ac		
3	316	49	111	65	91	160	156	316	268	48
	23%	18%	26%	22%	24%	23%	23%	23%	22%	27%
			a							
4	551	137	181	114	119	317	233	551	490	61
	40%	50%	43%	39%	31%	46%	34%	40%	41%	34%
		cdfg	df	d		dfg		df		
5-6	384	82	93	90	119	176	208	384	333	52
	28%	30%	22%	31%	31%	25%	31%	28%	28%	29%
		b		b	b		be	b		
7-9	45	1	8	16	20	10	36	45	41	5
	3%	*%	2%	5%	5%	1%	5%	3%	3%	3%
				abe	abe		abeg	ae		
10 or more	2	-	2	-	-	2	-	2	1	1
	*%	-%	*%	-%	-%	*%	-%	*%	*%	1%
										h

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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. 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 AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
1	417	119	136	162	417	208	209	63	57	64	72	82	80
	30%	32%	27%	32%	30%	30%	30%	33%	30%	26%	29%	33%	32%
2	592	159	228	205	592	292	301	80	79	111	117	101	105
	43%	42%	46%	41%	43%	42%	44%	42%	42%	45%	46%	40%	42%
3	252	67	99	86	252	126	126	31	36	52	47	43	43
	18%	18%	20%	17%	18%	18%	18%	17%	19%	21%	19%	17%	17%
4	81	24	30	27	81	42	39	11	13	16	14	15	12
	6%	6%	6%	5%	6%	6%	6%	6%	7%	7%	5%	6%	5%
5 or more	32	5	7	20	32	19	13	3	2	6	2	10	9
	2%	1%	1%	4%	2%	3%	2%	2%	1%	2%	1%	4%	4%
				ab								hj	j

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP78. 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	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
1	417	64	148	89	116	212	205	417	358	58
	30%	23%	35%	30%	30%	30%	30%	30%	30%	33%
			a			a	a	a		
2	592	149	199	120	124	349	244	592	518	74
	43%	55%	47%	41%	32%	50%	36%	43%	43%	41%
		cdfg	df	d		cdfg		df		
3	252	50	55	52	95	106	147	252	225	28
	18%	18%	13%	18%	24%	15%	22%	18%	19%	16%
					bceg		be	b		
4	81	9	13	22	36	23	59	81	67	14
	6%	3%	3%	8%	9%	3%	9%	6%	6%	8%
				abe	abeg		abeg	be		
5 or more	32	-	7	8	17	7	26	32	28	5
	2%	-%	2%	3%	4%	1%	4%	2%	2%	3%
			a	ae	abeg		abe	ae		

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 406

Any break column with 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. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Under 1	46	30	10	6	46	24	22	15	14	6	4	3	4
	3%	8%	2%	1%	3%	4%	3%	8%	8%	2%	2%	1%	2%
		bcd			c			ijkl	ijkl				
Aged 1	42	21	13	9	42	24	19	11	10	9	4	4	4
	3%	6%	3%	2%	3%	3%	3%	6%	5%	3%	2%	2%	2%
		bcd						jkl	jkl				
Aged 2	104	51	34	19	104	50	54	17	34	20	13	12	7
	8%	14%	7%	4%	8%	7%	8%	9%	18%	8%	5%	5%	3%
		bcd	c		c			l	gijkl	l			
Aged 3	59	26	22	11	59	33	26	17	9	12	10	4	7
	4%	7%	4%	2%	4%	5%	4%	9%	5%	5%	4%	2%	3%
		cd			c			jkl					
Aged 4	96	32	43	20	96	53	43	14	18	28	15	10	10
	7%	9%	9%	4%	7%	8%	6%	7%	10%	11%	6%	4%	4%
		c	c		c					kl	jkl		
Aged 5	142	67	45	31	142	82	60	38	28	26	19	19	12
	10%	18%	9%	6%	10%	12%	9%	20%	15%	10%	8%	7%	5%
		bcd			c	f		ijkl	jkl	l			
Aged 6	174	67	69	38	174	89	85	33	34	38	31	18	20
	13%	18%	14%	8%	13%	13%	12%	18%	18%	15%	12%	7%	8%
		cd	c		c			kl	kl	kl			
Aged 7	177	69	67	42	177	100	77	38	30	38	29	24	18
	13%	18%	13%	8%	13%	15%	11%	21%	16%	15%	12%	9%	7%
		bcd	c		c			jkl	kl	l			
Aged 8	170	34	83	52	170	83	86	15	19	39	44	29	23
	12%	9%	17%	10%	12%	12%	13%	8%	10%	15%	18%	12%	9%
			acd							gl	ghl		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Aged 9	158 11%	34 9%	72 14% a	52 10%	158 11%	79 11%	79 11%	18 10%	16 8%	33 13%	39 16% h	28 11%	24 10%
Aged 10	170 12%	32 8%	81 16% acd	58 12%	170 12% a	79 11%	91 13%	16 8%	16 8%	39 16% ghk	41 17% ghk	24 10%	34 14%
Aged 11	156 11%	27 7%	94 19% acd	35 7%	156 11% ac	70 10%	86 12%	6 3%	21 11% g	48 19% ghkl	46 18% ghkl	16 6%	19 8% g
Aged 12	165 12%	21 6%	28 6%	117 23% abd	165 12% ab	89 13%	76 11%	13 7%	7 4%	14 6%	14 5%	62 25% ghij	55 22% ghij
Aged 13	107 8%	10 3%	31 6% a	67 13% abd	107 8% a	48 7%	59 9%	3 2%	6 3%	15 6% g	16 6% g	29 12% ghij	37 15% ghij
Aged 14	120 9%	17 4%	36 7%	68 14% abd	120 9% a	66 10%	55 8%	12 6%	5 3%	20 8% h	16 6%	34 14% ghj	34 14% ghj
Aged 15	101 7%	6 2%	23 5% a	72 14% abd	101 7% ab	41 6%	60 9%	5 3%	1 *%	9 4% h	14 5% h	27 11% ghij	45 18% ghijk
Aged 16	37 3%	5 1%	12 2%	20 4% a	37 3%	18 3%	19 3%	1 1%	4 2%	5 2%	8 3%	12 5% g	8 3%
Refused	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
ANY YOUNGER SIBLINGS AT HOME	721	153	269	299	721	351	370	68	85	137	131	146	153
	52%	41%	54%	60%	52%	51%	54%	36%	46%	55%	52%	58%	61%
			a	ad	a				g	gh	g	gh	gh
NO YOUNGER SIBLINGS AT HOME	654	222	231	201	654	337	317	120	102	112	119	105	96
	48%	59%	46%	40%	48%	49%	46%	64%	54%	45%	48%	42%	39%
		bcd			c			hijkl	ikl				
ANY OLDER SIBLINGS AT HOME	365	144	153	68	365	181	184	74	70	75	78	33	35
	27%	38%	31%	14%	27%	26%	27%	40%	37%	30%	31%	13%	14%
		bcd	c		c			ikl	kl	kl	kl		
NO OLDER SIBLINGS AT HOME	1010	231	347	432	1010	506	504	114	118	175	172	218	214
	73%	62%	69%	86%	73%	74%	73%	60%	63%	70%	69%	87%	86%
			a	abd	a					g		ghij	ghij
ONLY CHILD WITH NO SIBLINGS AT HOME	417	119	136	162	417	208	209	63	57	64	72	82	80
	30%	32%	27%	32%	30%	30%	30%	33%	30%	26%	29%	33%	32%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Under 1	46	5	13	8	19	18	28	46	39	7
	3%	2%	3%	3%	5%	3%	4%	3%	3%	4%
					ae					
Aged 1	42	4	10	12	17	14	28	42	42	-
	3%	1%	2%	4%	4%	2%	4%	3%	4%	-%
					ae		ae		i	
Aged 2	104	15	24	23	41	39	65	104	93	10
	8%	6%	6%	8%	11%	6%	9%	8%	8%	6%
					abe		be			
Aged 3	59	11	13	12	24	23	36	59	53	6
	4%	4%	3%	4%	6%	3%	5%	4%	4%	4%
					be					
Aged 4	96	12	17	26	41	29	67	96	82	14
	7%	4%	4%	9%	11%	4%	10%	7%	7%	8%
				abe	abeg		abeg	be		
Aged 5	142	27	35	29	50	63	79	142	127	16
	10%	10%	8%	10%	13%	9%	12%	10%	11%	9%
					b					
Aged 6	174	37	40	42	54	78	96	174	148	26
	13%	14%	10%	14%	14%	11%	14%	13%	12%	15%
							b			
Aged 7	177	32	55	36	55	87	91	177	148	30
	13%	12%	13%	12%	14%	12%	13%	13%	12%	17%
Aged 8	170	41	42	34	53	83	87	170	150	20
	12%	15%	10%	12%	14%	12%	13%	12%	12%	11%
		b								
Aged 9	158	31	48	32	47	79	79	158	135	23
	11%	11%	11%	11%	12%	11%	12%	11%	11%	13%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	_____ SOCIAL GRADE _____							____ LOCATION ____	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Aged 10	170	42	49	34	46	91	79	170	146	24
	12%	15%	12%	11%	12%	13%	12%	12%	12%	14%
Aged 11	156	33	44	34	44	77	78	156	133	22
	11%	12%	11%	12%	11%	11%	12%	11%	11%	13%
Aged 12	165	36	48	33	48	84	81	165	139	26
	12%	13%	11%	11%	12%	12%	12%	12%	12%	15%
Aged 13	107	18	35	24	30	53	54	107	94	14
	8%	7%	8%	8%	8%	8%	8%	8%	8%	8%
Aged 14	120	28	24	31	37	52	68	120	100	20
	9%	10%	6%	11%	10%	8%	10%	9%	8%	11%
		b		b			b			
Aged 15	101	22	26	23	30	48	53	101	89	13
	7%	8%	6%	8%	8%	7%	8%	7%	7%	7%
Aged 16	37	7	12	8	11	18	19	37	30	8
	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%
Refused	1	-	1	-	-	1	-	1	1	-
	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%
ANY YOUNGER SIBLINGS AT HOME	721	146	190	158	227	336	385	721	629	91
	52%	53%	45%	54%	58%	48%	57%	52%	53%	51%
		b		b	beg		be	b		
NO YOUNGER SIBLINGS AT HOME	654	127	232	134	161	359	295	654	567	87
	48%	47%	55%	46%	42%	52%	43%	48%	47%	49%
			acdfg			df		d		

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL**	**URBAN**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
ANY OLDER SIBLINGS AT HOME	365	81	109	76	100	189	176	365	313	52
	27%	30%	26%	26%	26%	27%	26%	27%	26%	29%
NO OLDER SIBLINGS AT HOME	1010	192	314	216	288	506	504	1010	883	127
	73%	70%	74%	74%	74%	73%	74%	73%	74%	71%
ONLY CHILD WITH NO SIBLINGS AT HOME	417	64	148	89	116	212	205	417	358	58
	30%	23%	35%	30%	30%	30%	30%	30%	30%	33%
			a				a	a	a	

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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. What is your working status? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Working full time (30hrs/wk+)	593	138	236	220	593	293	301	64	74	118	118	111	109
	43%	37%	47%	44%	43%	43%	44%	34%	39%	47%	47%	44%	44%
			a	a	a					g	g	g	g
Working part time (8-29 hrs/wk)	367	100	134	133	367	180	187	48	52	67	67	66	68
	27%	27%	27%	27%	27%	26%	27%	25%	28%	27%	27%	26%	27%
Not working (i.e. under 8hrs/wk) - retired	12	4	4	4	12	7	5	2	2	2	2	3	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	71	21	24	27	71	41	31	14	6	13	11	14	14
	5%	5%	5%	5%	5%	6%	4%	8%	3%	5%	4%	5%	5%
Not working (i.e. under 8hrs/wk) - student	24	9	7	7	24	12	12	3	6	5	2	3	4
	2%	2%	1%	1%	2%	2%	2%	2%	3%	2%	1%	1%	2%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	306	103	95	108	306	154	152	55	47	44	51	54	54
	22%	27%	19%	22%	22%	22%	22%	29%	25%	18%	20%	22%	22%
		bcd						ij					
Don't know	1	1	-	-	1	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	*%	*%	-%	1%	-%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 408

Any break column with 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. What is your working status? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
WORKING STATUS SUMMARY													
WORKING	961	238	370	353	961	473	488	112	126	185	185	176	177
	70%	63%	74%	71%	70%	69%	71%	60%	67%	74%	74%	70%	71%
			a	a	a					g	g	g	g
NOT WORKING	413	136	130	147	413	213	200	75	62	65	66	74	73
	30%	36%	26%	29%	30%	31%	29%	40%	33%	26%	26%	30%	29%
		bcd						ijkl					

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80. What is your working status? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Working full time (30hrs/wk+)	593	162	242	121	69	403	190	593	525	69
	43%	59%	57%	41%	18%	58%	28%	43%	44%	38%
		cdfg	cdfg	df		cdfg	d	df		
Working part time (8-29 hrs/wk)	367	78	115	98	77	193	174	367	306	61
	27%	29%	27%	34%	20%	28%	26%	27%	26%	34%
		d	d	dfg		d	d	d		h
Not working (i.e. under 8hrs/wk) - retired	12	3	2	3	4	6	7	12	10	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	71	2	7	7	56	8	63	71	61	10
	5%	1%	2%	2%	15%	1%	9%	5%	5%	6%
					abcefg		abceg	abce		
Not working (i.e. under 8hrs/wk) - student	24	3	12	3	6	15	9	24	21	2
	2%	1%	3%	1%	2%	2%	1%	2%	2%	1%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	306	24	45	61	176	69	237	306	273	33
	22%	9%	11%	21%	45%	10%	35%	22%	23%	18%
				abe	abcefg		abceg	abe		

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 408

Any break column with 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. What is your working status? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Don't know	1	1	-	-	-	1	-	1	-	1
	*%	*%	-%	-%	-%	*%	-%	*%	-%	1% h

WORKING STATUS SUMMARY

	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
WORKING	961	239	357	219	146	596	365	961	831	130
	70%	88% cdfg	84% cdfg	75% df	38%	86% cdfg	54% d	70% df	69%	73%
NOT WORKING	413	32	66	73	242	98	315	413	366	48
	30%	12%	16%	25% abe	62% abcefg	14%	46% abceg	30% abe	31%	27%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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. 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?/ QP83. Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Yes and limits activities	60	21	23	17	60	38	22	16	5	12	10	10	7
	4%	6%	5%	3%	4%	6% f	3%	9% hkl	3%	5%	4%	4%	3%
Yes, but does not limit activities	31	10	11	10	31	19	12	8	2	6	5	6	5
	2%	3%	2%	2%	2%	3%	2%	4% h	1%	2%	2%	2%	2%
No	1256	338	452	466	1256	617	639	160	178	226	226	232	234
	91%	90%	90%	93%	91%	90%	93% e	85%	95% gj	91%	90%	92% g	94% g
Refused	27	6	14	7	27	13	15	4	2	5	9	3	4
	2%	2%	3%	1%	2%	2%	2%	2%	1%	2%	4%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP82. 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?/ QP83. Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Yes and limits activities	60	4	6	16	34	10	51	60	47	14
	4%	2%	1%	6%	9%	1%	7%	4%	4%	8%
				abe	abeg		abeg	abe		h
Yes, but does not limit activities	31	7	9	2	13	16	15	31	25	6
	2%	2%	2%	1%	3%	2%	2%	2%	2%	3%
					c					
No	1256	257	398	271	330	655	601	1256	1098	158
	91%	94%	94%	93%	85%	94%	88%	91%	92%	88%
		df	df	df		dfg		df		
Refused	27	5	10	3	10	15	12	27	26	1
	2%	2%	2%	1%	3%	2%	2%	2%	2%	1%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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. Can I please ask your age? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
16-24	18	14	3	1	18	10	8	8	6	1	1	1	-
	1%	4%	1%	*%	1%	1%	1%	4%	3%	1%	*%	*%	-%
		bcd						ijkl	ijkl				
25-34	353	156	134	62	353	185	168	79	77	73	61	33	29
	26%	42%	27%	12%	26%	27%	24%	42%	41%	29%	24%	13%	12%
		bcd	c		c			ijkl	ijkl	kl	kl		
35-44	675	166	255	254	675	336	339	79	86	123	132	133	121
	49%	44%	51%	51%	49%	49%	49%	42%	46%	49%	52%	53%	49%
			a	a							g	g	
45-54	288	31	94	162	288	136	152	15	16	47	48	74	88
	21%	8%	19%	32%	21%	20%	22%	8%	8%	19%	19%	29%	35%
			a	abd	a					gh	gh	ghij	ghij
55-64	24	3	6	15	24	8	15	2	2	1	5	6	9
	2%	1%	1%	3%	2%	1%	2%	1%	1%	*%	2%	2%	4%
				a									i
65-74	9	3	2	4	9	6	2	3	-	1	2	3	1
	1%	1%	*%	1%	1%	1%	*%	1%	-%	*%	1%	1%	*%
75-79	1	-	1	1	1	1	1	-	-	1	-	-	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	*%
Refused	7	2	5	1	7	4	3	2	-	3	2	-	1
	1%	*%	1%	*%	1%	1%	*%	1%	-%	1%	1%	-%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

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QP84. Can I please ask your age? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
16-24	18	1	3	6	8	4	14	18	17	1
	1%	*%	1%	2%	2%	1%	2%	1%	1%	1%
				ae	ae		ae			
25-34	353	31	95	73	154	126	227	353	314	39
	26%	11%	23%	25%	40%	18%	33%	26%	26%	22%
			a	ae	abcefg	a	abceg	ae		
35-44	675	154	218	149	154	372	303	675	587	88
	49%	56%	52%	51%	40%	53%	45%	49%	49%	49%
		dfg	df	d		df		d		
45-54	288	78	92	56	61	170	118	288	246	42
	21%	29%	22%	19%	16%	25%	17%	21%	21%	24%
		bcdfg	d			df		d		
55-64	24	4	10	3	7	14	10	24	20	4
	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%
65-74	9	3	1	2	2	4	5	9	7	1
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
75-79	1	1	-	-	1	1	1	1	1	-
	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%
Refused	7	2	2	3	-	5	3	7	4	3
	1%	1%	1%	1%	-%	1%	*%	1%	*%	2%
										h

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Up to £199/ Up to £10,399	73	25	33	16	73	35	38	11	13	18	15	6	10
	5%	7%	7%	3%	5%	5%	6%	6%	7%	7%	6%	2%	4%
		c	c					k	k	k			
From £200 to £299/ From £10,400 to £15,599	87	29	31	27	87	41	46	17	11	10	22	14	13
	6%	8%	6%	5%	6%	6%	7%	9%	6%	4%	9%	6%	5%
								i			i		
From £300 to £499/ From £15,600 to £25,999	202	59	58	86	202	117	86	32	27	40	18	45	41
	15%	16%	12%	17%	15%	17%	12%	17%	15%	16%	7%	18%	16%
				b		f		j	j	j		j	j
From £500 to £699/ From £26,000 to £36,399	170	48	64	58	170	94	76	24	24	37	27	33	25
	12%	13%	13%	12%	12%	14%	11%	13%	13%	15%	11%	13%	10%
From £700 to £999/ From £36,400 to £51,999	119	40	41	39	119	60	60	20	20	22	19	18	21
	9%	11%	8%	8%	9%	9%	9%	11%	11%	9%	8%	7%	8%
£1,000 and above /£52,000 and above	133	28	46	59	133	58	75	14	14	18	28	26	32
	10%	8%	9%	12%	10%	8%	11%	8%	7%	7%	11%	10%	13%
				a									i
Don't know/ Refused	590	147	227	216	590	282	307	69	78	105	122	108	107
	43%	39%	45%	43%	43%	41%	45%	37%	42%	42%	48%	43%	43%
											g		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP87. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Up to £199/ Up to £10,399	73	1	7	4	62	7	66	73	64	9
	5%	*%	2%	2%	16%	1%	10%	5%	5%	5%
					abcefg		abceg	abce		
From £200 to £299/ From £10,400 to £15,599	87	-	13	16	58	13	74	87	67	20
	6%	-%	3%	6%	15%	2%	11%	6%	6%	11%
			a	ae	abceg	a	abceg	abe		h
From £300 to £499/ From £15,600 to £25,999	202	10	69	54	69	79	124	202	175	27
	15%	4%	16%	19%	18%	11%	18%	15%	15%	15%
			ae	ae	ae	a	aeg	ae		
From £500 to £699/ From £26,000 to £36,399	170	34	71	39	27	104	66	170	159	11
	12%	12%	17%	13%	7%	15%	10%	12%	13%	6%
		d	dfg	d		df		d	i	
From £700 to £999/ From £36,400 to £51,999	119	39	51	25	4	90	30	119	105	14
	9%	14%	12%	9%	1%	13%	4%	9%	9%	8%
		cdfg	dfg	df		dfg	d	df		
£1,000 and above /£52,000 and above	133	86	36	9	2	122	11	133	112	20
	10%	31%	8%	3%	1%	17%	2%	10%	9%	11%
		bcdefg	cdf	d		bcdfg		cdf		
Don't know/ Refused	590	104	177	144	165	281	309	590	514	76
	43%	38%	42%	49%	43%	40%	45%	43%	43%	42%
				aeg			a			

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with 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

Base : All parents

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1430	448	497	485	1430	711	719	219	229	244	253	248	237
Effective Weighted Sample	1332	431	459	455	1332	663	669	210	221	225	234	233	222
Total	1375	375	500	500	1375	687	688	188	187	249	251	251	249
Male	346	97	136	113	346	195	150	53	44	82	54	61	52
	25%	26%	27%	23%	25%	28%	22%	28%	23%	33%	22%	24%	21%
						f				hjkl			
Female	1029	278	364	387	1029	492	537	135	143	167	196	190	198
	75%	74%	73%	77%	75%	72%	78%	72%	77%	67%	78%	76%	79%
							e		i		i	i	i

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2018 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 18th June 2018.

Table 416

Any break column with 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

Base : All parents

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1430	290	421	332	387	711	719	1430	1236	194
Effective Weighted Sample	1332	271	394	310	360	665	667	1332	1151	181
Total	1375	273	423	292	388	695	680	1375	1196	179
Male	346	78	113	79	76	191	155	346	316	30
	25%	29%	27%	27%	20%	27%	23%	25%	26%	17%
		d	d	d		d		d	i	
Female	1029	195	310	213	312	505	525	1029	880	149
	75%	71%	73%	73%	80%	73%	77%	75%	74%	83%
					abceg					h

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP90. WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW? (SINGLE CODE)

Base : Parents of children aged 8-15

	Total	CHILD'S AGE				CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	ALL 5-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	f	~g	~h	i	j	k	l
Unweighted total	982	-	497	485	982	492	490	-	-	244	253	248	237
Effective Weighted Sample	914	-	459	455	914	458	456	-	-	225	234	233	222
Total	1000	-	500	500	1000	500	500	-	-	249	251	251	249
Yes, they answered for the child/ influenced the response as the interview was taking place	70 7%	** **	39 8%	31 6%	70 7%	35 7%	36 7%	** **	** **	16 7%	23 9%	18 7%	13 5%
Yes, they commented or helped the child but did not influence the response	263 26%	** **	163 33% cd	100 20%	263 26%	140 28%	124 25%	** **	** **	93 37% jkl	70 28% k	47 19%	53 21%
Yes, but they did not interfere with the interview	557 56%	** **	266 53%	290 58%	557 56%	256 51%	301 60% e	** **	** **	126 50%	141 56%	130 52%	160 64% ik
No, they were not present	110 11%	** **	31 6%	79 16% bd	110 11% b	70 14% f	40 8%	** **	** **	15 6%	17 7%	56 22% ijl	23 9%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP90. WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW? (SINGLE CODE)

Base : Parents of children aged 8-15

	Total	SOCIAL GRADE							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	982	204	292	225	261	496	486	982	851	131
Effective Weighted Sample	914	191	274	210	242	465	449	914	794	121
Total	1000	204	311	208	277	515	485	1000	875	125
Yes, they answered for the child/ influenced the response as the interview was taking place	70 7%	14 7%	18 6%	18 9%	20 7%	31 6%	39 8%	70 7%	58 7%	12 10%
Yes, they commented or helped the child but did not influence the response	263 26%	51 25%	90 29%	46 22%	77 28%	140 27%	123 25%	263 26%	239 27%	25 20%
Yes, but they did not interfere with the interview	557 56%	111 54%	176 57%	125 60%	144 52%	287 56%	269 56%	557 56%	486 56%	70 56%
No, they were not present	110 11%	29 14%	27 9%	18 9%	36 13%	56 11%	54 11%	110 11%	92 11%	18 14%

Columns Tested: a,b,c,d,e,f,g - h,i