

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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**Table 1**

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

**QD1. NATION**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
England	2106	**	324	**	208	**	207	**	322	109	314	**	197
	85%	**	86%	**	83%	**	83%	**	85%	85%	86%	**	84%
Wales	112	**	13	**	12	**	12	**	17	6	15	**	11
	5%	**	4%	**	5%	**	5%	**	4%	5%	4%	**	4%
Scotland	186	**	29	**	22	**	20	**	30	10	24	**	17
	8%	**	8%	**	9%	**	8%	**	8%	8%	7%	**	7%
Northern Ireland	77	**	11	**	8	**	9	**	9	4	11	**	10
	3%	**	3%	**	3%	**	4%	**	2%	3%	3%	**	4%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

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**Table 1**

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**QD1. NATION**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
England	2106	**	130	131	**	78	91	**	92	88	**	150	146	**	135	159
	85%	**	82%	86%	**	82%	82%	**	83%	87%	**	83%	87%	**	82%	89%
Wales	112	**	9	4	**	6	5	**	6	5	**	12	5	**	11	4
	5%	**	5%	3%	**	6%	4%	**	5%	5%	**	6%	3%	**	6%	2%
Scotland	186	**	14	13	**	8	11	**	9	7	**	14	14	**	14	13
	8%	**	9%	9%	**	8%	10%	**	8%	7%	**	8%	8%	**	8%	7%
Northern Ireland	77	**	5	4	**	3	4	**	4	2	**	5	3	**	5	3
	3%	**	3%	3%	**	4%	3%	**	4%	2%	**	3%	2%	**	3%	2%

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

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**Table 1**

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

**QD1. NATION**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
England	2106	**	89	65
	85%	**	81%	84%
Wales	112	**	6	4
	5%	**	5%	5%
Scotland	186	**	10	5
	8%	**	9%	7%
Northern Ireland	77	**	5	3
	3%	**	4%	4%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 2**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
North East	96 4%	** **	16 4%	** **	13 5%	** **	10 4%	** **	8 2%	6 5%	17 5%	** **	13 6%
Yorkshire and Humberside	234 9%	** **	33 9%	** **	18 7%	** **	22 9%	** **	37 10%	11 9%	45 12%	** **	18 8%
North West	265 11%	** **	45 12%	** **	34 14%	** **	26 10%	** **	40 11%	14 11%	35 10%	** **	21 9%
West Midlands	233 9%	** **	47 12%	** **	25 10%	** **	18 7%	** **	39 10%	10 8%	31 9%	** **	17 7%
East Midlands	152 6%	** **	29 8%	** **	16 6%	** **	5 2%	** **	28 7%	9 7%	20 5%	** **	18 8%
East of England	181 7%	** **	20 5%	** **	21 8%	** **	22 9%	** **	20 5%	7 5%	35 10%	** **	22 9%
South West	240 10%	** **	25 7%	** **	23 9%	** **	27 11%	** **	48 13%	9 7%	26 7%	** **	26 11%
South East	391 16%	** **	56 15%	** **	23 9%	** **	37 15%	** **	66 18%	26 20%	49 13%	** **	42 18%
London	315 13%	** **	53 14%	** **	36 14%	** **	40 16%	** **	37 10%	16 13%	56 15%	** **	20 9%
England	2106 85%	** **	324 86%	** **	208 83%	** **	207 83%	** **	322 85%	109 85%	314 86%	** **	197 84%
Wales	112 5%	** **	13 4%	** **	12 5%	** **	12 5%	** **	17 4%	6 5%	15 4%	** **	11 4%
Scotland	186 8%	** **	29 8%	** **	22 9%	** **	20 8%	** **	30 8%	10 8%	24 7%	** **	17 7%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



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**Table 2**

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**QD1/ QD2. NATION/ REGION**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Northern Ireland	77	**	11	**	8	**	9	**	9	4	11	**	10
	3%	**	3%	**	3%	**	4%	**	2%	3%	3%	**	4%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

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**QD1/ QD2. NATION/ REGION**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
North East	96	**	9	7	**	3	6	**	9	2	**	5	5	**	5	15
	4%	**	6%	5%	**	4%	5%	**	8%	2%	**	3%	3%	**	3%	8%
Yorkshire and Humberside	234	**	15	12	**	7	8	**	9	6	**	16	16	**	16	24
	9%	**	10%	8%	**	7%	7%	**	8%	6%	**	9%	10%	**	10%	14%
North West	265	**	18	14	**	9	16	**	10	15	**	18	18	**	13	15
	11%	**	11%	9%	**	10%	14%	**	9%	14%	**	10%	11%	**	8%	8%
West Midlands	233	**	19	8	**	9	8	**	8	5	**	13	11	**	12	9
	9%	**	12%	5%	**	10%	7%	**	7%	5%	**	7%	6%	**	7%	5%
East Midlands	152	**	11	11	**	10	5	**	5	2	**	12	13	**	10	12
	6%	**	7%	7%	**	11%	4%	**	4%	2%	**	6%	8%	**	6%	6%
East of England	181	**	14	10	**	6	10	**	9	9	**	9	13	**	16	16
	7%	**	9%	6%	**	7%	9%	**	8%	8%	**	5%	8%	**	10%	9%
South West	240	**	10	13	**	10	6	**	8	11	**	25	16	**	14	10
	10%	**	6%	8%	**	10%	5%	**	7%	10%	**	14%	9%	**	9%	6%
South East	391	**	25	28	**	8	15	**	16	21	**	36	33	**	33	22
	16%	**	16%	19%	**	8%	14%	**	15%	20%	**	20%	20%	**	20%	12%
London	315	**	10	28	**	15	18	**	18	18	**	18	22	**	17	36
	13%	**	7%	18%	**	16%	16%	**	16%	18%	**	10%	13%	**	10%	20%
England	2106	**	130	131	**	78	91	**	92	88	**	150	146	**	135	159
	85%	**	82%	86%	**	82%	82%	**	83%	87%	**	83%	87%	**	82%	89%
Wales	112	**	9	4	**	6	5	**	6	5	**	12	5	**	11	4
	5%	**	5%	3%	**	6%	4%	**	5%	5%	**	6%	3%	**	6%	2%
Scotland	186	**	14	13	**	8	11	**	9	7	**	14	14	**	14	13
	8%	**	9%	9%	**	8%	10%	**	8%	7%	**	8%	8%	**	8%	7%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 2**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Northern Ireland	77	**	5	4	**	3	4	**	4	2	**	5	3	**	5	3
	3%	**	3%	3%	**	4%	3%	**	4%	2%	**	3%	2%	**	3%	2%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 2**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
North East	96 4%	** **	6 5%	3 3%
Yorkshire and Humberside	234 9%	** **	4 3%	9 12%
North West	265 11%	** **	15 14%	4 5%
West Midlands	233 9%	** **	9 8%	3 4%
East Midlands	152 6%	** **	8 7%	6 8%
East of England	181 7%	** **	10 9%	8 10%
South West	240 10%	** **	12 11%	12 16%
South East	391 16%	** **	18 17%	8 10%
London	315 13%	** **	8 7%	13 16%
England	2106 85%	** **	89 81%	65 84%
Wales	112 5%	** **	6 5%	4 5%
Scotland	186 8%	** **	10 9%	5 7%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 2**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Northern Ireland	77	**	5	3
	3%	**	4%	4%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 3**

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

**QF. URBANITY**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Large city	546	**	84	**	61	**	62	**	78	19	92	**	41
	22%	**	22%	**	25%	**	25%	**	21%	15%	25%	**	18%
Smaller city or large town	508	**	67	**	51	**	58	**	71	26	73	**	49
	20%	**	18%	**	20%	**	23%	**	19%	20%	20%	**	21%
Medium town	683	**	109	**	63	**	67	**	107	38	82	**	75
	28%	**	29%	**	25%	**	27%	**	28%	29%	23%	**	32%
Small town	461	**	79	**	51	**	37	**	75	24	63	**	42
	19%	**	21%	**	21%	**	15%	**	20%	19%	17%	**	18%
Rural area	283	**	38	**	23	**	24	**	46	22	53	**	28
	11%	**	10%	**	9%	**	10%	**	12%	17%	15%	**	12%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 3**

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

**QF. URBANITY**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Large city	546	**	26	41	**	18	30	**	34	27	**	44	38	**	32	48
	22%	**	16%	27%	**	19%	27%	**	31%	27%	**	24%	23%	**	19%	27%
Smaller city or large town	508	**	35	28	**	23	15	**	19	16	**	48	17	**	33	24
	20%	**	22%	19%	**	24%	13%	**	17%	16%	**	27%	10%	**	20%	14%
												c				
Medium town	683	**	49	34	**	30	31	**	28	33	**	46	48	**	36	40
	28%	**	31%	22%	**	31%	28%	**	25%	32%	**	26%	29%	**	22%	22%
Small town	461	**	27	26	**	14	23	**	20	16	**	36	33	**	33	38
	19%	**	17%	17%	**	15%	21%	**	18%	15%	**	20%	20%	**	20%	21%
Rural area	283	**	21	22	**	10	12	**	10	10	**	7	31	**	31	29
	11%	**	13%	15%	**	10%	11%	**	9%	10%	**	4%	19%	**	19%	16%
													b			

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 3**

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

**QF. URBANITY**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Large city	546	**	18	18
	22%	**	16%	24%
Smaller city or large town	508	**	19	16
	20%	**	17%	20%
Medium town	683	**	44	17
	28%	**	40%	22%
Small town	461	**	20	16
	19%	**	18%	20%
Rural area	283	**	9	11
	11%	**	8%	14%

Columns Tested: a,b,c



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 4**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
A	161 7%	** **	35 9%	** **	18 7%	** **	15 6%	** **	22 6%	10 8%	29 8%	** **	13 6%
B	540 22%	** **	67 18%	** **	56 22%	** **	53 21%	** **	95 25%	26 21%	105 29%	** **	63 27%
C1	617 25%	** **	116 31%	** **	62 25%	** **	67 27%	** **	83 22%	36 28%	97 27%	** **	51 22%
C2	551 22%	** **	75 20%	** **	59 23%	** **	67 27%	** **	93 25%	18 14%	66 18%	** **	55 24%
D	300 12%	** **	46 12%	** **	28 11%	** **	32 13%	** **	40 11%	19 15%	38 10%	** **	35 15%
E	276 11%	** **	34 9%	** **	27 11%	** **	12 5%	** **	37 10%	18 14%	26 7%	** **	15 6%
Don't know	34 1%	** **	5 1%	** **	1 *%	** **	1 1%	** **	7 2%	2 1%	2 *%	** **	3 1%
<b>SUMMARY</b>													
AB	701 28%	** **	101 27%	** **	74 30%	** **	68 27%	** **	117 31%	36 28%	134 37%	** **	76 32%
DE	576 23%	** **	80 21%	** **	54 22%	** **	45 18%	** **	77 20%	36 28%	64 18%	** **	50 21%
ABC1	1319 53%	** **	217 58%	** **	136 54%	** **	135 54%	** **	200 53%	72 56%	231 64%	** **	126 54%
C2DE	1127 45%	** **	155 41%	** **	113 45%	** **	112 45%	** **	170 45%	55 43%	130 36%	** **	105 45%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 4**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
A	161	**	6	28	**	*	17	**	1	16	**	*	20	**	7	28
	7%	**	4%	19%	**	*%	15%	**	1%	16%	**	*%	12%	**	4%	15%
			b	b			b		b	b			b		b	b
B	540	**	15	50	**	15	41	**	12	38	**	18	74	**	19	91
	22%	**	10%	33%	**	16%	37%	**	11%	38%	**	10%	44%	**	11%	51%
			b	b			b		b	b			b		b	b
C1	617	**	57	56	**	27	31	**	39	24	**	38	41	**	59	36
	25%	**	36%	37%	**	29%	28%	**	35%	24%	**	21%	24%	**	36%	20%
C2	551	**	39	12	**	34	17	**	28	21	**	72	25	**	47	23
	22%	**	25%	8%	**	36%	15%	**	25%	21%	**	40%	15%	**	28%	13%
			c			c			c			c			c	
D	300	**	27	6	**	14	5	**	23	1	**	31	4	**	31	2
	12%	**	17%	4%	**	15%	5%	**	21%	1%	**	17%	2%	**	19%	1%
			c			c			c			c			c	
E	276	**	13	1	**	3	-	**	7	-	**	22	2	**	3	-
	11%	**	8%	*%	**	3%	-%	**	6%	-%	**	12%	1%	**	2%	-%
			c						c			c				
Don't know	34	**	-	-	**	1	-	**	-	1	**	-	2	**	-	-
	1%	**	-%	-%	**	1%	-%	**	-%	1%	**	-%	1%	**	-%	-%
<b>SUMMARY</b>																
AB	701	**	21	78	**	15	58	**	14	54	**	18	94	**	25	118
	28%	**	13%	51%	**	16%	52%	**	12%	53%	**	10%	56%	**	15%	66%
			b	b			b		b	b			b		b	b
DE	576	**	41	7	**	16	5	**	30	1	**	53	6	**	34	2
	23%	**	26%	4%	**	17%	5%	**	27%	1%	**	29%	4%	**	20%	1%
			c			c			c			c			c	

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 4**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
ABC1	1319	**	78	134	**	43	89	**	53	78	**	56	135	**	84	154
	53%	**	49%	88%	**	45%	80%	**	48%	77%	**	31%	80%	**	51%	86%
				b			b			b			b			b
C2DE	1127	**	80	19	**	51	22	**	58	22	**	125	31	**	80	25
	45%	**	51%	12%	**	54%	20%	**	52%	22%	**	69%	19%	**	49%	14%
			c			c			c			c			c	

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 4**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
A	161 7%	** **	3 3%	11 14% b
B	540 22%	** **	17 15%	38 48% b
C1	617 25%	** **	31 28%	17 21%
C2	551 22%	** **	32 29%	10 13%
D	300 12%	** **	16 15% c	1 1%
E	276 11%	** **	10 10% c	- -%
Don't know	34 1%	** **	* *%	1 2%
<b>SUMMARY</b>				
AB	701 28%	** **	20 18%	49 62% b
DE	576 23%	** **	26 24% c	1 1%
ABC1	1319 53%	** **	51 46%	65 84% b

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 4**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
C2DE	1127	**	58	11
	45%	**	53%	15%
			c	

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 5**

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

**AGE OF CHILD**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
3	154	**	123	**	-	**	-	**	-	-	-	**	-
	6%	**	33%	**	-%	**	-%	**	-%	-%	-%	**	-%
4	154	**	128	**	-	**	-	**	-	-	-	**	-
	6%	**	34%	**	-%	**	-%	**	-%	-%	-%	**	-%
5	164	**	126	**	-	**	-	**	-	-	-	**	-
	7%	**	33%	**	-%	**	-%	**	-%	-%	-%	**	-%
6	164	**	-	**	120	**	-	**	-	-	-	**	-
	7%	**	-%	**	48%	**	-%	**	-%	-%	-%	**	-%
7	164	**	-	**	130	**	-	**	-	-	-	**	-
	7%	**	-%	**	52%	**	-%	**	-%	-%	-%	**	-%
8	171	**	-	**	-	**	130	**	-	-	-	**	-
	7%	**	-%	**	-%	**	52%	**	-%	-%	-%	**	-%
9	171	**	-	**	-	**	118	**	-	-	-	**	-
	7%	**	-%	**	-%	**	48%	**	-%	-%	-%	**	-%
10	171	**	-	**	-	**	-	**	133	-	-	**	-
	7%	**	-%	**	-%	**	-%	**	35%	-%	-%	**	-%
11	171	**	-	**	-	**	-	**	130	-	-	**	-
	7%	**	-%	**	-%	**	-%	**	35%	-%	-%	**	-%
12	169	**	-	**	-	**	-	**	115	-	-	**	-
	7%	**	-%	**	-%	**	-%	**	30%	-%	-%	**	-%
13	169	**	-	**	-	**	-	**	-	46	122	**	-
	7%	**	-%	**	-%	**	-%	**	-%	36%	34%	**	-%
14	169	**	-	**	-	**	-	**	-	42	120	**	-
	7%	**	-%	**	-%	**	-%	**	-%	33%	33%	**	-%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 5**

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

**AGE OF CHILD**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
15	169	**	-	**	-	**	-	**	-	41	121	**	-
	7%	**	-%	**	-%	**	-%	**	-%	32%	33%	**	-%
16	159	**	-	**	-	**	-	**	-	-	-	**	115
	6%	**	-%	**	-%	**	-%	**	-%	-%	-%	**	49%
17	159	**	-	**	-	**	-	**	-	-	-	**	120
	6%	**	-%	**	-%	**	-%	**	-%	-%	-%	**	51%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 5**

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

**AGE OF CHILD**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
3	154	**	54	45	**	-	-	**	-	-	**	-	-	**	-	-
	6%	**	34%	29%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
4	154	**	46	57	**	-	-	**	-	-	**	-	-	**	-	-
	6%	**	29%	37%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
5	164	**	57	51	**	-	-	**	-	-	**	-	-	**	-	-
	7%	**	36%	33%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
6	164	**	-	-	**	47	53	**	-	-	**	-	-	**	-	-
	7%	**	-%	-%	**	49%	48%	**	-%	-%	**	-%	-%	**	-%	-%
7	164	**	-	-	**	48	58	**	-	-	**	-	-	**	-	-
	7%	**	-%	-%	**	51%	52%	**	-%	-%	**	-%	-%	**	-%	-%
8	171	**	-	-	**	-	-	**	54	53	**	-	-	**	-	-
	7%	**	-%	-%	**	-%	-%	**	49%	52%	**	-%	-%	**	-%	-%
9	171	**	-	-	**	-	-	**	57	48	**	-	-	**	-	-
	7%	**	-%	-%	**	-%	-%	**	51%	48%	**	-%	-%	**	-%	-%
10	171	**	-	-	**	-	-	**	-	-	**	55	56	**	-	-
	7%	**	-%	-%	**	-%	-%	**	-%	-%	**	31%	33%	**	-%	-%
11	171	**	-	-	**	-	-	**	-	-	**	66	57	**	-	-
	7%	**	-%	-%	**	-%	-%	**	-%	-%	**	36%	34%	**	-%	-%
12	169	**	-	-	**	-	-	**	-	-	**	60	54	**	-	-
	7%	**	-%	-%	**	-%	-%	**	-%	-%	**	33%	32%	**	-%	-%
13	169	**	-	-	**	-	-	**	-	-	**	-	-	**	67	55
	7%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	41%	31%
14	169	**	-	-	**	-	-	**	-	-	**	-	-	**	47	63
	7%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	28%	35%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 5**

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

**AGE OF CHILD**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
15	169	**	-	-	**	-	-	**	-	-	**	-	-	**	51	62
	7%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	31%	34%
16	159	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	6%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
17	159	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	6%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 5**

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

**AGE OF CHILD**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
3	154	**	-	-
	6%	**	-%	-%
4	154	**	-	-
	6%	**	-%	-%
5	164	**	-	-
	7%	**	-%	-%
6	164	**	-	-
	7%	**	-%	-%
7	164	**	-	-
	7%	**	-%	-%
8	171	**	-	-
	7%	**	-%	-%
9	171	**	-	-
	7%	**	-%	-%
10	171	**	-	-
	7%	**	-%	-%
11	171	**	-	-
	7%	**	-%	-%
12	169	**	-	-
	7%	**	-%	-%
13	169	**	-	-
	7%	**	-%	-%
14	169	**	-	-
	7%	**	-%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 5**

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

**AGE OF CHILD**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
15	169	**	-	-
	7%	**	-%	-%
16	159	**	55	36
	6%	**	50%	46%
17	159	**	54	42
	6%	**	50%	54%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 6**

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

**GENDER OF CHILD**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Boy	1247	**	185	**	123	**	114	**	184	84	162	**	121
	50%	**	49%	**	49%	**	46%	**	49%	66%	45%	**	52%
										b			
Girl	1190	**	189	**	126	**	132	**	187	41	189	**	111
	48%	**	50%	**	51%	**	53%	**	50%	32%	52%	**	47%
										a			
Prefer not to say	43	**	3	**	1	**	2	**	6	3	12	**	2
	2%	**	1%	**	*%	**	1%	**	2%	2%	3%	**	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 6**

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

**GENDER OF CHILD**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Boy	1247	**	87	75	**	47	64	**	54	51	**	90	86	**	82	95
	50%	**	55%	49%	**	50%	58%	**	48%	50%	**	50%	51%	**	50%	53%
Girl	1190	**	70	77	**	47	46	**	57	50	**	89	79	**	83	85
	48%	**	44%	51%	**	50%	42%	**	51%	50%	**	49%	47%	**	50%	47%
Prefer not to say	43	**	1	-	**	-	1	**	1	-	**	2	2	**	*	-
	2%	**	*%	-%	**	-%	*%	**	1%	-%	**	1%	1%	**	*%	-%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 6**

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

**GENDER OF CHILD**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Boy	1247	**	59	42
	50%	**	54%	53%
Girl	1190	**	50	35
	48%	**	46%	45%
Prefer not to say	43	**	1	1
	2%	**	1%	1%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 7**

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

**AGE GROUP FOR CHILD**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
3 TO 5	472	**	377	**	-	**	-	**	-	-	-	**	-
	19%	**	100%	**	-%	**	-%	**	-%	-%	-%	**	-%
6 TO 7	328	**	-	**	250	**	-	**	-	-	-	**	-
	13%	**	-%	**	100%	**	-%	**	-%	-%	-%	**	-%
8 TO 9	343	**	-	**	-	**	248	**	-	-	-	**	-
	14%	**	-%	**	-%	**	100%	**	-%	-%	-%	**	-%
10 TO 12	512	**	-	**	-	**	-	**	378	-	-	**	-
	21%	**	-%	**	-%	**	-%	**	100%	-%	-%	**	-%
13 TO 15	507	**	-	**	-	**	-	**	-	129	363	**	-
	20%	**	-%	**	-%	**	-%	**	-%	100%	100%	**	-%
16 TO 17	318	**	-	**	-	**	-	**	-	-	-	**	235
	13%	**	-%	**	-%	**	-%	**	-%	-%	-%	**	100%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 7**

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

**AGE GROUP FOR CHILD**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
3 TO 5	472	**	158	152	**	-	-	**	-	-	**	-	-	**	-	-
	19%	**	100%	100%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
6 TO 7	328	**	-	-	**	94	111	**	-	-	**	-	-	**	-	-
	13%	**	-%	-%	**	100%	100%	**	-%	-%	**	-%	-%	**	-%	-%
8 TO 9	343	**	-	-	**	-	-	**	111	101	**	-	-	**	-	-
	14%	**	-%	-%	**	-%	-%	**	100%	100%	**	-%	-%	**	-%	-%
10 TO 12	512	**	-	-	**	-	-	**	-	-	**	181	168	**	-	-
	21%	**	-%	-%	**	-%	-%	**	-%	-%	**	100%	100%	**	-%	-%
13 TO 15	507	**	-	-	**	-	-	**	-	-	**	-	-	**	165	179
	20%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	100%	100%
16 TO 17	318	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	13%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 7**

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

**AGE GROUP FOR CHILD**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
3 TO 5	472	**	-	-
	19%	**	-%	-%
6 TO 7	328	**	-	-
	13%	**	-%	-%
8 TO 9	343	**	-	-
	14%	**	-%	-%
10 TO 12	512	**	-	-
	21%	**	-%	-%
13 TO 15	507	**	-	-
	20%	**	-%	-%
16 TO 17	318	**	110	78
	13%	**	100%	100%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 8**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1706	**	134	**	121	**	131	**	308	123	350	**	230
	69%	**	35%	**	48%	**	53%	**	82%	96%	96%	**	98%
Tablet (like an iPad or Amazon Fire)	1562	**	253	**	199	**	180	**	254	58	175	**	101
	63%	**	67%	**	80%	**	72%	**	67%	45%	48%	**	43%
Games console or handheld games player	1158	**	62	**	97	**	130	**	220	77	206	**	139
	47%	**	16%	**	39%	**	52%	**	58%	60%	57%	**	59%
Laptop or netbook	990	**	44	**	74	**	92	**	185	63	216	**	144
	40%	**	12%	**	29%	**	37%	**	49%	49%	59%	**	61%
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	447	**	14	**	35	**	46	**	84	31	98	**	65
	18%	**	4%	**	14%	**	19%	**	22%	24%	27%	**	28%
Other type of device	76	**	27	**	13	**	8	**	7	7	*	**	1
	3%	**	7%	**	5%	**	3%	**	2%	5%	*%	**	*%
None of these/ Child does not go online	99	**	60	**	9	**	4	**	*	-	2	**	-
	4%	**	16%	**	3%	**	2%	**	*%	-%	1%	**	-%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 8**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
<b>SUMMARY</b>													
GOES ONLINE USING ANY TYPE OF DEVICE	2381	**	318	**	241	**	244	**	377	129	361	**	235
	96%	**	84%	**	97%	**	98%	**	100%	100%	99%	**	100%
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1217	**	50	**	92	**	124	**	232	79	262	**	170
	49%	**	13%	**	37%	**	50%	**	61%	62%	72%	**	72%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2332	**	308	**	233	**	235	**	370	127	357	**	233
	94%	**	82%	**	93%	**	95%	**	98%	99%	98%	**	99%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1164	**	267	**	149	**	120	**	145	49	100	**	65
	47%	**	71%	**	60%	**	48%	**	39%	38%	27%	**	28%
ONLY GOES ONLINE USING A MOBILE PHONE	132	**	26	**	5	**	7	**	19	13	20	**	14
	5%	**	7%	**	2%	**	3%	**	5%	10%	6%	**	6%
ONLY GOES ONLINE USING A TABLET	306	**	118	**	47	**	33	**	23	*	3	**	*
	12%	**	31%	**	19%	**	13%	**	6%	*%	1%	**	*%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 8**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1706	**	51	59	**	46	57	**	54	61	**	148	134	**	153	179
	69%	**	32%	39%	**	49%	51%	**	49%	60%	**	82%	80%	**	93%	100%
																b
Tablet (like an iPad or Amazon Fire)	1562	**	108	107	**	73	95	**	79	84	**	115	123	**	84	88
	63%	**	69%	70%	**	77%	86%	**	71%	82%	**	64%	74%	**	51%	49%
Games console or handheld games player	1158	**	19	30	**	38	39	**	54	55	**	111	94	**	105	94
	47%	**	12%	20%	**	41%	35%	**	49%	54%	**	61%	56%	**	64%	52%
Laptop or netbook	990	**	14	26	**	26	37	**	34	46	**	77	107	**	99	106
	40%	**	9%	17%	**	27%	33%	**	30%	45%	**	43%	64%	**	60%	59%
													b			
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	447	**	3	11	**	9	21	**	21	23	**	60	29	**	42	48
	18%	**	2%	7%	**	10%	19%	**	19%	23%	**	33%	18%	**	25%	27%
Other type of device	76	**	5	19	**	8	8	**	3	6	**	1	4	**	2	2
	3%	**	3%	13%	**	8%	7%	**	3%	6%	**	*%	2%	**	1%	1%
None of these/ Child does not go online	99	**	28	23	**	2	2	**	5	-	**	-	*	**	-	-
	4%	**	18%	15%	**	2%	1%	**	5%	-%	**	-%	*%	**	-%	-%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 8**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
<b>SUMMARY</b>																
GOES ONLINE USING ANY TYPE OF DEVICE	2381	**	130	130	**	93	109	**	106	101	**	181	167	**	165	179
	96%	**	82%	85%	**	98%	99%	**	95%	100%	**	100%	100%	**	100%	100%
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1217	**	15	31	**	30	46	**	50	59	**	115	117	**	119	129
	49%	**	10%	20%	**	31%	42%	**	45%	58%	**	63%	70%	**	73%	72%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2332	**	126	125	**	89	108	**	100	99	**	177	165	**	159	179
	94%	**	80%	82%	**	94%	97%	**	90%	98%	**	98%	98%	**	97%	100%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1164	**	114	98	**	63	63	**	56	42	**	66	50	**	45	51
	47%	**	72%	65%	**	67%	57%	**	51%	42%	**	37%	30%	**	27%	28%
ONLY GOES ONLINE USING A MOBILE PHONE	132	**	7	6	**	2	2	**	4	1	**	9	6	**	9	7
	5%	**	4%	4%	**	2%	2%	**	3%	1%	**	5%	3%	**	6%	4%
ONLY GOES ONLINE USING A TABLET	306	**	56	36	**	19	24	**	16	10	**	9	10	**	4	-
	12%	**	36%	24%	**	20%	22%	**	15%	10%	**	5%	6%	**	2%	-%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 8**

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1706	**	109	76
	69%	**	99%	98%
Tablet (like an iPad or Amazon Fire)	1562	**	56	39
	63%	**	51%	50%
Games console or handheld games player	1158	**	69	40
	47%	**	63%	51%
Laptop or netbook	990	**	62	54
	40%	**	57%	70%
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	447	**	33	22
	18%	**	30%	28%
Other type of device	76	**	1	1
	3%	**	1%	1%
None of these/ Child does not go online	99	**	-	-
	4%	**	-%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 8**

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
<b>SUMMARY</b>				
GOES ONLINE USING ANY TYPE OF DEVICE	2381	**	110	78
	96%	**	100%	100%
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1217	**	79	60
	49%	**	72%	77%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2332	**	110	77
	94%	**	100%	98%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1164	**	30	18
	47%	**	28%	23%
ONLY GOES ONLINE USING A MOBILE PHONE	132	**	4	2
	5%	**	3%	3%
ONLY GOES ONLINE USING A TABLET	306	**	-	*
	12%	**	-%	*%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 9**

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

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

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	135	135	138	207	204	217	194	133	142	141	143	141	140	204	206
Effective Weighted Sample	1672	91	97	95	149	137	159	131	98	99	95	101	102	95	151	144
Total	2480	154	154	164	164	164	171	171	171	171	169	169	169	169	159	159
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1706	42	43	76	75	82	92	82	110	154	150	163	159	166	156	156
	69%	27%	28%	46%	46%	50%	54%	48%	64%	90%	89%	97%	94%	98%	98%	98%
			a	ab	ab	ab	ab	ab	abd	abcdefgh	abcdefgh	abcdefgh	abcdefgh	abcdefghj	abcdefghij	abcdefghij
Tablet (like an iPad or Amazon Fire)	1562	91	117	116	129	132	129	122	127	106	112	85	79	75	72	67
	63%	59%	76%	71%	79%	81%	75%	71%	74%	62%	66%	50%	47%	45%	45%	42%
			klmno	klmno	aiklmno	aiklmno	aklmno	klmno	klmno	o	lmno					
Games console or handheld games player	1158	11	20	44	59	68	85	88	94	98	110	94	98	101	94	94
	47%	7%	13%	27%	36%	42%	50%	51%	55%	57%	65%	56%	58%	60%	59%	59%
			a	ab	ab	abc	abcd	abcd	abcd	abcd	abcde	abcd	abcd	abcde	abcde	abcde
Laptop or netbook	990	9	21	28	37	46	52	76	74	90	83	90	91	104	95	94
	40%	6%	14%	17%	23%	28%	30%	44%	43%	52%	49%	53%	54%	62%	60%	59%
				a	ab	ab	abcde	abcd	abcdef	abcdef	abcdef	abcdef	abcdef	abcdefg	abcdefg	abcdef
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	447	2	2	13	13	30	31	27	38	33	34	33	45	52	44	52
	18%	1%	1%	8%	8%	18%	18%	16%	22%	19%	20%	19%	27%	31%	28%	32%
					abd	abd	ab	abcd	abd	abd	abd	abd	abcd	abcdg	abcd	abcdefg
Other type of device	76	14	4	12	6	11	6	5	3	4	-	3	*	3	3	1
	3%	9%	2%	7%	4%	7%	4%	3%	2%	2%	-%	2%	*%	2%	2%	*%
		jln		jlo		o										
None of these/ Child does not go online	99	39	20	14	10	3	8	2	*	-	-	-	2	-	-	-
	4%	25%	13%	8%	6%	2%	5%	1%	*%	-%	-%	-%	1%	-%	-%	-%
		cdefghijklmno	efghijklmno	hijklmno	no		no									

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 9**

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

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

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	135	135	138	207	204	217	194	133	142	141	143	141	140	204	206
Effective Weighted Sample	1672	91	97	95	149	137	159	131	98	99	95	101	102	95	151	144
Total	2480	154	154	164	164	164	171	171	171	171	169	169	169	169	159	159
<b>SUMMARY</b>																
GOES ONLINE USING ANY TYPE OF DEVICE	2381	115	134	150	154	161	163	169	171	171	169	169	167	169	159	159
	96%	75%	87%	92%	94%	98%	95%	99%	100%	100%	100%	100%	99%	100%	100%	100%
			a	a	ab	a	ab	abc	abc	abc	abc	abc	ab	abc	abcd	abcd
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1217	10	22	35	45	62	76	86	89	110	104	108	118	122	114	115
	49%	7%	15%	21%	27%	38%	44%	50%	52%	64%	62%	64%	70%	72%	72%	72%
				a	a	abc	abcd	abcd	abcd	abcdef	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefgh
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2332	115	131	142	152	155	160	159	169	167	166	169	161	169	159	158
	94%	75%	85%	87%	93%	94%	93%	93%	98%	98%	98%	100%	95%	100%	100%	99%
				a	a	a	a	abc	abc	abc	abcdg	a	abcdg	abcd	abcd	
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1164	104	112	115	109	99	87	83	82	61	65	61	49	47	45	44
	47%	68%	73%	70%	66%	61%	51%	48%	48%	36%	38%	36%	29%	28%	28%	28%
		ghijklmno	fghijklmno	fghijklmno	fghijklmno	ijklmno	lmno	lmno	lmno							
ONLY GOES ONLINE USING A MOBILE PHONE	132	10	5	14	5	3	5	5	13	7	10	13	7	15	9	10
	5%	7%	4%	9%	3%	2%	3%	3%	7%	4%	6%	7%	4%	9%	6%	6%
													e			
ONLY GOES ONLINE USING A TABLET	306	47	69	41	39	30	19	26	19	6	5	3	*	-	*	-
	12%	30%	45%	25%	24%	18%	11%	15%	11%	4%	3%	2%	*%	-%	*%	-%
		fghijklmno	cdefghijklmno	fijklmno	fijklmno	ijklmno	klmno	ijklmno	klmno							

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 10**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Yes – it's a smartphone	1510	**	57	**	71	**	102	**	298	122	348	**	231
	61%	**	15%	**	28%	**	41%	**	79%	95%	96%	**	98%
Yes – but it's not a smartphone	49	**	3	**	5	**	7	**	9	2	7	**	*
	2%	**	1%	**	2%	**	3%	**	2%	1%	2%	**	*%
No – my child does not have a mobile phone	920	**	318	**	172	**	139	**	71	5	8	**	4
	37%	**	84%	**	69%	**	56%	**	19%	4%	2%	**	2%
Don't know	1	**	-	**	1	**	-	**	-	-	-	**	-
	*%	**	-%	**	*%	**	-%	**	-%	-%	-%	**	-%
<b>SUMMARY</b>													
CHILD HAS THEIR OWN MOBILE PHONE	1559	**	60	**	76	**	109	**	307	124	355	**	231
	63%	**	16%	**	31%	**	44%	**	81%	96%	98%	**	98%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 10**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Yes – it's a smartphone	1510	**	22	31	**	31	23	**	52	41	**	153	126	**	155	177
	61%	**	14%	21%	**	32%	20%	**	47%	41%	**	85%	75%	**	94%	99%
Yes – but it's not a smartphone	49	**	4	5	**	1	3	**	1	5	**	6	5	**	7	-
	2%	**	2%	3%	**	1%	3%	**	1%	5%	**	4%	3%	**	4%	-%
No – my child does not have a mobile phone	920	**	133	116	**	63	85	**	58	56	**	22	37	**	3	2
	37%	**	84%	76%	**	66%	77%	**	53%	55%	**	12%	22%	**	2%	1%
Don't know	1	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
<b>SUMMARY</b>																
CHILD HAS THEIR OWN MOBILE PHONE	1559	**	25	36	**	32	26	**	53	46	**	159	131	**	162	177
	63%	**	16%	24%	**	34%	23%	**	47%	45%	**	88%	78%	**	98%	99%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 10**

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Yes – it's a smartphone	1510	**	109	76
	61%	**	100%	98%
Yes – but it's not a smartphone	49	**	*	-
	2%	**	*%	-%
No – my child does not have a mobile phone	920	**	-	2
	37%	**	-%	2%
Don't know	1	**	-	-
	*%	**	-%	-%
<b>SUMMARY</b>				
CHILD HAS THEIR OWN MOBILE PHONE	1559	**	110	76
	63%	**	100%	98%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 11**

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

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

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	135	135	138	207	204	217	194	133	142	141	143	141	140	204	206
Effective Weighted Sample	1672	91	97	95	149	137	159	131	98	99	95	101	102	95	151	144
Total	2480	154	154	164	164	164	171	171	171	171	169	169	169	169	159	159
Yes – it's a smartphone	1510	23	17	41	37	55	78	58	100	152	152	164	159	162	156	156
	61%	15%	11%	25%	22%	33%	45%	34%	58%	89%	90%	97%	94%	96%	98%	98%
					ab	abcd	ab	abcdeg	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg	abcdefghij	abcdefghij
Yes – but it's not a smartphone	49	2	4	3	4	2	5	4	6	4	5	3	4	2	1	*
	2%	1%	2%	2%	3%	1%	3%	2%	4%	2%	3%	2%	2%	1%	1%	***
No – my child does not have a mobile phone	920	129	134	120	122	107	89	109	65	15	12	2	6	5	2	3
	37%	84%	87%	73%	74%	65%	52%	64%	38%	9%	7%	1%	3%	3%	1%	2%
		efghijklmno	efghijklmno	fhijklmno	fhijklmno	hijklmno	ijklmno	hijklmno	ijklmno	no						
Don't know	1	-	-	-	1	-	*	-	-	-	-	-	-	-	-	-
	***	-%	-%	-%	1%	-%	***	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 12**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Yes	1469	**	179	**	140	**	165	**	251	91	228	**	126
	59%	**	47%	**	56%	**	67%	**	67%	71%	63%	**	54%
No	990	**	199	**	107	**	83	**	126	37	133	**	107
	40%	**	53%	**	43%	**	33%	**	33%	29%	37%	**	46%
Don't know	21	**	-	**	3	**	*	**	-	-	3	**	1
	1%	**	-%	**	1%	**	*%	**	-%	-%	1%	**	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 12**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Yes	1469	**	82	81	**	55	70	**	74	68	**	106	118	**	120	126
	59%	**	52%	53%	**	59%	63%	**	66%	68%	**	58%	70%	**	73%	70%
No	990	**	76	72	**	36	41	**	35	33	**	75	50	**	45	52
	40%	**	48%	47%	**	39%	37%	**	32%	32%	**	42%	30%	**	27%	29%
Don't know	21	**	-	-	**	3	*	**	2	-	**	-	-	**	-	1
	1%	**	-%	-%	**	3%	*%	**	2%	-%	**	-%	-%	**	-%	1%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 12**

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Yes	1469	**	59	49
	59%	**	54%	63%
No	990	**	51	29
	40%	**	46%	37%
Don't know	21	**	-	*
	1%	**	-%	*%

Columns Tested: a,b,c



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 13**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Yes	2424	**	366	**	243	**	241	**	374	126	361	**	231
	98%	**	97%	**	97%	**	97%	**	99%	98%	100%	**	99%
No	50	**	11	**	7	**	7	**	3	3	2	**	3
	2%	**	3%	**	3%	**	3%	**	1%	2%	*%	**	1%
Don't know	7	**	-	**	-	**	-	**	-	-	-	**	-
	*%	**	-%	**	-%	**	-%	**	-%	-%	-%	**	-%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 13**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Yes	2424	**	150	150	**	93	110	**	108	100	**	177	166	**	162	179
	98%	**	95%	99%	**	99%	99%	**	97%	99%	**	98%	99%	**	98%	100%
No	50	**	8	2	**	1	1	**	3	1	**	4	1	**	2	*
	2%	**	5%	1%	**	1%	1%	**	3%	1%	**	2%	1%	**	2%	*%
Don't know	7	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%

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

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Yes	2424	**	110	75
	98%	**	100%	96%
No	50	**	-	3
	2%	**	-%	4%
Don't know	7	**	-	-
	*%	**	-%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 14**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
HAVE BROADBAND AT HOME	2424	**	366	**	243	**	241	**	374	126	361	**	231
	98%	**	97%	**	97%	**	97%	**	99%	98%	100%	**	99%
Yes	33	**	5	**	4	**	7	**	3	3	2	**	3
	1%	**	1%	**	2%	**	3%	**	1%	2%	*%	**	1%
No	17	**	6	**	2	**	*	**	-	-	-	**	-
	1%	**	2%	**	1%	**	*%	**	-%	-%	-%	**	-%
Don't know	7	**	-	**	-	**	-	**	-	-	-	**	-
	*%	**	-%	**	-%	**	-%	**	-%	-%	-%	**	-%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 14**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
HAVE BROADBAND AT HOME	2424	**	150	150	**	93	110	**	108	100	**	177	166	**	162	179
	98%	**	95%	99%	**	99%	99%	**	97%	99%	**	98%	99%	**	98%	100%
Yes	33	**	2	-	**	1	1	**	3	1	**	4	-	**	2	*
	1%	**	1%	-%	**	1%	1%	**	2%	1%	**	2%	-%	**	2%	*%
No	17	**	7	2	**	-	-	**	*	-	**	-	1	**	-	-
	1%	**	4%	1%	**	-%	-%	**	*%	-%	**	-%	1%	**	-%	-%
Don't know	7	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 14**

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
HAVE BROADBAND AT HOME	2424	**	110	75
	98%	**	100%	96%
Yes	33	**	-	3
	1%	**	-%	4%
No	17	**	-	-
	1%	**	-%	-%
Don't know	7	**	-	-
	*%	**	-%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 15**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
A television set	2065	**	303	**	209	**	218	**	335	110	304	**	198
	83%	**	80%	**	84%	**	88%	**	89%	86%	84%	**	84%
A tablet (like an iPad or Amazon Fire)	1293	**	231	**	166	**	142	**	203	49	136	**	89
	52%	**	61%	**	66%	**	57%	**	54%	38%	38%	**	38%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1122	**	125	**	77	**	91	**	167	81	215	**	157
	45%	**	33%	**	31%	**	36%	**	44%	63%	59%	**	67%
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	649	**	41	**	59	**	65	**	110	56	104	**	75
	26%	**	11%	**	24%	**	26%	**	29%	44%	29%	**	32%
A desktop computer/ laptop/ netbook	542	**	26	**	36	**	41	**	77	42	122	**	85
	22%	**	7%	**	14%	**	17%	**	20%	33%	34%	**	36%
Other type of device	29	**	2	**	2	**	*	**	7	*	6	**	*
	1%	**	*%	**	1%	**	*%	**	2%	*%	2%	**	*%
None of these/ Child does not watch TV programmes or films	87	**	17	**	9	**	6	**	5	3	20	**	12
	4%	**	4%	**	3%	**	2%	**	1%	2%	5%	**	5%
Don't know	10	**	-	**	-	**	2	**	-	2	-	**	-
	*%	**	-%	**	-%	**	1%	**	-%	2%	-%	**	-%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 15**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
<b>SUMMARY</b>													
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2383	**	361	**	241	**	240	**	372	124	343	**	223
	96%	**	96%	**	97%	**	97%	**	99%	96%	95%	**	95%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1972	**	278	**	196	**	194	**	295	107	287	**	202
	80%	**	74%	**	78%	**	78%	**	78%	83%	79%	**	86%
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	319	**	57	**	32	**	22	**	38	13	39	**	25
	13%	**	15%	**	13%	**	9%	**	10%	10%	11%	**	11%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 15**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
A television set	2065	**	123	128	**	82	100	**	92	97	**	159	154	**	131	162
	83%	**	78%	84%	**	87%	90%	**	82%	96%	**	88%	92%	**	80%	90%
A tablet (like an iPad or Amazon Fire)	1293	**	96	100	**	61	85	**	68	66	**	84	102	**	63	72
	52%	**	61%	66%	**	65%	77%	**	61%	65%	**	46%	61%	**	38%	40%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1122	**	44	66	**	30	37	**	45	36	**	83	68	**	98	110
	45%	**	28%	44%	**	31%	34%	**	41%	35%	**	46%	40%	**	59%	61%
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	649	**	19	15	**	18	22	**	33	22	**	66	33	**	63	37
	26%	**	12%	10%	**	19%	20%	**	30%	21%	**	36%	19%	**	39%	21%
A desktop computer/ laptop/ netbook	542	**	8	16	**	15	16	**	21	23	**	57	29	**	59	58
	22%	**	5%	11%	**	16%	14%	**	19%	23%	**	32%	17%	**	36%	32%
Other type of device	29	**	4	-	**	-	*	**	*	-	**	7	1	**	4	1
	1%	**	3%	-%	**	-%	*%	**	*%	-%	**	4%	1%	**	2%	1%
None of these/ Child does not watch TV programmes or films	87	**	8	7	**	2	*	**	1	2	**	3	*	**	4	10
	4%	**	5%	5%	**	2%	*%	**	1%	2%	**	2%	*%	**	3%	5%
Don't know	10	**	-	-	**	-	-	**	-	-	**	-	-	**	-	1
	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	*%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 15**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
<b>SUMMARY</b>																
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2383	**	150	145	**	92	111	**	110	100	**	178	167	**	160	169
	96%	**	95%	95%	**	98%	100%	**	99%	98%	**	98%	100%	**	97%	94%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1972	**	120	111	**	73	95	**	95	81	**	144	134	**	137	138
	80%	**	76%	73%	**	78%	86%	**	85%	79%	**	80%	80%	**	83%	77%
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	319	**	27	17	**	11	10	**	18	2	**	20	13	**	29	7
	13%	**	17%	11%	**	11%	9%	**	16%	2%	**	11%	8%	**	17%	4%
									c						c	

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

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
		<b>~a</b>	<b>b</b>	<b>c</b>
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
A television set	2065	**	86	72
	83%	**	78%	92%
A tablet (like an iPad or Amazon Fire)	1293	**	41	34
	52%	**	38%	43%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1122	**	72	50
	45%	**	66%	64%
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	649	**	41	20
	26%	**	37%	26%
A desktop computer/ laptop/ netbook	542	**	29	38
	22%	**	27%	48%
			<b>b</b>	
Other type of device	29	**	-	*
	1%	**	-%	*%
None of these/ Child does not watch TV programmes or films	87	**	5	2
	4%	**	5%	2%
Don't know	10	**	-	-
	*%	**	-%	-%

Columns Tested: a,b,c

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
<b>SUMMARY</b>				
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2383 96%	**	104 95%	76 98%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1972 80%	**	94 86%	70 90%
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	319 13%	**	18 17%	5 6%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1900	**	295	**	192	**	187	**	302	85	284	**	189
	77%	**	78%	**	77%	**	75%	**	80%	66%	78%	**	80%
On other websites or apps like YouTube or Vimeo	1249	**	193	**	140	**	136	**	178	67	159	**	111
	50%	**	51%	**	56%	**	55%	**	47%	52%	44%	**	47%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1145	**	153	**	105	**	113	**	191	77	188	**	122
	46%	**	41%	**	42%	**	46%	**	51%	60%	52%	**	52%
As they are broadcast on scheduled TV	928	**	128	**	103	**	111	**	168	41	151	**	84
	37%	**	34%	**	41%	**	45%	**	44%	32%	41%	**	36%
TV that has been recorded by someone in the household	542	**	59	**	58	**	58	**	112	33	96	**	56
	22%	**	16%	**	23%	**	23%	**	30%	26%	26%	**	24%
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	369	**	41	**	40	**	32	**	60	28	57	**	34
	15%	**	11%	**	16%	**	13%	**	16%	22%	16%	**	14%
Blu rays/ DVDs/ videos	354	**	41	**	35	**	47	**	58	17	56	**	24
	14%	**	11%	**	14%	**	19%	**	15%	13%	15%	**	10%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
None of these	74	**	9	**	7	**	5	**	6	4	17	**	8
	3%	**	2%	**	3%	**	2%	**	2%	3%	5%	**	3%
Don't know	17	**	-	**	-	**	*	**	1	4	1	**	1
	1%	**	-%	**	-%	**	*%	**	*%	3%	*%	**	*%
<b>SUMMARY</b>													
WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2389	**	368	**	242	**	243	**	371	121	345	**	225
	96%	**	98%	**	97%	**	98%	**	98%	94%	95%	**	96%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1900	**	118	131	**	73	95	**	81	88	**	134	143	**	126	152
	77%	**	75%	86%	**	78%	86%	**	73%	87%	**	74%	85%	**	77%	85%
On other websites or apps like YouTube or Vimeo	1249	**	78	79	**	51	53	**	66	52	**	95	85	**	82	82
	50%	**	49%	52%	**	54%	48%	**	59%	52%	**	53%	51%	**	50%	46%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1145	**	62	78	**	39	60	**	43	60	**	77	104	**	93	98
	46%	**	39%	51%	**	41%	54%	**	39%	59% b	**	43%	62% b	**	56%	55%
As they are broadcast on scheduled TV	928	**	51	66	**	32	59	**	47	47	**	59	94	**	58	80
	37%	**	32%	44%	**	34%	53%	**	42%	46%	**	32%	56% b	**	35%	44%
TV that has been recorded by someone in the household	542	**	21	34	**	23	32	**	19	29	**	43	55	**	39	58
	22%	**	13%	22%	**	24%	28%	**	17%	29%	**	24%	33%	**	24%	33%
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	369	**	15	25	**	11	22	**	12	17	**	33	32	**	27	46
	15%	**	10%	17%	**	11%	20%	**	11%	17%	**	18%	19%	**	17%	25%
Blu rays/ DVDs/ videos	354	**	18	16	**	21	19	**	17	23	**	37	25	**	34	20
	14%	**	12%	10%	**	23%	17%	**	15%	23%	**	20%	15%	**	21%	11%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
None of these	74	**	7	2	**	4	*	**	2	2	**	1	*	**	1	11
	3%	**	4%	2%	**	4%	*%	**	1%	2%	**	1%	*%	**	1%	6%
Don't know	17	**	-	-	**	-	-	**	*	-	**	1	2	**	-	-
	1%	**	-%	-%	**	-%	-%	**	*%	-%	**	*%	1%	**	-%	-%

**SUMMARY**

WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2389	**	151	150	**	90	111	**	109	100	**	179	166	**	163	168
	96%	**	96%	98%	**	96%	100%	**	98%	98%	**	99%	99%	**	99%	94%

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



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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1900 77%	**	85 78%	71 91%
On other websites or apps like YouTube or Vimeo	1249 50%	**	55 50%	39 50%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1145 46%	**	46 42%	51 66% b
As they are broadcast on scheduled TV	928 37%	**	31 29%	33 42%
TV that has been recorded by someone in the household	542 22%	**	20 18%	24 31%
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	369 15%	**	15 14%	20 25%
Blu rays/ DVDs/ videos	354 14%	**	14 13%	13 17%

Columns Tested: a,b,c

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
None of these	74	**	6	*
	3%	**	6%	*%
Don't know	17	**	-	-
	1%	**	-%	-%

**SUMMARY**

WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2389	**	103	78
	96%	**	94%	100%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 17**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
A lot	1285	**	249	**	150	**	165	**	204	49	131	**	66
	54%	**	78%	**	62%	**	68%	**	54%	38%	36%	**	28%
Some	858	**	39	**	69	**	71	**	151	65	181	**	124
	36%	**	12%	**	29%	**	29%	**	40%	51%	50%	**	53%
Not very much	211	**	23	**	18	**	9	**	22	14	49	**	40
	9%	**	7%	**	8%	**	4%	**	6%	11%	14%	**	17%
Nothing	23	**	7	**	1	**	-	**	1	-	-	**	5
	1%	**	2%	**	*%	**	-%	**	*%	-%	-%	**	2%
Don't know	4	**	*	**	2	**	-	**	-	-	-	**	*
	*%	**	*%	**	1%	**	-%	**	-%	-%	-%	**	*%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 17**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
A lot	1285	**	96	107	**	58	74	**	60	74	**	90	96	**	65	58
	54%	**	74%	83%	**	63%	67%	**	57%	73%	**	49%	58%	**	40%	33%
Some	858	**	21	16	**	29	27	**	44	26	**	85	64	**	73	96
	36%	**	16%	12%	**	31%	25%	**	42%	25%	**	47%	38%	**	45%	53%
Not very much	211	**	10	6	**	4	8	**	2	2	**	6	6	**	26	25
	9%	**	8%	5%	**	5%	8%	**	1%	2%	**	3%	3%	**	16%	14%
Nothing	23	**	2	*	**	1	-	**	-	-	**	-	2	**	-	-
	1%	**	2%	*%	**	1%	-%	**	-%	-%	**	-%	1%	**	-%	-%
Don't know	4	**	-	*	**	-	-	**	-	-	**	-	-	**	-	-
	*%	**	-%	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%

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

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
A lot	1285 54%	**	28 26%	25 32%
Some	858 36%	**	62 56%	36 46%
Not very much	211 9%	**	19 18%	15 20%
Nothing	23 1%	**	* *%	1 2%
Don't know	4 *%	**	* *%	- -%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 18**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Rules about the video content they watch online	1617	**	238	**	202	**	203	**	270	86	206	**	99
	68%	**	75%	**	84%	**	83%	**	72%	67%	57%	**	42%
Rules about the types of websites or apps they can use	1581	**	210	**	188	**	183	**	291	93	204	**	97
	66%	**	66%	**	78%	**	75%	**	77%	73%	56%	**	41%
Rules about who they can contact online	1514	**	144	**	157	**	181	**	301	96	225	**	113
	64%	**	45%	**	65%	**	74%	**	80%	75%	62%	**	48%
Rules about spending money online	1511	**	142	**	169	**	169	**	259	92	272	**	125
	63%	**	45%	**	70%	**	69%	**	69%	72%	75%	**	53%
Rules about the information they can share online	1422	**	123	**	153	**	160	**	272	91	229	**	122
	60%	**	39%	**	64%	**	66%	**	72%	71%	63%	**	52%
Rules about how much time they spend online	1412	**	224	**	180	**	198	**	231	64	186	**	77
	59%	**	70%	**	75%	**	81%	**	61%	50%	51%	**	33%
Rules about when they can go online	1251	**	194	**	163	**	178	**	198	51	148	**	53
	53%	**	61%	**	68%	**	73%	**	52%	39%	41%	**	23%
Other rules	66	**	15	**	10	**	10	**	5	2	9	**	3
	3%	**	5%	**	4%	**	4%	**	1%	2%	2%	**	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 18**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
No, do not have any rules	163	**	33	**	4	**	3	**	7	5	19	**	61
	7%	**	10%	**	2%	**	1%	**	2%	4%	5%	**	26%
<b>SUMMARY</b>													
ANY RULES	2218	**	285	**	237	**	241	**	371	123	342	**	173
	93%	**	90%	**	98%	**	99%	**	98%	96%	95%	**	74%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 18**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Rules about the video content they watch online	1617	**	94	98	**	82	91	**	87	82	**	119	139	**	98	105
	68%	**	73%	76%	**	88%	83%	**	82%	80%	**	66%	83%	**	60%	59%
												b				
Rules about the types of websites or apps they can use	1581	**	85	86	**	72	82	**	82	73	**	136	133	**	99	110
	66%	**	66%	66%	**	78%	75%	**	77%	72%	**	75%	79%	**	60%	61%
Rules about who they can contact online	1514	**	61	55	**	67	62	**	84	71	**	137	145	**	102	119
	64%	**	47%	43%	**	72%	57%	**	79%	70%	**	76%	87%	**	62%	66%
Rules about spending money online	1511	**	61	53	**	70	71	**	79	71	**	117	135	**	126	134
	63%	**	47%	41%	**	76%	65%	**	75%	70%	**	65%	80%	**	77%	75%
Rules about the information they can share online	1422	**	50	55	**	63	68	**	71	64	**	123	128	**	104	124
	60%	**	39%	42%	**	69%	62%	**	67%	63%	**	68%	76%	**	63%	69%
Rules about how much time they spend online	1412	**	93	83	**	73	86	**	80	80	**	99	106	**	78	92
	59%	**	72%	64%	**	79%	78%	**	76%	79%	**	55%	63%	**	47%	51%
Rules about when they can go online	1251	**	84	79	**	66	78	**	77	73	**	89	104	**	60	72
	53%	**	64%	61%	**	72%	71%	**	72%	72%	**	49%	62%	**	36%	40%
Other rules	66	**	7	9	**	3	6	**	2	6	**	2	1	**	*	8
	3%	**	6%	7%	**	3%	6%	**	1%	6%	**	1%	1%	**	1%	4%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 18**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
No, do not have any rules	163	**	8	12	**	1	3	**	4	*	**	-	4	**	5	5
	7%	**	6%	9%	**	1%	3%	**	4%	*%	**	-%	2%	**	3%	3%
<b>SUMMARY</b>																
ANY RULES	2218	**	121	118	**	92	106	**	102	101	**	181	164	**	160	174
	93%	**	94%	91%	**	99%	97%	**	96%	100%	**	100%	98%	**	97%	97%

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

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Rules about the video content they watch online	1617 68%	**	42 38%	44 57%
Rules about the types of websites or apps they can use	1581 66%	**	42 38%	34 44%
Rules about who they can contact online	1514 64%	**	53 48%	40 52%
Rules about spending money online	1511 63%	**	55 50%	46 59%
Rules about the information they can share online	1422 60%	**	51 46%	43 56%
Rules about how much time they spend online	1412 59%	**	32 29%	26 33%
Rules about when they can go online	1251 53%	**	20 18%	25 32%
Other rules	66 3%	**	4 3%	1 2%

Columns Tested: a,b,c

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 99%				
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
No, do not have any rules	163 7%	**	29 26%	16 21%
<b>SUMMARY</b>				
ANY RULES	2218 93%	**	81 74%	62 79%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 19**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Asking about what they are doing or have been doing online	1387	**	127	**	137	**	167	**	264	85	232	**	108
	58%	**	40%	**	57%	**	68%	**	70%	66%	64%	**	46%
Being nearby and regularly checking what they do	1265	**	215	**	187	**	195	**	202	56	114	**	36
	53%	**	68%	**	78%	**	80%	**	54%	43%	32%	**	15%
Check the browser/ device history after they have been online	847	**	80	**	79	**	116	**	179	62	112	**	41
	36%	**	25%	**	33%	**	47%	**	47%	48%	31%	**	18%
										b			
Sitting beside them and watching or helping them while they are online	648	**	192	**	98	**	93	**	61	15	30	**	13
	27%	**	60%	**	41%	**	38%	**	16%	12%	8%	**	5%
Other types of supervision	220	**	18	**	18	**	30	**	43	14	34	**	18
	9%	**	6%	**	8%	**	12%	**	12%	11%	9%	**	8%
No, don't supervise their online access and use	248	**	7	**	1	**	3	**	22	12	66	**	94
	10%	**	2%	**	1%	**	1%	**	6%	10%	18%	**	40%
<b>SUMMARY</b>													
ANY TYPES OF SUPERVISION	2134	**	310	**	240	**	241	**	356	116	295	**	141
	90%	**	98%	**	99%	**	99%	**	94%	90%	82%	**	60%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 19**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Asking about what they are doing or have been doing online	1387	**	47	57	**	43	62	**	70	69	**	121	126	**	95	128
	58%	**	36%	44%	**	46%	56%	**	66%	68%	**	67%	76%	**	58%	72%
Being nearby and regularly checking what they do	1265	**	89	81	**	70	82	**	78	79	**	94	96	**	68	45
	53%	**	69%	62%	**	76%	75%	**	74%	77%	**	52%	58%	**	41%	25%
Check the browser/ device history after they have been online	847	**	39	35	**	26	39	**	51	45	**	88	79	**	53	56
	36%	**	30%	27%	**	28%	36%	**	48%	44%	**	48%	47%	**	32%	31%
Sitting beside them and watching or helping them while they are online	648	**	82	75	**	39	56	**	42	35	**	30	24	**	12	16
	27%	**	63%	58%	**	42%	51%	**	39%	35%	**	17%	15%	**	7%	9%
Other types of supervision	220	**	7	5	**	7	12	**	15	12	**	23	27	**	18	22
	9%	**	5%	4%	**	7%	11%	**	15%	12%	**	13%	16%	**	11%	12%
No, don't supervise their online access and use	248	**	2	5	**	-	1	**	4	1	**	6	9	**	26	29
	10%	**	2%	4%	**	-%	*%	**	4%	1%	**	3%	6%	**	16%	16%
<b>SUMMARY</b>																
ANY TYPES OF SUPERVISION	2134	**	128	124	**	93	109	**	102	101	**	175	158	**	138	150
	90%	**	98%	96%	**	100%	100%	**	96%	99%	**	97%	94%	**	84%	84%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 19**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Asking about what they are doing or have been doing online	1387 58%	**	57 52%	42 53%
Being nearby and regularly checking what they do	1265 53%	**	17 15%	13 16%
Check the browser/ device history after they have been online	847 36%	**	15 14%	15 20%
Sitting beside them and watching or helping them while they are online	648 27%	**	2 2%	10 13%
				b
Other types of supervision	220 9%	**	4 4%	8 10%
No, don't supervise their online access and use	248 10%	**	43 39%	27 35%
<b>SUMMARY</b>				
ANY TYPES OF SUPERVISION	2134 90%	**	67 61%	51 65%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 20**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Yes	2080	**	188	**	199	**	230	**	362	125	346	**	223
	87%	**	59%	**	82%	**	94%	**	96%	97%	96%	**	95%
No	277	**	125	**	38	**	13	**	14	3	12	**	10
	12%	**	39%	**	16%	**	5%	**	4%	3%	3%	**	4%
Don't know	24	**	4	**	4	**	1	**	1	-	3	**	2
	1%	**	1%	**	2%	**	*%	**	*%	-%	1%	**	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 20**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Yes	2080	**	74	71	**	81	86	**	96	97	**	169	164	**	161	174
	87%	**	57%	55%	**	88%	79%	**	90%	95%	**	93%	98%	**	98%	97%
No	277	**	54	59	**	11	23	**	9	4	**	12	3	**	2	5
	12%	**	41%	45%	**	11%	21%	**	8%	4%	**	7%	2%	**	1%	3%
Don't know	24	**	2	-	**	1	1	**	2	1	**	*	-	**	2	*
	1%	**	2%	-%	**	1%	1%	**	2%	1%	**	*%	-%	**	1%	*%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 20**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
		~a	b	c
Significance Level: 99%				
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Yes	2080	**	104	78
	87%	**	95%	100%
No	277	**	5	*
	12%	**	5%	*%
Don't know	24	**	*	-
	1%	**	*%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 21**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2095	33	154	61	253	79	284	85	299	109	286	85	290
Effective Weighted Sample	1410	23	108	40	177	56	194	61	209	76	203	62	209
Total	2080	34	188	50	199	64	230	109	362	125	346	69	223
At least every few weeks	1070	**	120	**	105	**	146	**	184	61	155	**	66
	51%	**	64%	**	53%	**	64%	**	51%	48%	45%	**	30%
At least every few months	578	**	39	**	57	**	55	**	125	33	107	**	52
	28%	**	21%	**	29%	**	24%	**	35%	26%	31%	**	23%
Less often than every few months, but more than once	344	**	22	**	27	**	24	**	44	25	76	**	79
	17%	**	12%	**	14%	**	11%	**	12%	20%	22%	**	35%
Have talked to them once, and not since then	72	**	7	**	6	**	5	**	7	5	8	**	26
	3%	**	4%	**	3%	**	2%	**	2%	4%	2%	**	11%
Don't know	16	**	*	**	3	**	-	**	2	2	1	**	*
	1%	**	*%	**	2%	**	-%	**	1%	1%	*%	**	*%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 21**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2095	30	73	63	59	99	117	86	116	120	68	139	139	63	142	144
Effective Weighted Sample	1410	22	48	44	42	68	83	61	78	89	49	93	100	41	94	107
Total	2080	44	74	71	51	81	86	75	96	97	88	169	164	73	161	174
At least every few weeks	1070	**	**	**	**	**	41	**	65	52	**	89	76	**	79	69
	51%	**	**	**	**	**	48%	**	68%	54%	**	53%	46%	**	49%	40%
At least every few months	578	**	**	**	**	**	30	**	20	31	**	63	65	**	48	61
	28%	**	**	**	**	**	35%	**	21%	32%	**	37%	39%	**	30%	35%
Less often than every few months, but more than once	344	**	**	**	**	**	12	**	10	9	**	17	21	**	29	38
	17%	**	**	**	**	**	14%	**	11%	9%	**	10%	13%	**	18%	22%
Have talked to them once, and not since then	72	**	**	**	**	**	2	**	*	3	**	-	3	**	5	6
	3%	**	**	**	**	**	2%	**	*%	3%	**	-%	2%	**	3%	4%
Don't know	16	**	**	**	**	**	*	**	-	1	**	-	-	**	-	-
	1%	**	**	**	**	**	*%	**	-%	2%	**	-%	-%	**	-%	-%

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

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2095	66	136	112
Effective Weighted Sample	1410	51	97	77
Total	2080	56	104	78
At least every few weeks	1070	**	30	25
	51%	**	29%	32%
At least every few months	578	**	24	17
	28%	**	23%	21%
Less often than every few months, but more than once	344	**	33	31
	17%	**	31%	40%
Have talked to them once, and not since then	72	**	18	5
	3%	**	17%	6%
Don't know	16	**	-	*
	1%	**	-%	*%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 22**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
At least every few weeks	1070	**	120	**	105	**	146	**	184	61	155	**	66
	45%	**	38%	**	44%	**	60%	**	49%	47%	43%	**	28%
At least every few months	578	**	39	**	57	**	55	**	125	33	107	**	52
	24%	**	12%	**	24%	**	22%	**	33%	25%	30%	**	22%
Less often than every few months, but more than once	344	**	22	**	27	**	24	**	44	25	76	**	79
	14%	**	7%	**	11%	**	10%	**	12%	19%	21%	**	34%
Have talked to them once, and not since then	72	**	7	**	6	**	5	**	7	5	8	**	26
	3%	**	2%	**	2%	**	2%	**	2%	4%	2%	**	11%
Don't know	16	**	*	**	3	**	-	**	2	2	1	**	*
	1%	**	*%	**	1%	**	-%	**	1%	1%	*%	**	*%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	302	**	129	**	42	**	14	**	15	3	15	**	11
	13%	**	41%	**	18%	**	6%	**	4%	3%	4%	**	5%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 22**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
At least every few weeks	1070	**	50	41	**	45	41	**	65	52	**	89	76	**	79	69
	45%	**	38%	31%	**	48%	38%	**	61%	51%	**	49%	45%	**	48%	39%
At least every few months	578	**	17	17	**	24	30	**	20	31	**	63	65	**	48	61
	24%	**	13%	13%	**	26%	28%	**	19%	31%	**	35%	39%	**	29%	34%
Less often than every few months, but more than once	344	**	5	9	**	10	12	**	10	9	**	17	21	**	29	38
	14%	**	4%	7%	**	11%	11%	**	10%	8%	**	10%	13%	**	18%	21%
Have talked to them once, and not since then	72	**	2	4	**	-	2	**	*	3	**	-	3	**	5	6
	3%	**	1%	3%	**	-%	2%	**	*%	3%	**	-%	2%	**	3%	4%
Don't know	16	**	*	-	**	2	*	**	-	1	**	-	-	**	-	-
	1%	**	*%	-%	**	2%	*%	**	-%	1%	**	-%	-%	**	-%	-%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	302	**	56	59	**	12	24	**	11	5	**	12	3	**	4	5
	13%	**	43%	45%	**	12%	21%	**	10%	5%	**	7%	2%	**	2%	3%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
At least every few weeks	1070	**	30	25
	45%	**	27%	32%
At least every few months	578	**	24	17
	24%	**	22%	21%
Less often than every few months, but more than once	344	**	33	31
	14%	**	30%	40%
Have talked to them once, and not since then	72	**	18	5
	3%	**	16%	6%
Don't know	16	**	-	*
	1%	**	-%	*%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	302	**	6	*
	13%	**	5%	*%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1657 67%	** **	254 67%	** **	165 66%	** **	177 71%	** **	268 71%	83 65%	243 67%	** **	143 61%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1529 62%	** **	236 63%	** **	177 71%	** **	161 65%	** **	240 64%	77 60%	211 58%	** **	120 51%
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)	1457 59%	** **	216 57%	** **	137 55%	** **	142 57%	** **	241 64%	82 64%	201 55%	** **	136 58%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1373 55%	**	220 58%	**	152 61%	**	155 62%	**	220 58%	77 60%	177 49%	**	91 39%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1220 49%	**	179 47%	**	135 54%	**	141 57%	**	209 55%	66 51%	153 42%	**	87 37%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1174 47%	**	168 44%	**	133 53%	**	135 54%	**	196 52%	63 49%	150 41%	**	90 38%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	1010 41%	**	158 42%	**	108 43%	**	113 45%	**	165 44%	47 37%	131 36%	**	80 34%
None of these	136 5%	**	19 5%	**	8 3%	**	6 2%	**	11 3%	7 5%	23 6%	**	25 11%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Don't know	44	**	2	**	5	**	4	**	6	4	5	**	6
	2%	**	1%	**	2%	**	2%	**	2%	3%	1%	**	2%
<b>SUMMARY</b>													
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2301	**	356	**	237	**	238	**	360	118	334	**	204
	93%	**	94%	**	95%	**	96%	**	95%	92%	92%	**	87%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 23**

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1657	**	104	106	**	63	79	**	79	70	**	119	124	**	114	120
	67%	**	66%	69%	**	67%	71%	**	71%	70%	**	66%	74%	**	69%	67%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1529	**	113	99	**	72	80	**	68	68	**	108	106	**	108	110
	62%	**	72%	65%	**	77%	72%	**	61%	67%	**	60%	63%	**	66%	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)	1457	**	93	91	**	49	65	**	68	63	**	104	120	**	90	117
	59%	**	59%	60%	**	52%	59%	**	61%	62%	**	57%	72%	**	55%	65%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1373 55%	** **	90 57%	90 59%	** **	54 57%	68 61%	** **	63 56%	77 76% b	** **	110 61%	100 60%	** **	81 49%	99 55%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1220 49%	** **	71 45%	80 53%	** **	53 56%	66 60%	** **	55 50%	65 64%	** **	99 55%	93 55%	** **	74 45%	87 48%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1174 47%	** **	67 42%	70 46%	** **	55 58%	63 57%	** **	53 48%	68 67% b	** **	91 50%	98 59%	** **	76 46%	90 50%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	1010 41%	** **	55 35%	68 45%	** **	43 46%	50 45%	** **	45 40%	53 53%	** **	82 45%	73 43%	** **	61 37%	75 42%
None of these	136 5%	** **	9 6%	6 4%	** **	2 3%	3 3%	** **	2 2%	1 1%	** **	10 5%	3 2%	** **	8 5%	13 7%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 23**

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Don't know	44	**	-	2	**	2	-	**	1	-	**	-	2	**	-	2
	2%	**	-%	1%	**	2%	-%	**	1%	-%	**	-%	1%	**	-%	1%
<b>SUMMARY</b>																
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2301	**	149	144	**	90	108	**	108	100	**	171	163	**	156	164
	93%	**	94%	94%	**	95%	97%	**	97%	99%	**	95%	97%	**	95%	92%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1657 67%	**	72 66%	55 71%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1529 62%	**	57 52%	51 65%
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)	1457 59%	**	60 55%	53 68%

Columns Tested: a,b,c

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1373 55%	**	49 44%	35 45%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1220 49%	**	42 38%	32 41%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1174 47%	**	46 42%	32 41%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	1010 41%	**	33 30%	33 43%
None of these	136 5%	**	9 8%	5 7%

Columns Tested: a,b,c

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Don't know	44	**	3	1
	2%	**	3%	2%

**SUMMARY**

AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2301	**	98	72
	93%	**	89%	92%

Columns Tested: a,b,c



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 24**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	916	**	139	**	123	**	120	**	157	47	110	**	32
	37%	**	37%	**	49%	**	48%	**	41%	36%	30%	**	14%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	796	**	117	**	79	**	100	**	137	45	106	**	41
	32%	**	31%	**	32%	**	40%	**	36%	35%	29%	**	17%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	790	**	125	**	106	**	106	**	139	45	78	**	23
	32%	**	33%	**	42%	**	43%	**	37%	35%	22%	**	10%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 24**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
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)	761 31%	**	99	**	66	**	76	**	128	47	114	**	61
		**	26%	**	27%	**	31%	**	34%	37%	32%	**	26%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	691 28%	**	96	**	87	**	90	**	129	38	76	**	20
		**	25%	**	35%	**	36%	**	34%	29%	21%	**	9%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	690 28%	**	99	**	90	**	89	**	142	32	71	**	18
		**	26%	**	36%	**	36%	**	38%	25%	20%	**	8%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 24**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Apps that can be installed on a child's phone to monitor which apps they use and for how long	416 17%	** **	48 13%	** **	47 19%	** **	57 23%	** **	77 20%	21 16%	52 14%	** **	14 6%
None of these	521 21%	** **	78 21%	** **	29 12%	** **	30 12%	** **	48 13%	31 24%	108 30%	** **	101 43%
Don't know	77 3%	** **	9 3%	** **	6 3%	** **	5 2%	** **	11 3%	6 5%	9 3%	** **	11 5%
<b>SUMMARY</b>													
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1882 76%	** **	290 77%	** **	214 86%	** **	213 86%	** **	319 85%	92 71%	245 68%	** **	123 52%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 24**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	916	**	65	55	**	51	56	**	47	52	**	67	74	**	65	54
	37%	**	41%	36%	**	55%	50%	**	42%	51%	**	37%	44%	**	40%	30%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	796	**	57	39	**	37	33	**	48	32	**	68	64	**	68	38
	32%	**	36%	26%	**	40%	30%	**	43%	31%	**	38%	38%	**	41%	21%
															c	
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	790	**	51	55	**	37	49	**	42	57	**	63	70	**	44	46
	32%	**	32%	36%	**	39%	44%	**	37%	56%	**	35%	42%	**	27%	25%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 24**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
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)	761 31%	** **	46 29%	46 30%	** **	27 29%	30 27%	** **	38 34%	26 25%	** **	58 32%	74 44%	** **	54 33%	66 37%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	691 28%	** **	41 26%	41 27%	** **	33 35%	45 40%	** **	38 34%	51 50%	** **	60 33%	74 44%	** **	43 26%	43 24%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	690 28%	** **	38 24%	40 27%	** **	34 36%	42 38%	** **	35 31%	46 45%	** **	67 37%	72 43%	** **	35 21%	35 20%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	416 17%	** **	22 14%	26 17%	** **	25 27%	17 15%	** **	23 21%	24 24%	** **	40 22%	38 23%	** **	27 16%	23 13%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 24**

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
None of these	521	**	29	32	**	14	12	**	14	8	**	20	15	**	35	50
	21%	**	18%	21%	**	15%	11%	**	12%	8%	**	11%	9%	**	21%	28%
Don't know	77	**	4	5	**	2	-	**	4	-	**	-	2	**	*	6
	3%	**	3%	3%	**	2%	-%	**	3%	-%	**	-%	1%	**	*%	3%

**SUMMARY**

USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1882	**	125	115	**	79	99	**	94	94	**	161	151	**	129	123
	76%	**	79%	75%	**	83%	89%	**	84%	92%	**	89%	90%	**	78%	69%

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

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	916 37%	**	18 16%	10 13%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	796 32%	**	18 16%	21 27%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	790 32%	**	12 11%	7 9%

Columns Tested: a,b,c

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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
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)	761 31%	** **	31 28%	26 33%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	691 28%	** **	9 9%	8 10%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	690 28%	** **	5 5%	9 11%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	416 17%	** **	3 3%	6 8%

Columns Tested: a,b,c



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

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

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
None of these	521	**	50	27
	21%	**	45%	35%
Don't know	77	**	7	1
	3%	**	6%	2%
<b>SUMMARY</b>				
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1882	**	53	50
	76%	**	48%	64%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 25**

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

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	~a	b	~a	b
Unweighted total	1442	35	185	53	169	50	185	53	196	73	166	51	176
Effective Weighted Sample	985	25	132	36	120	36	126	39	139	50	120	35	129
Total	1457	42	216	46	137	43	142	71	241	82	201	41	136
I can trust my child to be sensible/ responsible	630	**	37	**	51	**	61	**	109	**	120	**	86
	43%	**	17%	**	37%	**	43%	**	45%	**	60%	**	63%
I prefer to supervise my child's online use by talking to them and setting rules	620	**	75	**	65	**	65	**	121	**	82	**	45
	43%	**	35%	**	48%	**	46%	**	50%	**	41%	**	33%
My child is too young/ don't need to worry about this yet	308	**	147	**	42	**	16	**	19	**	11	**	2
	21%	**	68%	**	31%	**	12%	**	8%	**	6%	**	1%
Content filters block too much/ get in the way	238	**	21	**	17	**	24	**	48	**	38	**	17
	16%	**	10%	**	13%	**	17%	**	20%	**	19%	**	13%
Content filters don't block enough	221	**	24	**	18	**	21	**	34	**	30	**	14
	15%	**	11%	**	13%	**	15%	**	14%	**	15%	**	10%
Content filters are complicated to use	183	**	11	**	13	**	15	**	35	**	28	**	18
	13%	**	5%	**	9%	**	10%	**	15%	**	14%	**	13%
My child can find a way around content filters	138	**	4	**	8	**	13	**	30	**	25	**	16
	9%	**	2%	**	6%	**	9%	**	12%	**	13%	**	12%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 25**

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

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	~a	b	~a	b
Unweighted total	1442	35	185	53	169	50	185	53	196	73	166	51	176
Effective Weighted Sample	985	25	132	36	120	36	126	39	139	50	120	35	129
Total	1457	42	216	46	137	43	142	71	241	82	201	41	136
None of these apply	136	**	22	**	12	**	11	**	24	**	17	**	24
	9%	**	10%	**	9%	**	8%	**	10%	**	9%	**	18%
Don't know	34	**	1	**	3	**	6	**	3	**	5	**	2
	2%	**	*%	**	2%	**	5%	**	1%	**	2%	**	2%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 25**

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

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 99%																
Unweighted total	1442	34	80	83	42	57	92	48	78	83	45	83	98	35	85	96
Effective Weighted Sample	985	24	57	60	32	40	64	34	54	59	35	56	72	24	55	73
Total	1457	45	93	91	39	49	65	41	68	63	63	104	120	43	90	117
I can trust my child to be sensible/responsible	630	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I prefer to supervise my child's online use by talking to them and setting rules	620	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My child is too young/ don't need to worry about this yet	308	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Content filters block too much/ get in the way	238	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Content filters don't block enough	221	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Content filters are complicated to use	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My child can find a way around content filters	138	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 25**

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

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 99%																
Unweighted total	1442	34	80	83	42	57	92	48	78	83	45	83	98	35	85	96
Effective Weighted Sample	985	24	57	60	32	40	64	34	54	59	35	56	72	24	55	73
Total	1457	45	93	91	39	49	65	41	68	63	63	104	120	43	90	117
None of these apply	136	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	~b	~c
Unweighted total	1442	37	72	77
Effective Weighted Sample	985	27	56	53
Total	1457	29	60	53
I can trust my child to be sensible/ responsible	630	**	**	**
	43%	**	**	**
I prefer to supervise my child's online use by talking to them and setting rules	620	**	**	**
	43%	**	**	**
My child is too young/ don't need to worry about this yet	308	**	**	**
	21%	**	**	**
Content filters block too much/ get in the way	238	**	**	**
	16%	**	**	**
Content filters don't block enough	221	**	**	**
	15%	**	**	**
Content filters are complicated to use	183	**	**	**
	13%	**	**	**
My child can find a way around content filters	138	**	**	**
	9%	**	**	**

Columns Tested: a,b,c

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

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	~b	~c
Unweighted total	1442	37	72	77
Effective Weighted Sample	985	27	56	53
Total	1457	29	60	53
None of these apply	136	**	**	**
	9%	**	**	**
Don't know	34	**	**	**
	2%	**	**	**

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 26**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%													
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Strongly disagree	488 21%	** **	94 30%	** **	76 31%	** **	68 28%	** **	59 16%	17 13%	55 15%	** **	23 10%
Slightly disagree	506 21%	** **	57 18%	** **	59 24%	** **	57 23%	** **	96 25%	31 24%	51 14%	** **	44 19%
Neither agree nor disagree	641 27%	** **	84 27%	** **	62 26%	** **	52 21%	** **	96 25%	43 34%	98 27%	** **	69 29%
Slightly agree	466 20%	** **	38 12%	** **	25 10%	** **	36 15%	** **	95 25%	20 15%	112 31%	** **	59 25%
Strongly agree	215 9%	** **	20 6%	** **	14 6%	** **	25 10%	** **	26 7%	18 14%	42 12%	** **	37 16%
Don't know	66 3%	** **	25 8%	** **	6 2%	** **	6 2%	** **	5 1%	- -%	5 1%	** **	3 1%
<b>SUMMARY</b>													
TOTAL DISAGREE	994 42%	** **	151 47%	** **	134 56%	** **	125 51%	** **	155 41%	48 37%	105 29%	** **	66 28%
TOTAL AGREE	681 29%	** **	58 18%	** **	39 16%	** **	62 25%	** **	121 32%	37 29%	153 42%	** **	96 41%
TOTAL NEITHER/ DON'T KNOW	706 30%	** **	109 34%	** **	68 28%	** **	58 24%	** **	101 27%	43 34%	103 28%	** **	72 31%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 26**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Strongly disagree	488 21%	** **	33 26%	36 28%	** **	31 34%	37 34%	** **	29 28%	28 28%	** **	26 14%	31 19%	** **	27 16%	20 11%
Slightly disagree	506 21%	** **	22 17%	25 20%	** **	18 20%	30 28%	** **	22 21%	24 24%	** **	43 24%	57 34%	** **	25 15%	31 17%
Neither agree nor disagree	641 27%	** **	47 36%	23 18%	** **	25 27%	20 19%	** **	28 26%	16 16%	** **	40 22%	31 18%	** **	58 35%	45 25%
Slightly agree	466 20%	** **	15 12%	23 18%	** **	12 13%	11 10%	** **	21 20%	16 16%	** **	47 26%	39 23%	** **	34 21%	61 34%
Strongly agree	215 9%	** **	7 6%	15 11%	** **	6 7%	7 6%	** **	5 5%	13 13%	** **	25 14%	7 4%	** **	20 12%	23 13%
Don't know	66 3%	** **	5 4%	7 6%	** **	* *%	3 3%	** **	- -%	4 4%	** **	* *%	3 2%	** **	2 1%	- -%
<b>SUMMARY</b>																
TOTAL DISAGREE	994 42%	** **	55 43%	61 47%	** **	49 53%	68 62%	** **	52 49%	52 51%	** **	69 38%	88 53%	** **	52 31%	51 28%
TOTAL AGREE	681 29%	** **	23 18%	38 29%	** **	18 19%	18 17%	** **	27 25%	29 28%	** **	71 39%	46 27%	** **	54 33%	84 47%
TOTAL NEITHER/ DON'T KNOW	706 30%	** **	52 40%	31 24%	** **	25 27%	23 21%	** **	28 26%	21 20%	** **	41 22%	33 20%	** **	59 36%	45 25%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 26**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Strongly disagree	488	**	4	10
	21%	**	4%	12%
Slightly disagree	506	**	25	13
	21%	**	22%	17%
Neither agree nor disagree	641	**	39	18
	27%	**	36%	23%
Slightly agree	466	**	27	18
	20%	**	24%	23%
Strongly agree	215	**	14	17
	9%	**	13%	22%
Don't know	66	**	*	2
	3%	**	1%	3%
<b>SUMMARY</b>				
TOTAL DISAGREE	994	**	29	23
	42%	**	27%	30%
TOTAL AGREE	681	**	41	35
	29%	**	37%	45%
TOTAL NEITHER/ DON'T KNOW	706	**	40	20
	30%	**	36%	25%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 27**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Strongly disagree	206 9%	** **	42 13%	** **	19 8%	** **	25 10%	** **	27 7%	10 8%	36 10%	** **	15 7%
Slightly disagree	390 16%	** **	49 15%	** **	42 18%	** **	48 20%	** **	71 19%	20 15%	55 15%	** **	28 12%
Neither agree nor disagree	751 32%	** **	92 29%	** **	68 28%	** **	73 30%	** **	109 29%	39 30%	106 29%	** **	77 33%
Slightly agree	695 29%	** **	97 31%	** **	75 31%	** **	66 27%	** **	117 31%	39 30%	106 29%	** **	77 33%
Strongly agree	288 12%	** **	26 8%	** **	30 12%	** **	32 13%	** **	50 13%	19 14%	55 15%	** **	33 14%
Don't know	51 2%	** **	12 4%	** **	6 2%	** **	- -%	** **	3 1%	2 2%	3 1%	** **	4 2%
<b>SUMMARY</b>													
TOTAL DISAGREE	596 25%	** **	91 29%	** **	62 26%	** **	73 30%	** **	99 26%	30 23%	91 25%	** **	44 19%
TOTAL AGREE	983 41%	** **	123 39%	** **	105 44%	** **	98 40%	** **	167 44%	58 45%	161 45%	** **	110 47%
TOTAL NEITHER/ DON'T KNOW	802 34%	** **	104 33%	** **	74 31%	** **	73 30%	** **	112 30%	41 32%	109 30%	** **	81 35%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 27**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Strongly disagree	206	**	10	11	**	7	11	**	11	4	**	7	15	**	19	9
	9%	**	8%	9%	**	8%	10%	**	10%	4%	**	4%	9%	**	12%	5%
Slightly disagree	390	**	15	24	**	13	19	**	21	23	**	30	32	**	28	35
	16%	**	12%	19%	**	14%	18%	**	20%	22%	**	17%	19%	**	17%	20%
Neither agree nor disagree	751	**	61	27	**	29	30	**	26	29	**	55	42	**	38	57
	32%	**	47%	21%	**	32%	28%	**	24%	29%	**	30%	25%	**	23%	32%
			c													
Slightly agree	695	**	33	49	**	33	33	**	31	30	**	62	55	**	57	45
	29%	**	25%	38%	**	36%	30%	**	30%	29%	**	34%	33%	**	34%	25%
Strongly agree	288	**	7	13	**	9	15	**	13	16	**	28	21	**	22	33
	12%	**	6%	10%	**	10%	14%	**	13%	16%	**	15%	13%	**	13%	18%
Don't know	51	**	3	4	**	*	1	**	3	-	**	*	3	**	*	*
	2%	**	2%	3%	**	*%	1%	**	3%	-%	**	*%	2%	**	*%	*%
<b>SUMMARY</b>																
TOTAL DISAGREE	596	**	26	36	**	21	30	**	32	27	**	36	47	**	47	44
	25%	**	20%	28%	**	22%	27%	**	31%	26%	**	20%	28%	**	29%	25%
TOTAL AGREE	983	**	40	62	**	42	48	**	45	46	**	90	76	**	79	78
	41%	**	31%	48%	**	46%	44%	**	42%	45%	**	50%	45%	**	48%	43%
TOTAL NEITHER/ DON'T KNOW	802	**	64	31	**	29	31	**	29	29	**	55	45	**	39	57
	34%	**	49%	24%	**	32%	29%	**	27%	29%	**	30%	27%	**	23%	32%
			c													

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Strongly disagree	206 9%	** **	4 4%	7 9%
Slightly disagree	390 16%	** **	13 12%	10 13%
Neither agree nor disagree	751 32%	** **	39 35%	26 34%
Slightly agree	695 29%	** **	34 31%	22 28%
Strongly agree	288 12%	** **	19 17%	11 14%
Don't know	51 2%	** **	1 1%	2 2%
<b>SUMMARY</b>				
TOTAL DISAGREE	596 25%	** **	17 16%	17 22%
TOTAL AGREE	983 41%	** **	53 48%	33 42%
TOTAL NEITHER/ DON'T KNOW	802 34%	** **	40 36%	28 36%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 28**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Strongly disagree	123 5%	** **	31 10%	** **	13 6%	** **	18 7%	** **	15 4%	12 9%	13 4%	** **	5 2%
Slightly disagree	259 11%	** **	38 12%	** **	28 12%	** **	30 12%	** **	39 10%	15 12%	32 9%	** **	19 8%
Neither agree nor disagree	595 25%	** **	92 29%	** **	60 25%	** **	51 21%	** **	80 21%	33 25%	77 21%	** **	44 19%
Slightly agree	916 38%	** **	101 32%	** **	103 43%	** **	104 43%	** **	168 45%	43 33%	138 38%	** **	93 40%
Strongly agree	444 19%	** **	35 11%	** **	30 13%	** **	39 16%	** **	72 19%	26 20%	99 27%	** **	69 29%
Don't know	45 2%	** **	20 6%	** **	7 3%	** **	2 1%	** **	3 1%	- -%	1 *%	** **	4 2%
<b>SUMMARY</b>													
TOTAL DISAGREE	382 16%	** **	69 22%	** **	42 17%	** **	47 19%	** **	54 14%	27 21%	45 13%	** **	25 10%
TOTAL AGREE	1360 57%	** **	137 43%	** **	133 55%	** **	143 59%	** **	241 64%	69 53%	237 66%	** **	162 69%
TOTAL NEITHER/ DON'T KNOW	640 27%	** **	112 35%	** **	66 27%	** **	54 22%	** **	83 22%	33 25%	78 22%	** **	48 21%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 28**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Strongly disagree	123 5%	** **	8 6%	10 8%	** **	6 7%	5 5%	** **	5 5%	3 3%	** **	4 2%	6 4%	** **	13 8%	6 4%
Slightly disagree	259 11%	** **	15 11%	18 14%	** **	10 11%	12 11%	** **	16 15%	12 12%	** **	26 14%	13 8%	** **	16 10%	14 8%
Neither agree nor disagree	595 25%	** **	45 35%	22 17%	** **	25 27%	25 23%	** **	25 23%	15 14%	** **	33 18%	23 14%	** **	38 23%	26 14%
Slightly agree	916 38%	** **	38 29%	52 40%	** **	38 41%	47 43%	** **	49 46%	44 44%	** **	93 51%	68 41%	** **	67 41%	64 36%
Strongly agree	444 19%	** **	12 9%	25 20%	** **	14 15%	21 19%	** **	12 11%	26 26%	** **	25 14%	52 31%	** **	30 18%	68 38%
Don't know	45 2%	** **	11 9%	2 2%	** **	* *%	- -%	** **	- -%	1 1%	** **	* *%	5 3%	** **	- -%	- -%
<b>SUMMARY</b>																
TOTAL DISAGREE	382 16%	** **	23 18%	28 22%	** **	16 17%	17 15%	** **	21 20%	15 15%	** **	30 17%	19 11%	** **	30 18%	21 11%
TOTAL AGREE	1360 57%	** **	50 39%	78 60%	** **	51 56%	68 62%	** **	61 57%	71 70%	** **	118 65%	120 72%	** **	97 59%	133 74%
TOTAL NEITHER/ DON'T KNOW	640 27%	** **	57 44%	24 18%	** **	25 27%	25 23%	** **	25 23%	16 16%	** **	33 18%	28 17%	** **	38 23%	26 14%

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

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Strongly disagree	123 5%	**	*	-
		**	*%	-%
Slightly disagree	259 11%	**	7	7
		**	6%	9%
Neither agree nor disagree	595 25%	**	30	14
		**	28%	18%
Slightly agree	916 38%	**	41	33
		**	38%	42%
Strongly agree	444 19%	**	31	25
		**	28%	31%
Don't know	45 2%	**	*	-
		**	*%	-%
<b>SUMMARY</b>				
TOTAL DISAGREE	382 16%	**	7	7
		**	7%	9%
TOTAL AGREE	1360 57%	**	72	57
		**	65%	73%
TOTAL NEITHER/ DON'T KNOW	640 27%	**	31	14
		**	28%	18%

Columns Tested: a,b,c



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 29**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Strongly disagree	87 4%	** **	12 4%	** **	5 2%	** **	12 5%	** **	10 3%	6 4%	10 3%	** **	14 6%
Slightly disagree	176 7%	** **	25 8%	** **	14 6%	** **	21 8%	** **	26 7%	14 11%	25 7%	** **	14 6%
Neither agree nor disagree	273 11%	** **	35 11%	** **	25 10%	** **	21 9%	** **	39 10%	12 9%	51 14%	** **	26 11%
Slightly agree	863 36%	** **	103 32%	** **	91 38%	** **	82 34%	** **	139 37%	47 37%	150 41%	** **	91 39%
Strongly agree	970 41%	** **	142 45%	** **	104 43%	** **	108 44%	** **	163 43%	49 38%	125 35%	** **	88 38%
Don't know	12 1%	** **	* *%	** **	2 1%	** **	* *%	** **	* *%	1 1%	* *%	** **	1 *%
<b>SUMMARY</b>													
TOTAL DISAGREE	263 11%	** **	37 12%	** **	20 8%	** **	32 13%	** **	36 10%	20 15%	35 10%	** **	28 12%
TOTAL AGREE	1834 77%	** **	245 77%	** **	195 81%	** **	190 78%	** **	302 80%	96 75%	275 76%	** **	179 76%
TOTAL NEITHER/ DON'T KNOW	285 12%	** **	35 11%	** **	26 11%	** **	22 9%	** **	39 10%	13 10%	51 14%	** **	27 12%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 29**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Strongly disagree	87 4%	** **	4 3%	9 7%	** **	1 1%	2 1%	** **	5 5%	6 6%	** **	2 1%	10 6%	** **	7 4%	6 3%
Slightly disagree	176 7%	** **	7 5%	10 8%	** **	8 9%	8 8%	** **	5 4%	10 10%	** **	14 8%	15 9%	** **	9 5%	22 12%
Neither agree nor disagree	273 11%	** **	16 13%	12 9%	** **	14 16%	9 8%	** **	5 5%	8 8%	** **	25 14%	3 2%	** **	8 5%	22 13%
Slightly agree	863 36%	** **	46 36%	45 35%	** **	33 35%	43 39%	** **	42 39%	31 30%	** **	59 33%	68 41%	** **	74 45%	74 41%
Strongly agree	970 41%	** **	57 44%	53 41%	** **	36 39%	48 44%	** **	49 46%	46 45%	** **	80 44%	71 42%	** **	66 40%	55 30%
Don't know	12 1%	** **	- -%	* *%	** **	- -%	- -%	** **	* *%	- -%	** **	* *%	- -%	** **	- -%	1 *%
<b>SUMMARY</b>																
TOTAL DISAGREE	263 11%	** **	10 8%	19 15%	** **	9 10%	10 9%	** **	10 9%	17 16%	** **	16 9%	25 15%	** **	16 10%	28 15%
TOTAL AGREE	1834 77%	** **	103 79%	98 76%	** **	69 74%	91 83%	** **	91 85%	77 75%	** **	140 77%	139 83%	** **	140 85%	129 72%
TOTAL NEITHER/ DON'T KNOW	285 12%	** **	16 13%	12 9%	** **	14 16%	9 8%	** **	6 5%	8 8%	** **	26 14%	3 2%	** **	8 5%	23 13%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Strongly disagree	87 4%	**	5 5%	3 4%
Slightly disagree	176 7%	**	7 6%	4 5%
Neither agree nor disagree	273 11%	**	8 7%	8 10%
Slightly agree	863 36%	**	45 41%	35 45%
Strongly agree	970 41%	**	45 41%	27 35%
Don't know	12 1%	**	* *%	- -%
<b>SUMMARY</b>				
TOTAL DISAGREE	263 11%	**	12 11%	7 10%
TOTAL AGREE	1834 77%	**	90 82%	63 80%
TOTAL NEITHER/ DON'T KNOW	285 12%	**	8 7%	8 10%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 30**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	865 36%	** **	119 37%	** **	100 42%	** **	111 46%	** **	141 37%	38 30%	107 30%	** **	62 26%
Fairly concerned	675 28%	** **	59 19%	** **	62 26%	** **	70 29%	** **	130 34%	46 36%	112 31%	** **	75 32%
Neither/ nor	281 12%	** **	36 11%	** **	20 8%	** **	29 12%	** **	38 10%	13 10%	42 12%	** **	39 17%
Not very concerned	333 14%	** **	38 12%	** **	32 13%	** **	23 10%	** **	54 14%	17 13%	72 20%	** **	42 18%
Not at all concerned	209 9%	** **	60 19%	** **	26 11%	** **	9 4%	** **	12 3%	13 10%	26 7%	** **	17 7%
Don't know	19 1%	** **	5 2%	** **	* *0%	** **	1 1%	** **	3 1%	2 1%	2 1%	** **	- -0%
<b>SUMMARY</b>													
TOTAL CONCERNED	1540 65%	** **	178 56%	** **	162 67%	** **	182 74%	** **	271 72%	84 65%	219 61%	** **	136 58%
TOTAL NOT CONCERNED	541 23%	** **	98 31%	** **	58 24%	** **	32 13%	** **	66 18%	30 23%	99 27%	** **	59 25%
TOTAL NEITHER/ DON'T KNOW	300 13%	** **	42 13%	** **	21 9%	** **	30 12%	** **	40 11%	15 12%	44 12%	** **	39 17%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 30**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	865	**	43	49	**	34	53	**	51	42	**	58	64	**	57	46
	36%	**	33%	38%	**	37%	49%	**	48%	42%	**	32%	38%	**	34%	25%
Fairly concerned	675	**	21	36	**	25	27	**	31	34	**	59	56	**	44	62
	28%	**	16%	28%	**	27%	25%	**	29%	33%	**	33%	33%	**	27%	35%
Neither/ nor	281	**	16	15	**	7	5	**	10	12	**	18	18	**	22	18
	12%	**	13%	11%	**	7%	5%	**	9%	12%	**	10%	11%	**	13%	10%
Not very concerned	333	**	19	15	**	13	12	**	10	10	**	38	21	**	30	39
	14%	**	15%	12%	**	14%	11%	**	9%	10%	**	21%	13%	**	18%	22%
Not at all concerned	209	**	29	15	**	13	11	**	3	2	**	8	6	**	11	14
	9%	**	22%	12%	**	14%	10%	**	3%	2%	**	4%	3%	**	6%	8%
Don't know	19	**	2	-	**	*	-	**	1	1	**	-	3	**	1	-
	1%	**	1%	-%	**	*%	-%	**	1%	1%	**	-%	2%	**	*%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1540	**	63	85	**	59	80	**	82	76	**	118	120	**	101	108
	65%	**	49%	66%	**	64%	73%	**	78%	75%	**	65%	72%	**	61%	60%
TOTAL NOT CONCERNED	541	**	48	30	**	26	24	**	13	13	**	46	27	**	41	53
	23%	**	37%	23%	**	29%	22%	**	12%	12%	**	25%	16%	**	25%	30%
TOTAL NEITHER/ DON'T KNOW	300	**	18	15	**	7	5	**	11	13	**	18	21	**	23	18
	13%	**	14%	11%	**	8%	5%	**	10%	13%	**	10%	12%	**	14%	10%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 30**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	865 36%	**	26 24%	21 27%
Fairly concerned	675 28%	**	29 27%	27 35%
Neither/ nor	281 12%	**	19 17%	11 14%
Not very concerned	333 14%	**	23 21%	13 17%
Not at all concerned	209 9%	**	12 11%	5 6%
Don't know	19 1%	**	- -%	- -%
<b>SUMMARY</b>				
TOTAL CONCERNED	1540 65%	**	55 50%	49 63%
TOTAL NOT CONCERNED	541 23%	**	35 32%	18 23%
TOTAL NEITHER/ DON'T KNOW	300 13%	**	19 17%	11 14%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 31**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	912 38%	** **	128 40%	** **	109 45%	** **	113 46%	** **	136 36%	51 40%	115 32%	** **	60 25%
Fairly concerned	738 31%	** **	57 18%	** **	56 23%	** **	80 33%	** **	147 39%	49 38%	135 37%	** **	80 34%
Neither/ nor	267 11%	** **	33 10%	** **	24 10%	** **	30 12%	** **	39 10%	11 9%	47 13%	** **	34 15%
Not very concerned	275 12%	** **	45 14%	** **	27 11%	** **	15 6%	** **	40 11%	14 11%	46 13%	** **	44 19%
Not at all concerned	174 7%	** **	50 16%	** **	25 10%	** **	6 2%	** **	13 4%	4 3%	17 5%	** **	17 7%
Don't know	15 1%	** **	5 1%	** **	- -%	** **	- -%	** **	3 1%	- -%	1 *0%	** **	- -%
<b>SUMMARY</b>													
TOTAL CONCERNED	1650 69%	** **	185 58%	** **	165 69%	** **	193 79%	** **	282 75%	100 78%	250 69%	** **	140 59%
TOTAL NOT CONCERNED	450 19%	** **	95 30%	** **	52 21%	** **	21 9%	** **	53 14%	17 13%	63 17%	** **	61 26%
TOTAL NEITHER/ DON'T KNOW	282 12%	** **	37 12%	** **	24 10%	** **	30 12%	** **	42 11%	11 9%	48 13%	** **	34 15%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 31**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	912	**	50	47	**	37	54	**	48	54	**	67	65	**	63	48
	38%	**	39%	37%	**	40%	50%	**	45%	53%	**	37%	39%	**	38%	27%
Fairly concerned	738	**	24	39	**	23	27	**	38	27	**	64	63	**	60	68
	31%	**	18%	30%	**	24%	24%	**	36%	27%	**	35%	38%	**	36%	38%
Neither/ nor	267	**	14	9	**	9	9	**	6	11	**	23	13	**	15	26
	11%	**	11%	7%	**	10%	8%	**	6%	11%	**	13%	8%	**	9%	14%
Not very concerned	275	**	18	19	**	9	13	**	10	7	**	20	18	**	18	33
	12%	**	14%	15%	**	10%	11%	**	9%	7%	**	11%	11%	**	11%	18%
Not at all concerned	174	**	23	13	**	14	7	**	4	2	**	8	6	**	9	5
	7%	**	18%	10%	**	15%	7%	**	4%	2%	**	4%	4%	**	5%	3%
Don't know	15	**	-	1	**	-	-	**	-	-	**	-	3	**	1	-
	1%	**	-%	1%	**	-%	-%	**	-%	-%	**	-%	2%	**	-%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1650	**	74	86	**	60	81	**	86	81	**	130	128	**	122	116
	69%	**	57%	67%	**	64%	74%	**	81%	80%	**	72%	77%	**	74%	65%
TOTAL NOT CONCERNED	450	**	41	33	**	24	20	**	13	9	**	27	24	**	27	37
	19%	**	32%	25%	**	25%	18%	**	13%	9%	**	15%	14%	**	16%	21%
TOTAL NEITHER/ DON'T KNOW	282	**	14	10	**	9	9	**	6	11	**	23	15	**	15	26
	12%	**	11%	8%	**	10%	8%	**	6%	11%	**	13%	9%	**	9%	14%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	912 38%	**	23 21%	18 24%
Fairly concerned	738 31%	**	37 34%	33 43%
Neither/ nor	267 11%	**	17 15%	10 12%
Not very concerned	275 12%	**	21 19%	14 17%
Not at all concerned	174 7%	**	12 11%	3 4%
Don't know	15 1%	**	- -%	- -%
<b>SUMMARY</b>				
TOTAL CONCERNED	1650 69%	**	60 55%	52 66%
TOTAL NOT CONCERNED	450 19%	**	33 30%	17 21%
TOTAL NEITHER/ DON'T KNOW	282 12%	**	17 15%	10 12%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 32**

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

**QP51F. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Damaging their reputation either now or in the future (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	645 27%	** **	87 28%	** **	77 32%	** **	80 33%	** **	100 27%	37 29%	88 24%	** **	55 23%
Fairly concerned	721 30%	** **	70 22%	** **	61 25%	** **	79 33%	** **	136 36%	42 33%	121 34%	** **	69 29%
Neither/ nor	428 18%	** **	56 18%	** **	31 13%	** **	49 20%	** **	62 16%	21 16%	69 19%	** **	52 22%
Not very concerned	372 16%	** **	49 15%	** **	45 19%	** **	28 11%	** **	52 14%	22 17%	53 15%	** **	46 20%
Not at all concerned	179 8%	** **	47 15%	** **	22 9%	** **	5 2%	** **	20 5%	6 5%	25 7%	** **	12 5%
Don't know	36 2%	** **	8 3%	** **	5 2%	** **	2 1%	** **	6 2%	- -%	4 1%	** **	- -%
<b>SUMMARY</b>													
TOTAL CONCERNED	1366 57%	** **	158 50%	** **	138 57%	** **	160 65%	** **	237 63%	79 62%	210 58%	** **	124 53%
TOTAL NOT CONCERNED	551 23%	** **	95 30%	** **	67 28%	** **	33 14%	** **	73 19%	28 22%	79 22%	** **	59 25%
TOTAL NEITHER/ DON'T KNOW	464 19%	** **	65 20%	** **	36 15%	** **	51 21%	** **	68 18%	21 16%	73 20%	** **	52 22%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 32**

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

**QP51F. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Damaging their reputation either now or in the future (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	645	**	34	32	**	23	44	**	31	37	**	38	49	**	38	46
	27%	**	26%	25%	**	25%	40%	**	29%	36%	**	21%	29%	**	23%	26%
Fairly concerned	721	**	23	40	**	27	24	**	38	34	**	70	59	**	53	62
	30%	**	17%	31%	**	30%	22%	**	36%	34%	**	39%	35%	**	32%	34%
Neither/ nor	428	**	20	24	**	12	14	**	18	17	**	34	18	**	43	35
	18%	**	16%	18%	**	12%	13%	**	17%	17%	**	19%	11%	**	26%	19%
Not very concerned	372	**	26	21	**	15	18	**	14	11	**	28	31	**	18	27
	16%	**	20%	16%	**	16%	16%	**	13%	10%	**	15%	19%	**	11%	15%
Not at all concerned	179	**	23	13	**	13	9	**	5	2	**	11	6	**	11	9
	8%	**	18%	10%	**	14%	8%	**	4%	2%	**	6%	4%	**	7%	5%
Don't know	36	**	5	-	**	3	-	**	1	1	**	-	4	**	3	-
	2%	**	4%	-%	**	3%	-%	**	1%	1%	**	-%	3%	**	2%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1366	**	56	72	**	50	68	**	69	71	**	108	108	**	91	108
	57%	**	43%	55%	**	55%	62%	**	65%	70%	**	60%	64%	**	55%	60%
TOTAL NOT CONCERNED	551	**	48	34	**	27	27	**	18	13	**	39	37	**	28	36
	23%	**	37%	26%	**	30%	25%	**	17%	12%	**	22%	22%	**	17%	20%
TOTAL NEITHER/ DON'T KNOW	464	**	25	24	**	15	14	**	19	18	**	34	23	**	45	35
	19%	**	19%	18%	**	16%	13%	**	18%	18%	**	19%	14%	**	27%	19%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

**QP51F. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Damaging their reputation either now or in the future (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	645 27%	**	20 18%	18 23%
Fairly concerned	721 30%	**	28 25%	30 38%
Neither/ nor	428 18%	**	25 23%	15 19%
Not very concerned	372 16%	**	24 22%	14 18%
Not at all concerned	179 8%	**	13 12%	1 1%
Don't know	36 2%	**	- c -%	- -%
<b>SUMMARY</b>				
TOTAL CONCERNED	1366 57%	**	48 44%	48 62%
TOTAL NOT CONCERNED	551 23%	**	37 34%	15 19%
TOTAL NEITHER/ DON'T KNOW	464 19%	**	25 23%	15 19%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 33**

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

**QP51G. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing content which encourages them to hurt or harm themselves (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	937	**	134	**	109	**	116	**	154	48	116	**	64
	39%	**	42%	**	45%	**	48%	**	41%	37%	32%	**	27%
Fairly concerned	678	**	67	**	58	**	72	**	121	36	125	**	68
	28%	**	21%	**	24%	**	30%	**	32%	28%	35%	**	29%
Neither/ nor	248	**	22	**	26	**	25	**	33	16	41	**	31
	10%	**	7%	**	11%	**	10%	**	9%	13%	11%	**	13%
Not very concerned	323	**	51	**	26	**	22	**	53	14	53	**	54
	14%	**	16%	**	11%	**	9%	**	14%	11%	15%	**	23%
Not at all concerned	169	**	36	**	19	**	6	**	11	14	24	**	18
	7%	**	11%	**	8%	**	2%	**	3%	11%	7%	**	8%
Don't know	27	**	8	**	3	**	3	**	6	-	1	**	1
	1%	**	3%	**	1%	**	1%	**	2%	-%	*%	**	*%
<b>SUMMARY</b>													
TOTAL CONCERNED	1615	**	201	**	166	**	188	**	275	84	241	**	132
	68%	**	63%	**	69%	**	77%	**	73%	65%	67%	**	56%
TOTAL NOT CONCERNED	492	**	87	**	45	**	28	**	64	28	78	**	72
	21%	**	27%	**	19%	**	12%	**	17%	22%	22%	**	31%
TOTAL NEITHER/ DON'T KNOW	275	**	30	**	30	**	27	**	39	16	42	**	31
	12%	**	10%	**	12%	**	11%	**	10%	13%	12%	**	13%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 33**

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

**QP51G. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing content which encourages them to hurt or harm themselves (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	937	**	53	42	**	33	55	**	50	51	**	67	78	**	51	53
	39%	**	41%	32%	**	36%	50%	**	47%	51%	**	37%	47%	**	31%	30%
Fairly concerned	678	**	22	47	**	27	30	**	30	32	**	61	46	**	60	60
	28%	**	17%	36%	**	30%	27%	**	28%	31%	**	34%	27%	**	37%	33%
				b												
Neither/ nor	248	**	8	6	**	10	7	**	9	8	**	19	15	**	15	22
	10%	**	6%	5%	**	11%	6%	**	9%	8%	**	11%	9%	**	9%	12%
Not very concerned	323	**	24	24	**	10	13	**	11	9	**	25	24	**	15	33
	14%	**	19%	18%	**	11%	12%	**	11%	9%	**	14%	14%	**	9%	18%
Not at all concerned	169	**	20	9	**	10	6	**	3	1	**	6	1	**	23	12
	7%	**	15%	7%	**	11%	5%	**	3%	1%	**	3%	1%	**	14%	6%
Don't know	27	**	3	2	**	2	-	**	3	-	**	2	4	**	1	-
	1%	**	2%	1%	**	2%	-%	**	3%	-%	**	1%	2%	**	*%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1615	**	75	89	**	61	85	**	80	83	**	129	124	**	111	113
	68%	**	58%	69%	**	66%	77%	**	76%	82%	**	71%	74%	**	68%	63%
TOTAL NOT CONCERNED	492	**	44	33	**	20	18	**	14	10	**	31	25	**	38	44
	21%	**	34%	25%	**	22%	17%	**	13%	10%	**	17%	15%	**	23%	25%
TOTAL NEITHER/ DON'T KNOW	275	**	11	8	**	12	7	**	12	8	**	21	19	**	16	22
	12%	**	9%	6%	**	13%	6%	**	11%	8%	**	12%	11%	**	10%	12%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

**QP51G. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing content which encourages them to hurt or harm themselves (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	937	**	28	22
	39%	**	26%	28%
Fairly concerned	678	**	26	24
	28%	**	24%	31%
Neither/ nor	248	**	11	11
	10%	**	10%	14%
Not very concerned	323	**	28	18
	14%	**	26%	23%
Not at all concerned	169	**	16	2
	7%	**	14%	3%
Don't know	27	**	-	-
	1%	**	-%	-%
<b>SUMMARY</b>				
TOTAL CONCERNED	1615	**	55	46
	68%	**	50%	59%
TOTAL NOT CONCERNED	492	**	44	21
	21%	**	40%	26%
TOTAL NEITHER/ DON'T KNOW	275	**	11	11
	12%	**	10%	14%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 34**

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

**QP51H. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The pressure on them to spend money online (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	513 22%	** **	77 24%	** **	68 28%	** **	73 30%	** **	69 18%	19 15%	55 15%	** **	43 18%
Fairly concerned	691 29%	** **	71 22%	** **	67 28%	** **	79 32%	** **	110 29%	39 30%	118 33%	** **	60 26%
Neither/ nor	368 15%	** **	45 14%	** **	34 14%	** **	44 18%	** **	63 17%	19 15%	49 14%	** **	34 15%
Not very concerned	495 21%	** **	53 17%	** **	37 16%	** **	32 13%	** **	97 26%	35 27%	109 30%	** **	69 29%
Not at all concerned	289 12%	** **	63 20%	** **	31 13%	** **	16 6%	** **	35 9%	17 13%	29 8%	** **	28 12%
Don't know	24 1%	** **	9 3%	** **	3 1%	** **	- -%	** **	3 1%	- -%	3 1%	** **	* *%
<b>SUMMARY</b>													
TOTAL CONCERNED	1204 51%	** **	148 47%	** **	135 56%	** **	152 62%	** **	180 48%	57 45%	172 48%	** **	103 44%
TOTAL NOT CONCERNED	785 33%	** **	116 37%	** **	68 28%	** **	48 20%	** **	132 35%	52 40%	137 38%	** **	97 41%
TOTAL NEITHER/ DON'T KNOW	393 16%	** **	53 17%	** **	37 15%	** **	44 18%	** **	65 17%	19 15%	51 14%	** **	35 15%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 34**

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

**QP51H. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The pressure on them to spend money online (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	513	**	26	30	**	22	39	**	32	31	**	31	27	**	26	23
	22%	**	20%	23%	**	24%	36%	**	30%	31%	**	17%	16%	**	16%	13%
Fairly concerned	691	**	32	35	**	26	31	**	30	37	**	58	56	**	48	61
	29%	**	24%	27%	**	28%	28%	**	29%	37%	**	32%	34%	**	29%	34%
Neither/ nor	368	**	15	21	**	9	13	**	21	11	**	31	23	**	30	22
	15%	**	11%	16%	**	10%	12%	**	20%	11%	**	17%	14%	**	18%	12%
Not very concerned	495	**	22	31	**	18	15	**	14	16	**	42	45	**	44	57
	21%	**	17%	24%	**	19%	14%	**	13%	15%	**	23%	27%	**	27%	32%
Not at all concerned	289	**	32	11	**	16	11	**	8	6	**	18	13	**	15	16
	12%	**	25%	9%	**	18%	10%	**	8%	6%	**	10%	8%	**	9%	9%
			c													
Don't know	24	**	4	1	**	1	-	**	-	-	**	-	3	**	3	-
	1%	**	3%	1%	**	1%	-%	**	-%	-%	**	-%	2%	**	2%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1204	**	58	65	**	48	70	**	63	68	**	89	84	**	73	84
	51%	**	45%	50%	**	52%	64%	**	59%	67%	**	49%	50%	**	45%	47%
TOTAL NOT CONCERNED	785	**	53	42	**	34	26	**	22	22	**	60	58	**	59	73
	33%	**	41%	33%	**	37%	24%	**	21%	21%	**	33%	35%	**	36%	41%
TOTAL NEITHER/ DON'T KNOW	393	**	18	22	**	10	13	**	21	11	**	31	25	**	32	22
	16%	**	14%	17%	**	11%	12%	**	20%	11%	**	17%	15%	**	20%	12%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 34**

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

**QP51H. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The pressure on them to spend money online (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	513 22%	**	20 19%	14 18%
Fairly concerned	691 29%	**	28 26%	20 25%
Neither/ nor	368 15%	**	11 10%	14 18%
Not very concerned	495 21%	**	30 27%	25 32%
Not at all concerned	289 12%	**	20 18%	4 6%
Don't know	24 1%	**	* *%	- -%
<b>SUMMARY</b>				
TOTAL CONCERNED	1204 51%	**	49 44%	34 44%
TOTAL NOT CONCERNED	785 33%	**	50 46%	30 38%
TOTAL NEITHER/ DON'T KNOW	393 16%	**	11 10%	14 18%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 35**

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

**QP511. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	654 27%	** **	92 29%	** **	69 29%	** **	81 33%	** **	100 27%	32 25%	89 25%	** **	57 24%
Fairly concerned	826 35%	** **	72 23%	** **	75 31%	** **	91 37%	** **	150 40%	44 35%	147 41%	** **	94 40%
Neither/ nor	447 19%	** **	58 18%	** **	44 18%	** **	40 17%	** **	71 19%	27 21%	62 17%	** **	39 17%
Not very concerned	301 13%	** **	54 17%	** **	34 14%	** **	23 9%	** **	45 12%	18 14%	44 12%	** **	36 15%
Not at all concerned	122 5%	** **	39 12%	** **	12 5%	** **	6 3%	** **	9 2%	7 5%	13 4%	** **	8 3%
Don't know	31 1%	** **	3 1%	** **	7 3%	** **	3 1%	** **	3 1%	1 1%	5 1%	** **	* *%
<b>SUMMARY</b>													
TOTAL CONCERNED	1480 62%	** **	164 51%	** **	144 60%	** **	172 70%	** **	250 66%	76 59%	237 66%	** **	151 64%
TOTAL NOT CONCERNED	423 18%	** **	93 29%	** **	46 19%	** **	29 12%	** **	54 14%	25 19%	57 16%	** **	44 19%
TOTAL NEITHER/ DON'T KNOW	478 20%	** **	61 19%	** **	51 21%	** **	43 18%	** **	73 19%	27 21%	67 19%	** **	40 17%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 35**

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

**QP511. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	654	**	36	34	**	24	34	**	38	37	**	48	42	**	35	50
	27%	**	28%	26%	**	26%	31%	**	36%	36%	**	27%	25%	**	21%	28%
Fairly concerned	826	**	31	41	**	28	34	**	42	34	**	61	68	**	68	63
	35%	**	24%	31%	**	30%	31%	**	39%	34%	**	34%	41%	**	41%	35%
Neither/ nor	447	**	27	21	**	18	15	**	15	19	**	46	34	**	26	32
	19%	**	21%	16%	**	19%	14%	**	14%	18%	**	26%	21%	**	16%	18%
Not very concerned	301	**	15	23	**	13	22	**	10	10	**	19	17	**	25	24
	13%	**	12%	18%	**	14%	20%	**	10%	10%	**	11%	10%	**	15%	13%
Not at all concerned	122	**	21	8	**	7	3	**	1	1	**	6	4	**	7	9
	5%	**	16%	6%	**	7%	3%	**	1%	1%	**	4%	3%	**	4%	5%
Don't know	31	**	-	2	**	3	1	**	*	1	**	-	3	**	3	1
	1%	**	-%	2%	**	3%	1%	**	*%	1%	**	-%	2%	**	2%	1%
<b>SUMMARY</b>																
TOTAL CONCERNED	1480	**	67	75	**	52	68	**	79	71	**	109	110	**	103	113
	62%	**	52%	58%	**	56%	62%	**	75%	70%	**	60%	65%	**	63%	63%
TOTAL NOT CONCERNED	423	**	36	31	**	20	25	**	11	11	**	26	21	**	33	33
	18%	**	28%	24%	**	22%	23%	**	11%	11%	**	14%	12%	**	20%	18%
TOTAL NEITHER/ DON'T KNOW	478	**	27	24	**	21	16	**	15	20	**	46	37	**	29	34
	20%	**	21%	18%	**	22%	15%	**	15%	20%	**	26%	22%	**	17%	19%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

**QP51I. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	654 27%	**	26 23%	20 25%
Fairly concerned	826 35%	**	44 40%	33 43%
Neither/ nor	447 19%	**	18 17%	11 14%
Not very concerned	301 13%	**	18 16%	13 17%
Not at all concerned	122 5%	**	4 3%	1 1%
Don't know	31 1%	**	* *%	- -%
<b>SUMMARY</b>				
TOTAL CONCERNED	1480 62%	**	69 63%	53 68%
TOTAL NOT CONCERNED	423 18%	**	22 20%	14 18%
TOTAL NEITHER/ DON'T KNOW	478 20%	**	19 17%	11 14%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 36**

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

**QP51J. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The possibility of them being influenced by extreme views online - whether political, social or religious (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	673 28%	** **	102 32%	** **	81 34%	** **	82 33%	** **	104 28%	29 22%	77 21%	** **	52 22%
Fairly concerned	790 33%	** **	75 24%	** **	72 30%	** **	96 39%	** **	140 37%	45 35%	141 39%	** **	67 29%
Neither/ nor	322 14%	** **	44 14%	** **	24 10%	** **	25 10%	** **	46 12%	25 19%	51 14%	** **	40 17%
Not very concerned	355 15%	** **	50 16%	** **	34 14%	** **	31 13%	** **	64 17%	21 17%	58 16%	** **	52 22%
Not at all concerned	208 9%	** **	39 12%	** **	24 10%	** **	8 3%	** **	17 5%	9 7%	33 9%	** **	22 9%
Don't know	33 1%	** **	8 2%	** **	6 2%	** **	2 1%	** **	4 1%	- -%	1 *%	** **	1 1%
<b>SUMMARY</b>													
TOTAL CONCERNED	1464 61%	** **	177 56%	** **	154 64%	** **	178 73%	** **	245 65%	73 57%	218 60%	** **	119 51%
TOTAL NOT CONCERNED	563 24%	** **	90 28%	** **	58 24%	** **	39 16%	** **	82 22%	30 23%	91 25%	** **	74 32%
TOTAL NEITHER/ DON'T KNOW	355 15%	** **	52 16%	** **	29 12%	** **	27 11%	** **	51 13%	25 19%	52 14%	** **	42 18%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 36**

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

**QP51J. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The possibility of them being influenced by extreme views online - whether political, social or religious (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	673	**	45	42	**	20	50	**	39	39	**	41	54	**	35	36
	28%	**	35%	33%	**	22%	46%	**	37%	38%	**	22%	32%	**	21%	20%
							b									
Fairly concerned	790	**	28	36	**	36	27	**	43	33	**	82	54	**	49	73
	33%	**	22%	28%	**	39%	24%	**	40%	33%	**	45%	32%	**	30%	41%
Neither/ nor	322	**	14	15	**	7	9	**	9	11	**	25	19	**	34	21
	14%	**	11%	11%	**	7%	8%	**	8%	11%	**	14%	11%	**	21%	12%
Not very concerned	355	**	22	26	**	13	17	**	9	17	**	23	26	**	24	35
	15%	**	17%	20%	**	14%	15%	**	8%	16%	**	13%	15%	**	15%	20%
Not at all concerned	208	**	20	10	**	14	7	**	5	1	**	9	13	**	22	13
	9%	**	16%	8%	**	16%	6%	**	5%	1%	**	5%	8%	**	13%	7%
Don't know	33	**	*	*	**	2	-	**	2	-	**	2	3	**	1	-
	1%	**	*%	*%	**	2%	-%	**	2%	-%	**	1%	2%	**	*%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1464	**	73	78	**	57	77	**	82	72	**	122	107	**	84	110
	61%	**	56%	60%	**	61%	71%	**	77%	71%	**	68%	64%	**	51%	61%
TOTAL NOT CONCERNED	563	**	42	36	**	27	23	**	14	18	**	32	39	**	46	49
	24%	**	32%	28%	**	30%	21%	**	13%	18%	**	17%	23%	**	28%	27%
TOTAL NEITHER/ DON'T KNOW	355	**	15	15	**	8	9	**	11	11	**	27	22	**	35	21
	15%	**	11%	12%	**	9%	8%	**	10%	11%	**	15%	13%	**	21%	12%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

**QP51J. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - The possibility of them being influenced by extreme views online - whether political, social or religious (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	673 28%	**	18 16%	24 31%
Fairly concerned	790 33%	**	28 25%	22 28%
Neither/ nor	322 14%	**	15 14%	11 14%
Not very concerned	355 15%	**	28 25%	15 19%
Not at all concerned	208 9%	**	21 19%	6 8%
Don't know	33 1%	**	- -%	- -%
<b>SUMMARY</b>				
TOTAL CONCERNED	1464 61%	**	46 42%	46 59%
TOTAL NOT CONCERNED	563 24%	**	48 44%	21 27%
TOTAL NEITHER/ DON'T KNOW	355 15%	**	15 14%	11 14%

Columns Tested: a,b,c



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 37**

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

**QP51L. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing 'Adult' or sexual content (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	1076	**	153	**	126	**	143	**	179	48	119	**	74
	45%	**	48%	**	52%	**	59%	**	48%	37%	33%	**	32%
Fairly concerned	685	**	69	**	52	**	71	**	116	55	140	**	79
	29%	**	22%	**	22%	**	29%	**	31%	42%	39%	**	34%
Neither/ nor	210	**	28	**	18	**	13	**	29	9	29	**	31
	9%	**	9%	**	8%	**	5%	**	8%	7%	8%	**	13%
Not very concerned	259	**	23	**	20	**	12	**	37	15	62	**	42
	11%	**	7%	**	8%	**	5%	**	10%	12%	17%	**	18%
Not at all concerned	127	**	35	**	25	**	4	**	11	2	11	**	7
	5%	**	11%	**	10%	**	2%	**	3%	1%	3%	**	3%
Don't know	23	**	10	**	-	**	2	**	4	-	-	**	1
	1%	**	3%	**	-%	**	1%	**	1%	-%	-%	**	1%
<b>SUMMARY</b>													
TOTAL CONCERNED	1762	**	222	**	178	**	214	**	295	103	258	**	153
	74%	**	70%	**	74%	**	87%	**	78%	80%	72%	**	65%
TOTAL NOT CONCERNED	386	**	58	**	44	**	16	**	49	17	74	**	49
	16%	**	18%	**	18%	**	7%	**	13%	13%	20%	**	21%
TOTAL NEITHER/ DON'T KNOW	234	**	38	**	18	**	15	**	33	9	29	**	33
	10%	**	12%	**	8%	**	6%	**	9%	7%	8%	**	14%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 37**

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

**QP51L. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing 'Adult' or sexual content (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	1076	**	57	56	**	47	58	**	67	63	**	80	81	**	60	52
	45%	**	44%	44%	**	51%	53%	**	63%	62%	**	44%	49%	**	36%	29%
Fairly concerned	685	**	25	34	**	19	29	**	24	29	**	46	57	**	64	77
	29%	**	20%	26%	**	20%	27%	**	23%	29%	**	25%	34%	**	39%	43%
Neither/ nor	210	**	14	14	**	10	4	**	3	5	**	21	10	**	10	11
	9%	**	11%	11%	**	11%	3%	**	3%	5%	**	12%	6%	**	6%	6%
Not very concerned	259	**	14	17	**	4	12	**	9	4	**	26	8	**	28	30
	11%	**	11%	13%	**	4%	11%	**	8%	4%	**	14%	5%	**	17%	17%
Not at all concerned	127	**	15	7	**	13	7	**	2	1	**	8	7	**	3	8
	5%	**	11%	5%	**	14%	7%	**	2%	1%	**	5%	4%	**	2%	5%
Don't know	23	**	5	2	**	-	-	**	2	-	**	-	4	**	-	-
	1%	**	4%	1%	**	-%	-%	**	2%	-%	**	-%	3%	**	-%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1762	**	82	90	**	66	87	**	91	92	**	125	138	**	124	129
	74%	**	63%	70%	**	71%	80%	**	85%	90%	**	69%	83%	**	75%	72%
TOTAL NOT CONCERNED	386	**	29	24	**	17	19	**	11	4	**	35	15	**	31	39
	16%	**	22%	18%	**	18%	17%	**	10%	4%	**	19%	9%	**	19%	22%
TOTAL NEITHER/ DON'T KNOW	234	**	18	15	**	10	4	**	5	5	**	21	14	**	10	11
	10%	**	14%	12%	**	11%	3%	**	4%	5%	**	12%	8%	**	6%	6%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 37**

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

**QP51L. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seing 'Adult' or sexual content (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	1076	**	27	32
	45%	**	24%	40%
Fairly concerned	685	**	32	28
	29%	**	30%	36%
Neither/ nor	210	**	18	7
	9%	**	16%	9%
Not very concerned	259	**	26	10
	11%	**	24%	13%
Not at all concerned	127	**	5	2
	5%	**	5%	2%
Don't know	23	**	1	-
	1%	**	1%	-%
<b>SUMMARY</b>				
TOTAL CONCERNED	1762	**	59	59
	74%	**	54%	76%
				b
TOTAL NOT CONCERNED	386	**	32	12
	16%	**	29%	15%
TOTAL NEITHER/ DON'T KNOW	234	**	19	7
	10%	**	17%	9%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 38**

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

**QP51K. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing any other type of content which is not appropriate for their age group - for example, in terms of violence, bad language, disturbing content, and so on (other than 'Adult' or sexual content) (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	952 40%	** **	150 47%	** **	120 50%	** **	123 50%	** **	152 40%	58 45% b	84 23%	** **	56 24%
Fairly concerned	849 36%	** **	93 29%	** **	73 30%	** **	85 35%	** **	149 39%	46 36%	169 47%	** **	89 38%
Neither/ nor	241 10%	** **	22 7%	** **	17 7%	** **	21 9%	** **	36 10%	6 5%	49 14%	** **	32 14%
Not very concerned	225 9%	** **	18 6%	** **	19 8%	** **	9 4%	** **	31 8%	16 12%	49 14%	** **	48 20%
Not at all concerned	86 4%	** **	27 8%	** **	10 4%	** **	3 1%	** **	5 1%	2 1%	9 2%	** **	9 4%
Don't know	27 1%	** **	8 3%	** **	3 1%	** **	2 1%	** **	4 1%	1 1%	1 *%	** **	1 1%
<b>SUMMARY</b>													
TOTAL CONCERNED	1801 76%	** **	243 77%	** **	193 80%	** **	209 85%	** **	301 80%	104 81%	253 70%	** **	145 62%
TOTAL NOT CONCERNED	311 13%	** **	45 14%	** **	29 12%	** **	12 5%	** **	36 9%	18 14%	58 16%	** **	56 24%
TOTAL NEITHER/ DON'T KNOW	269 11%	** **	30 9%	** **	20 8%	** **	23 10%	** **	41 11%	7 5%	50 14%	** **	33 14%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 38**

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

**QP51K. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing any other type of content which is not appropriate for their age group - for example, in terms of violence, bad language, disturbing content, and so on (other than 'Adult' or sexual content) (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	952	**	54	57	**	41	60	**	56	60	**	74	63	**	55	44
	40%	**	42%	44%	**	45%	55%	**	53%	59%	**	41%	38%	**	34%	25%
Fairly concerned	849	**	35	48	**	25	36	**	30	29	**	70	73	**	66	88
	36%	**	27%	37%	**	27%	33%	**	28%	29%	**	38%	44%	**	40%	49%
Neither/ nor	241	**	9	9	**	14	4	**	11	7	**	20	13	**	15	16
	10%	**	7%	7%	**	15%	4%	**	11%	7%	**	11%	8%	**	9%	9%
						c										
Not very concerned	225	**	12	8	**	8	6	**	6	5	**	13	11	**	23	26
	9%	**	10%	6%	**	9%	6%	**	5%	4%	**	7%	6%	**	14%	14%
Not at all concerned	86	**	15	9	**	2	4	**	1	*	**	4	3	**	4	5
	4%	**	11%	7%	**	3%	3%	**	1%	*%	**	2%	2%	**	3%	3%
Don't know	27	**	4	-	**	2	-	**	2	-	**	-	4	**	1	*
	1%	**	3%	-%	**	2%	-%	**	2%	-%	**	-%	3%	**	*%	*%
<b>SUMMARY</b>																
TOTAL CONCERNED	1801	**	89	105	**	67	95	**	86	89	**	143	137	**	121	132
	76%	**	69%	81%	**	72%	87%	**	81%	88%	**	79%	82%	**	74%	74%
TOTAL NOT CONCERNED	311	**	27	16	**	11	10	**	7	5	**	17	13	**	27	31
	13%	**	21%	13%	**	11%	9%	**	6%	5%	**	10%	8%	**	16%	17%
TOTAL NEITHER/ DON'T KNOW	269	**	13	9	**	15	4	**	14	7	**	20	17	**	16	16
	11%	**	10%	7%	**	17%	4%	**	13%	7%	**	11%	10%	**	10%	9%
						c										

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 38**

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

**QP51K. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Seeing any other type of content which is not appropriate for their age group - for example, in terms of violence, bad language, disturbing content, and so on (other than 'Adult' or sexual content) (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	952 40%	** **	22 20%	23 29%
Fairly concerned	849 36%	** **	36 33%	31 40%
Neither/ nor	241 10%	** **	18 17%	7 9%
Not very concerned	225 9%	** **	28 26%	14 18%
Not at all concerned	86 4%	** **	5 5%	2 3%
Don't know	27 1%	** **	- -%	- -%
<b>SUMMARY</b>				
TOTAL CONCERNED	1801 76%	** **	58 53%	54 70%
TOTAL NOT CONCERNED	311 13%	** **	33 31%	17 21%
TOTAL NEITHER/ DON'T KNOW	269 11%	** **	18 17%	7 9%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 39**

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

**QP51M. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Them not knowing how to tell if something is real or fake online (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Very concerned	848 36%	** **	133 42%	** **	104 43%	** **	102 42%	** **	125 33%	40 31%	92 25%	** **	57 24%
Fairly concerned	873 37%	** **	109 34%	** **	80 33%	** **	101 41%	** **	167 44%	41 32%	147 41%	** **	81 35%
Neither/ nor	290 12%	** **	36 11%	** **	23 9%	** **	24 10%	** **	36 9%	23 18%	48 13%	** **	39 17%
Not very concerned	224 9%	** **	10 3%	** **	14 6%	** **	13 5%	** **	36 10%	17 13%	54 15%	** **	41 17%
Not at all concerned	116 5%	** **	23 7%	** **	16 6%	** **	3 1%	** **	10 3%	7 5%	15 4%	** **	16 7%
Don't know	30 1%	** **	6 2%	** **	5 2%	** **	* *%	** **	4 1%	- -%	5 1%	** **	1 1%
<b>SUMMARY</b>													
TOTAL CONCERNED	1721 72%	** **	242 76%	** **	184 76%	** **	203 83%	** **	291 77%	81 63%	239 66%	** **	138 59%
TOTAL NOT CONCERNED	340 14%	** **	33 10%	** **	29 12%	** **	16 7%	** **	46 12%	24 19%	69 19%	** **	56 24%
TOTAL NEITHER/ DON'T KNOW	320 13%	** **	43 13%	** **	28 12%	** **	25 10%	** **	40 11%	23 18%	53 15%	** **	40 17%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 39**

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

**QP51M. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Them not knowing how to tell if something is real or fake online (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Very concerned	848	**	52	58	**	35	58	**	44	55	**	53	68	**	47	46
	36%	**	40%	45%	**	38%	53%	**	42%	54%	**	29%	41%	**	29%	25%
Fairly concerned	873	**	38	47	**	33	35	**	41	35	**	74	71	**	53	76
	37%	**	29%	36%	**	35%	32%	**	39%	35%	**	41%	42%	**	32%	43%
Neither/ nor	290	**	17	12	**	12	4	**	13	6	**	20	13	**	29	21
	12%	**	13%	9%	**	13%	3%	**	12%	5%	**	11%	8%	**	18%	12%
Not very concerned	224	**	6	9	**	7	8	**	4	6	**	29	10	**	26	26
	9%	**	4%	7%	**	7%	7%	**	4%	6%	**	16%	6%	**	16%	15%
Not at all concerned	116	**	15	4	**	6	4	**	4	-	**	3	3	**	8	10
	5%	**	11%	3%	**	7%	4%	**	4%	-%	**	2%	2%	**	5%	6%
Don't know	30	**	3	-	**	-	1	**	*	-	**	2	3	**	1	-
	1%	**	2%	-%	**	-%	1%	**	*%	-%	**	1%	2%	**	*%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1721	**	90	105	**	68	93	**	85	90	**	127	139	**	100	122
	72%	**	69%	81%	**	73%	85%	**	80%	89%	**	70%	83%	**	61%	68%
TOTAL NOT CONCERNED	340	**	21	12	**	13	12	**	8	6	**	33	13	**	34	37
	14%	**	16%	10%	**	14%	11%	**	8%	6%	**	18%	8%	**	21%	20%
TOTAL NEITHER/ DON'T KNOW	320	**	19	12	**	12	5	**	13	6	**	22	16	**	30	21
	13%	**	15%	9%	**	13%	4%	**	12%	5%	**	12%	9%	**	18%	12%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 39**

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

**QP51M. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Them not knowing how to tell if something is real or fake online (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Very concerned	848 36%	**	26 23%	23 30%
Fairly concerned	873 37%	**	37 33%	26 34%
Neither/ nor	290 12%	**	14 13%	16 20%
Not very concerned	224 9%	**	19 17%	11 14%
Not at all concerned	116 5%	**	14 13%	2 2%
Don't know	30 1%	**	- c -%	- -%
<b>SUMMARY</b>				
TOTAL CONCERNED	1721 72%	**	62 57%	50 64%
TOTAL NOT CONCERNED	340 14%	**	33 30%	13 16%
TOTAL NEITHER/ DON'T KNOW	320 13%	**	14 13%	16 20%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 40**

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

**ANY CONCERNS ABOUT CHILD'S ONLINE USE - ACROSS QP51D-M**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
ANY VERY/ FAIRLY CONCERNED	2196	**	279	**	214	**	237	**	361	122	337	**	214
	92%	**	88%	**	89%	**	97%	**	96%	95%	93%	**	91%
NONE	185	**	39	**	27	**	8	**	16	7	24	**	21
	8%	**	12%	**	11%	**	3%	**	4%	5%	7%	**	9%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 40**

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

**ANY CONCERNS ABOUT CHILD'S ONLINE USE - ACROSS QP51D-M**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
ANY VERY/ FAIRLY CONCERNED	2196	**	110	123	**	76	102	**	102	99	**	171	162	**	153	164
	92%	**	85%	95%	**	82%	93%	**	96%	98%	**	95%	97%	**	93%	92%
NONE	185	**	20	6	**	16	8	**	4	2	**	10	5	**	11	15
	8%	**	15%	5%	**	18%	7%	**	4%	2%	**	5%	3%	**	7%	8%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 40**

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

**ANY CONCERNS ABOUT CHILD'S ONLINE USE - ACROSS QP51D-M**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
ANY VERY/ FAIRLY CONCERNED	2196	**	96	72
	92%	**	87%	93%
NONE	185	**	14	6
	8%	**	13%	7%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 41**

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

**QP52A. In the past 12 months, has your child told you about anything they have seen online that has scared or upset them? (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
Yes	544	**	56	**	58	**	69	**	75	51	70	**	26
	23%	**	18%	**	24%	**	28%	**	20%	39%	19%	**	11%
										b			
No	1803	**	262	**	182	**	174	**	297	76	284	**	201
	76%	**	82%	**	76%	**	71%	**	79%	59%	79%	**	86%
										a			
Don't know	34	**	-	**	*	**	1	**	5	2	8	**	7
	1%	**	-%	**	*%	**	*%	**	1%	2%	2%	**	3%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 41**

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

**QP52A. In the past 12 months, has your child told you about anything they have seen online that has scared or upset them? (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
Yes	544	**	25	33	**	15	39	**	33	34	**	46	26	**	36	43
	23%	**	19%	26%	**	17%	36%	**	31%	34%	**	25%	15%	**	22%	24%
							b									
No	1803	**	105	96	**	77	70	**	72	67	**	135	140	**	123	135
	76%	**	81%	74%	**	83%	64%	**	68%	66%	**	75%	83%	**	75%	75%
						c										
Don't know	34	**	-	-	**	-	*	**	1	-	**	*	2	**	6	2
	1%	**	-%	-%	**	-%	%	**	1%	-%	**	*%	1%	**	4%	1%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 41**

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

**QP52A. In the past 12 months, has your child told you about anything they have seen online that has scared or upset them? (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
Yes	544	**	15	19
	23%	**	14%	24%
No	1803	**	91	58
	76%	**	83%	74%
Don't know	34	**	3	1
	1%	**	3%	1%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 42**

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

**QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)**

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b
Significance Level: 99%													
Unweighted total	567	19	52	25	77	28	84	28	60	44	59	29	42
Effective Weighted Sample	377	12	36	17	56	21	56	17	44	29	43	21	27
Total	544	20	56	19	58	23	69	31	75	51	70	24	26
Talked to my child about what had happened	455	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to block certain people/ types of content	303	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to stop using certain apps/ sites	284	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**
Set up filters/ parental controls	183	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**
Reported the content to the website/ app it appeared on	174	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**
Sought advice on how to handle the situation	108	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**
Reported the content another way	67	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
Anything else	19	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 42**

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

**QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)**

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b
Unweighted total	567	19	52	25	77	28	84	28	60	44	59	29	42
Effective Weighted Sample	377	12	36	17	56	21	56	17	44	29	43	21	27
Total	544	20	56	19	58	23	69	31	75	51	70	24	26
No particular action taken	4	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
<b>SUMMARY</b>													
ANY ACTION TAKEN	540	**	**	**	**	**	**	**	**	**	**	**	**
	99%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 42**

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

**QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)**

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 99%																
Unweighted total	567	11	27	31	26	18	51	17	38	43	16	36	26	21	35	36
Effective Weighted Sample	377	7	15	24	19	12	38	10	26	33	11	24	18	14	22	28
Total	544	14	25	33	18	15	39	12	33	34	20	46	26	26	36	43
Talked to my child about what had happened	455	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to block certain people/ types of content	303	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to stop using certain apps/ sites	284	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Set up filters/ parental controls	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Reported the content to the website/ app it appeared on	174	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sought advice on how to handle the situation	108	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Reported the content another way	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Anything else	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 42**

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

**QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)**

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 99%																
Unweighted total	567	11	27	31	26	18	51	17	38	43	16	36	26	21	35	36
Effective Weighted Sample	377	7	15	24	19	12	38	10	26	33	11	24	18	14	22	28
Total	544	14	25	33	18	15	39	12	33	34	20	46	26	26	36	43
No particular action taken	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SUMMARY</b>																
ANY ACTION TAKEN	540	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	99%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 42**

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

**QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)**

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	~b	~c
Unweighted total	567	12	23	29
Effective Weighted Sample	377	9	16	18
Total	544	9	15	19
Talked to my child about what had happened	455	**	**	**
	84%	**	**	**
Advised/ told my child to block certain people/ types of content	303	**	**	**
	56%	**	**	**
Advised/ told my child to stop using certain apps/ sites	284	**	**	**
	52%	**	**	**
Set up filters/ parental controls	183	**	**	**
	34%	**	**	**
Reported the content to the website/ app it appeared on	174	**	**	**
	32%	**	**	**
Sought advice on how to handle the situation	108	**	**	**
	20%	**	**	**
Reported the content another way	67	**	**	**
	12%	**	**	**
Anything else	19	**	**	**
	4%	**	**	**

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 42**

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

**QP52B. What – if anything – did you do when your child told you about something they had seen online that had scared or upset them? (MULTI CODE)**

Base : Parents whose child has told them about anything they have seen online that has scared or upset them in the past 12 months

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIALY</b> ~b	<b>LEAST</b> ~c
Significance Level: 99%				
Unweighted total	567	12	23	29
Effective Weighted Sample	377	9	16	18
Total	544	9	15	19
No particular action taken	4 1%	**	**	**
<b>SUMMARY</b>				
ANY ACTION TAKEN	540 99%	**	**	**

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 43**

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

**QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
With their schoolwork/ homework	1711	**	119	**	174	**	206	**	314	99	302	**	179
	72%	**	37%	**	72%	**	84%	**	83%	77%	84%	**	76%
To develop creative skills	1337	**	175	**	157	**	156	**	233	61	194	**	112
	56%	**	55%	**	65%	**	64%	**	62%	48%	54%	**	48%
To develop skills with reading and numbers	1315	**	230	**	169	**	169	**	200	54	156	**	67
	55%	**	72%	**	70%	**	69%	**	53%	42%	43%	**	28%
To learn a new skill	1226	**	157	**	125	**	143	**	207	60	180	**	126
	51%	**	49%	**	52%	**	58%	**	55%	47%	50%	**	54%
To build or maintain friendships	1016	**	31	**	44	**	82	**	208	82	225	**	163
	43%	**	10%	**	18%	**	33%	**	55%	64%	62%	**	69%
To find useful information about any problems or issues they may have	822	**	39	**	66	**	79	**	115	67	175	**	121
	35%	**	12%	**	27%	**	32%	**	31%	52%	49%	**	52%
To find out about news	735	**	28	**	45	**	64	**	134	51	177	**	133
	31%	**	9%	**	19%	**	26%	**	35%	39%	49%	**	57%
To understand what other people think and feel about things	546	**	40	**	39	**	49	**	73	54	106	**	69
	23%	**	13%	**	16%	**	20%	**	19%	42%	29%	**	29%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 43**

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

**QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2394	59	270	74	307	86	300	89	309	112	301	89	306
Effective Weighted Sample	1609	39	189	49	217	61	206	63	217	78	212	65	220
Total	2381	66	318	59	241	70	244	113	377	129	361	72	235
To find out about or to support causes or organisations	316	**	13	**	22	**	17	**	54	34	74	**	43
	13%	**	4%	**	9%	**	7%	**	14%	27%	20%	**	18%
None of these	76	**	34	**	9	**	7	**	5	5	-	**	4
	3%	**	11%	**	4%	**	3%	**	1%	4%	-%	**	1%
										b			
Don't know	21	**	-	**	2	**	1	**	3	-	3	**	3
	1%	**	-%	**	1%	**	*%	**	1%	-%	1%	**	1%
<b>SUMMARY</b>													
ANY OF THESE BENEFITS	2285	**	284	**	229	**	237	**	369	123	358	**	229
	96%	**	89%	**	95%	**	97%	**	98%	96%	99%	**	97%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 43**

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

**QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
With their schoolwork/ homework	1711	**	46	46	**	59	81	**	90	83	**	130	143	**	135	146
	72%	**	35%	35%	**	63%	74%	**	84%	81%	**	72%	85%	**	82%	81%
To develop creative skills	1337	**	72	71	**	57	75	**	72	73	**	100	107	**	88	94
	56%	**	56%	55%	**	62%	68%	**	67%	72%	**	55%	64%	**	53%	52%
To develop skills with reading and numbers	1315	**	92	93	**	64	81	**	69	77	**	94	92	**	66	82
	55%	**	71%	72%	**	69%	74%	**	65%	76%	**	52%	55%	**	40%	46%
To learn a new skill	1226	**	73	68	**	47	61	**	59	61	**	81	97	**	82	97
	51%	**	56%	52%	**	50%	56%	**	56%	60%	**	45%	58%	**	50%	54%
To build or maintain friendships	1016	**	8	17	**	10	17	**	34	38	**	100	97	**	105	132
	43%	**	6%	13%	**	11%	16%	**	32%	38%	**	55%	58%	**	64%	73%
To find useful information about any problems or issues they may have	822	**	16	18	**	25	35	**	35	44	**	60	52	**	85	84
	35%	**	12%	14%	**	27%	32%	**	33%	44%	**	33%	31%	**	52%	47%
To find out about news	735	**	11	15	**	15	24	**	29	26	**	50	65	**	67	99
	31%	**	8%	12%	**	16%	22%	**	28%	25%	**	28%	39%	**	41%	55%
To understand what other people think and feel about things	546	**	21	16	**	17	15	**	26	24	**	40	34	**	45	76
	23%	**	16%	12%	**	18%	14%	**	24%	23%	**	22%	20%	**	27%	42%
To find out about or to support causes or organisations	316	**	5	10	**	8	12	**	12	12	**	34	13	**	35	40
	13%	**	4%	8%	**	9%	11%	**	11%	12%	**	19%	8%	**	21%	22%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 43**

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

**QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2394	51	119	123	70	113	151	90	128	125	71	147	141	68	145	149
Effective Weighted Sample	1609	35	80	85	51	77	108	63	86	93	50	99	102	45	97	110
Total	2381	69	130	130	60	93	109	77	106	101	90	181	167	78	165	179
None of these	76	**	12	12	**	4	2	**	4	*	**	3	*	**	-	*
	3%	**	9%	9%	**	4%	1%	**	4%	*%	**	1%	*%	**	-%	*%
Don't know	21	**	-	-	**	1	-	**	-	1	**	-	4	**	2	-
	1%	**	-%	-%	**	1%	-%	**	-%	1%	**	-%	3%	**	1%	-%
<b>SUMMARY</b>																
ANY OF THESE BENEFITS	2285	**	118	118	**	88	108	**	102	100	**	178	163	**	163	179
	96%	**	91%	91%	**	95%	99%	**	96%	99%	**	99%	97%	**	99%	100%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 43**

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

**QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
With their schoolwork/ homework	1711	**	80	67
	72%	**	73%	87%
To develop creative skills	1337	**	59	36
	56%	**	54%	46%
To develop skills with reading and numbers	1315	**	27	27
	55%	**	25%	34%
To learn a new skill	1226	**	57	51
	51%	**	52%	65%
To build or maintain friendships	1016	**	75	60
	43%	**	68%	77%
To find useful information about any problems or issues they may have	822	**	52	44
	35%	**	48%	57%
To find out about news	735	**	61	47
	31%	**	56%	60%
To understand what other people think and feel about things	546	**	37	27
	23%	**	34%	34%
To find out about or to support causes or organisations	316	**	21	18
	13%	**	19%	23%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 43**

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

**QP53. Thinking about what your child does online, which – if any – of these applies to them? Being online helps them... (MULTI CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 99%				
Unweighted total	2394	74	143	113
Effective Weighted Sample	1609	57	102	78
Total	2381	64	110	78
None of these	76 3%	**	2 1%	* *%
Don't know	21 1%	**	- -%	* *%
<b>SUMMARY</b>				
ANY OF THESE BENEFITS	2285 96%	**	108 99%	77 99%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 44**

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

**QP59. Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	b	~a	b	a	b	~a	b
Unweighted total	1539	24	48	22	97	38	127	71	261	109	296	88	303
Effective Weighted Sample	1037	18	34	14	67	26	92	51	178	75	208	64	217
Total	1559	27	60	20	76	28	109	91	307	124	355	72	231
Rules about who they are in contact with on their phone	820 53%	**	**	**	**	**	73 67%	**	194 63%	73 59%	176 49%	**	73 32%
Rules about downloading apps onto their phone	792 51%	**	**	**	**	**	71 65%	**	196 64%	64 52%	156 44%	**	62 27%
Rules about how much time they spend using their phone	756 48%	**	**	**	**	**	67 62%	**	172 56%	64 52%	154 43%	**	71 31%
Rules about when they can use their phone	726 47%	**	**	**	**	**	73 67%	**	165 54%	58 47%	144 40%	**	51 22%
Rules about how much money they can spend on their phone	708 45%	**	**	**	**	**	55 51%	**	161 53%	56 45%	162 45%	**	90 39%
Rules about not taking their phone to bed	699 45%	**	**	**	**	**	67 62%	**	175 57%	54 44%	137 39%	**	57 25%
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	232 15%	**	**	**	**	**	25 23%	**	42 14%	20 16%	34 9%	**	15 6%
Other rules	11 1%	**	**	**	**	**	- -%	**	5 2%	1 *%	2 1%	**	* *%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 44**

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

**QP59. Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	b	~a	b	a	b	~a	b
Unweighted total	1539	24	48	22	97	38	127	71	261	109	296	88	303
Effective Weighted Sample	1037	18	34	14	67	26	92	51	178	75	208	64	217
Total	1559	27	60	20	76	28	109	91	307	124	355	72	231
No, do not have any rules	202	**	**	**	**	**	3	**	12	8	48	**	90
	13%	**	**	**	**	**	2%	**	4%	6%	13%	**	39%
<b>SUMMARY</b>													
ANY RULES	1357	**	**	**	**	**	106	**	295	116	308	**	141
	87%	**	**	**	**	**	98%	**	96%	94%	87%	**	61%
<b>SUMMARY</b>													
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1338	**	**	**	**	**	105	**	292	113	308	**	141
	86%	**	**	**	**	**	97%	**	95%	91%	87%	**	61%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 44**

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

**QP59. Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	1539	11	25	31	26	38	39	45	61	51	64	129	112	68	142	148
Effective Weighted Sample	1037	8	17	22	20	25	25	32	43	39	44	86	80	45	95	109
Total	1559	14	25	36	24	32	26	36	53	46	78	159	131	78	162	177
Rules about who they are in contact with on their phone	820 53%	**	**	**	**	**	**	**	**	**	**	106 67%	88 67%	**	79 49%	94 53%
Rules about downloading apps onto their phone	792 51%	**	**	**	**	**	**	**	**	**	**	99 62%	95 73%	**	78 48%	71 40%
Rules about how much time they spend using their phone	756 48%	**	**	**	**	**	**	**	**	**	**	90 57%	75 57%	**	66 41%	80 45%
Rules about when they can use their phone	726 47%	**	**	**	**	**	**	**	**	**	**	78 49%	81 62%	**	54 33%	87 49%
Rules about how much money they can spend on their phone	708 45%	**	**	**	**	**	**	**	**	**	**	90 57%	83 64%	**	68 42%	78 44%
Rules about not taking their phone to bed	699 45%	**	**	**	**	**	**	**	**	**	**	93 59%	80 62%	**	59 37%	85 48%
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	232 15%	**	**	**	**	**	**	**	**	**	**	35 22%	16 12%	**	21 13%	18 10%
Other rules	11 1%	**	**	**	**	**	**	**	**	**	**	1 *%	3 2%	**	* *%	1 *%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 44**

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

**QP59. Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	1539	11	25	31	26	38	39	45	61	51	64	129	112	68	142	148
Effective Weighted Sample	1037	8	17	22	20	25	25	32	43	39	44	86	80	45	95	109
Total	1559	14	25	36	24	32	26	36	53	46	78	159	131	78	162	177
No, do not have any rules	202	**	**	**	**	**	**	**	**	**	**	7	3	**	21	23
	13%	**	**	**	**	**	**	**	**	**	**	4%	2%	**	13%	13%
<b>SUMMARY</b>																
ANY RULES	1357	**	**	**	**	**	**	**	**	**	**	153	128	**	141	153
	87%	**	**	**	**	**	**	**	**	**	**	96%	98%	**	87%	87%
<b>SUMMARY</b>																
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1338	**	**	**	**	**	**	**	**	**	**	153	126	**	138	153
	86%	**	**	**	**	**	**	**	**	**	**	96%	96%	**	85%	87%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 44**

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

**QP59. Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	1539	73	143	111
Effective Weighted Sample	1037	56	102	76
Total	1559	62	110	76
Rules about who they are in contact with on their phone	820 53%	**	34 31%	26 34%
Rules about downloading apps onto their phone	792 51%	**	26 24%	23 30%
Rules about how much time they spend using their phone	756 48%	**	29 26%	28 37%
Rules about when they can use their phone	726 47%	**	24 22%	19 25%
Rules about how much money they can spend on their phone	708 45%	**	40 37%	29 37%
Rules about not taking their phone to bed	699 45%	**	25 23%	20 27%
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	232 15%	**	8 7%	4 6%
Other rules	11 1%	**	* *%	* *%

Columns Tested: a,b,c



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 44**

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

**QP59. Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	1539	73	143	111
Effective Weighted Sample	1037	56	102	76
Total	1559	62	110	76
No, do not have any rules	202	**	44	26
	13%	**	40%	35%
<b>SUMMARY</b>				
ANY RULES	1357	**	66	50
	87%	**	60%	65%
<b>SUMMARY</b>				
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1338	**	64	50
	86%	**	58%	65%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 45**

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

**QP60B. EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	b	~a	b	a	b	~a	b
Unweighted total	1539	24	48	22	97	38	127	71	261	109	296	88	303
Effective Weighted Sample	1037	18	34	14	67	26	92	51	178	75	208	64	217
Total	1559	27	60	20	76	28	109	91	307	124	355	72	231
Very concerned	268	**	**	**	**	**	36	**	59	15	38	**	18
	17%	**	**	**	**	**	33%	**	19%	12%	11%	**	8%
Fairly concerned	426	**	**	**	**	**	24	**	94	40	108	**	53
	27%	**	**	**	**	**	22%	**	31%	32%	30%	**	23%
Neither/ nor	298	**	**	**	**	**	15	**	51	28	75	**	50
	19%	**	**	**	**	**	14%	**	16%	22%	21%	**	22%
Not very concerned	400	**	**	**	**	**	24	**	87	29	113	**	74
	26%	**	**	**	**	**	22%	**	28%	23%	32%	**	32%
Not at all concerned	159	**	**	**	**	**	9	**	17	12	20	**	36
	10%	**	**	**	**	**	8%	**	5%	9%	6%	**	16%
Don't know	8	**	**	**	**	**	-	**	-	-	1	**	*
	1%	**	**	**	**	**	-%	**	-%	-%	*%	**	*%
<b>SUMMARY</b>													
TOTAL CONCERNED	694	**	**	**	**	**	61	**	153	56	146	**	71
	45%	**	**	**	**	**	56%	**	50%	45%	41%	**	31%
TOTAL NOT CONCERNED	559	**	**	**	**	**	33	**	103	40	133	**	110
	36%	**	**	**	**	**	30%	**	34%	33%	38%	**	48%
TOTAL NEITHER/ DON'T KNOW	306	**	**	**	**	**	15	**	51	28	76	**	50
	20%	**	**	**	**	**	14%	**	16%	22%	21%	**	22%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 45**

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

**QP60B. EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	1539	11	25	31	26	38	39	45	61	51	64	129	112	68	142	148
Effective Weighted Sample	1037	8	17	22	20	25	25	32	43	39	44	86	80	45	95	109
Total	1559	14	25	36	24	32	26	36	53	46	78	159	131	78	162	177
Very concerned	268	**	**	**	**	**	**	**	**	**	**	28	25	**	18	21
	17%	**	**	**	**	**	**	**	**	**	**	18%	19%	**	11%	12%
Fairly concerned	426	**	**	**	**	**	**	**	**	**	**	60	40	**	50	57
	27%	**	**	**	**	**	**	**	**	**	**	38%	31%	**	31%	32%
Neither/ nor	298	**	**	**	**	**	**	**	**	**	**	24	20	**	28	31
	19%	**	**	**	**	**	**	**	**	**	**	15%	15%	**	17%	18%
Not very concerned	400	**	**	**	**	**	**	**	**	**	**	35	38	**	58	51
	26%	**	**	**	**	**	**	**	**	**	**	22%	29%	**	36%	29%
Not at all concerned	159	**	**	**	**	**	**	**	**	**	**	11	8	**	6	16
	10%	**	**	**	**	**	**	**	**	**	**	7%	6%	**	4%	9%
Don't know	8	**	**	**	**	**	**	**	**	**	**	-	-	**	1	-
	1%	**	**	**	**	**	**	**	**	**	**	-%	-%	**	1%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	694	**	**	**	**	**	**	**	**	**	**	88	65	**	68	78
	45%	**	**	**	**	**	**	**	**	**	**	55%	50%	**	42%	44%
TOTAL NOT CONCERNED	559	**	**	**	**	**	**	**	**	**	**	47	46	**	65	68
	36%	**	**	**	**	**	**	**	**	**	**	29%	35%	**	40%	38%
TOTAL NEITHER/ DON'T KNOW	306	**	**	**	**	**	**	**	**	**	**	24	20	**	29	31
	20%	**	**	**	**	**	**	**	**	**	**	15%	15%	**	18%	18%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 45**

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

**QP60B. EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	1539	73	143	111
Effective Weighted Sample	1037	56	102	76
Total	1559	62	110	76
Very concerned	268	**	8	8
	17%	**	7%	10%
Fairly concerned	426	**	30	15
	27%	**	28%	19%
Neither/ nor	298	**	12	20
	19%	**	11%	26%
Not very concerned	400	**	29	28
	26%	**	27%	37%
Not at all concerned	159	**	30	5
	10%	**	27%	7%
			c	
Don't know	8	**	-	*
	1%	**	-%	*%
<b>SUMMARY</b>				
TOTAL CONCERNED	694	**	38	23
	45%	**	35%	30%
TOTAL NOT CONCERNED	559	**	59	34
	36%	**	54%	44%
TOTAL NEITHER/ DON'T KNOW	306	**	12	20
	20%	**	11%	26%
			b	

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 46**

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

**QP60D. EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%													
Unweighted total	1539	24	48	22	97	38	127	71	261	109	296	88	303
Effective Weighted Sample	1037	18	34	14	67	26	92	51	178	75	208	64	217
Total	1559	27	60	20	76	28	109	91	307	124	355	72	231
Very concerned	405 26%	** **	** **	** **	** **	** **	35 32%	** **	71 23%	32 26%	82 23%	** **	41 18%
Fairly concerned	476 31%	** **	** **	** **	** **	** **	35 32%	** **	135 44%	42 34%	110 31%	** **	52 23%
Neither/ nor	233 15%	** **	** **	** **	** **	** **	19 18%	** **	38 13%	15 12%	60 17%	** **	40 17%
Not very concerned	271 17%	** **	** **	** **	** **	** **	12 11%	** **	45 15%	25 20%	72 20%	** **	61 26%
Not at all concerned	162 10%	** **	** **	** **	** **	** **	8 7%	** **	17 6%	9 7%	29 8%	** **	36 15%
Don't know	11 1%	** **	** **	** **	** **	** **	- -%	** **	- -%	- -%	2 1%	** **	1 *%
<b>SUMMARY</b>													
TOTAL CONCERNED	881 57%	** **	** **	** **	** **	** **	70 64%	** **	206 67%	75 60%	193 54%	** **	94 40%
TOTAL NOT CONCERNED	433 28%	** **	** **	** **	** **	** **	20 18%	** **	62 20%	34 27%	100 28%	** **	97 42%
TOTAL NEITHER/ DON'T KNOW	245 16%	** **	** **	** **	** **	** **	19 18%	** **	38 13%	15 12%	62 17%	** **	41 18%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 46**

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

**QP60D. EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	1539	11	25	31	26	38	39	45	61	51	64	129	112	68	142	148
Effective Weighted Sample	1037	8	17	22	20	25	25	32	43	39	44	86	80	45	95	109
Total	1559	14	25	36	24	32	26	36	53	46	78	159	131	78	162	177
Very concerned	405	**	**	**	**	**	**	**	**	**	**	45	28	**	44	39
	26%	**	**	**	**	**	**	**	**	**	**	28%	21%	**	27%	22%
Fairly concerned	476	**	**	**	**	**	**	**	**	**	**	68	60	**	44	50
	31%	**	**	**	**	**	**	**	**	**	**	43%	46%	**	27%	28%
Neither/ nor	233	**	**	**	**	**	**	**	**	**	**	12	18	**	24	36
	15%	**	**	**	**	**	**	**	**	**	**	8%	14%	**	15%	20%
Not very concerned	271	**	**	**	**	**	**	**	**	**	**	18	23	**	36	39
	17%	**	**	**	**	**	**	**	**	**	**	11%	17%	**	22%	22%
Not at all concerned	162	**	**	**	**	**	**	**	**	**	**	16	3	**	13	13
	10%	**	**	**	**	**	**	**	**	**	**	10%	2%	**	8%	8%
Don't know	11	**	**	**	**	**	**	**	**	**	**	-	-	**	-	-
	1%	**	**	**	**	**	**	**	**	**	**	-%	-%	**	-%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	881	**	**	**	**	**	**	**	**	**	**	113	87	**	88	89
	57%	**	**	**	**	**	**	**	**	**	**	71%	67%	**	54%	50%
TOTAL NOT CONCERNED	433	**	**	**	**	**	**	**	**	**	**	34	26	**	49	53
	28%	**	**	**	**	**	**	**	**	**	**	21%	20%	**	31%	30%
TOTAL NEITHER/ DON'T KNOW	245	**	**	**	**	**	**	**	**	**	**	12	18	**	24	36
	16%	**	**	**	**	**	**	**	**	**	**	8%	14%	**	15%	20%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 46**

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

**QP60D. EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)**

Base : Parents whose child aged 3-17 has their own mobile phone

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	1539	73	143	111
Effective Weighted Sample	1037	56	102	76
Total	1559	62	110	76
Very concerned	405 26%	**	18 16%	12 16%
Fairly concerned	476 31%	**	28 25%	19 25%
Neither/ nor	233 15%	**	12 11%	17 23%
Not very concerned	271 17%	**	30 27%	23 30%
Not at all concerned	162 10%	**	21 19%	4 6%
Don't know	11 1%	**	1 1%	* *%
<b>SUMMARY</b>				
TOTAL CONCERNED	881 57%	**	46 42%	31 41%
TOTAL NOT CONCERNED	433 28%	**	50 46%	27 36%
TOTAL NEITHER/ DON'T KNOW	245 16%	**	13 12%	18 23%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 47**

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

**QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1392 56%	** **	86 23%	** **	139 56%	** **	162 65%	** **	257 68%	89 70%	234 64%	** **	159 68%
On a mobile phone or smartphone	1128 45%	** **	93 25%	** **	83 33%	** **	104 42%	** **	220 58%	78 60%	200 55%	** **	132 56%
On a tablet	1055 43%	** **	177 47%	** **	157 63%	** **	138 56%	** **	178 47%	36 28%	94 26%	** **	34 14%
On a desktop computer, laptop, or netbook	594 24%	** **	34 9%	** **	39 16%	** **	58 23%	** **	105 28%	44 34%	121 33%	** **	80 34%
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	236 10%	** **	15 4%	** **	15 6%	** **	23 9%	** **	48 13%	25 20%	32 9%	** **	24 10%
Through an app on a smart TV	225 9%	** **	33 9%	** **	22 9%	** **	32 13%	** **	46 12%	8 6%	23 6%	** **	20 8%
Using wearable technology like a smartwatch (such as an Apple Watch)	97 4%	** **	7 2%	** **	7 3%	** **	6 3%	** **	17 4%	8 6%	19 5%	** **	5 2%
No, never play games	271 11%	** **	118 31%	** **	20 8%	** **	8 3%	** **	14 4%	5 4%	28 8%	** **	23 10%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 47**

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

**QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
<b>SUMMARY</b>													
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2209	**	259	**	229	**	240	**	363	124	335	**	211
	89%	**	69%	**	92%	**	97%	**	96%	96%	92%	**	90%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 47**

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

**QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1392 56%	** **	39 25%	32 21%	** **	51 54%	57 51%	** **	65 59%	72 71%	** **	126 69%	113 67%	** **	117 71%	110 61%
On a mobile phone or smartphone	1128 45%	** **	48 30%	35 23%	** **	40 42%	34 30%	** **	42 38%	44 44%	** **	112 62%	100 60%	** **	101 61%	98 55%
On a tablet	1055 43%	** **	79 50%	64 42%	** **	52 55%	76 69%	** **	62 56%	60 59%	** **	70 38%	79 47%	** **	51 31%	34 19%
On a desktop computer, laptop, or netbook	594 24%	** **	7 5%	25 17% b	** **	16 17%	20 18%	** **	33 29%	25 25%	** **	51 28%	51 30%	** **	51 31%	66 37%
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	236 10%	** **	3 2%	5 3%	** **	6 7%	6 6%	** **	13 12%	10 9%	** **	31 17%	17 10%	** **	27 16%	19 11%
Through an app on a smart TV	225 9%	** **	15 9%	15 10%	** **	13 14%	11 9%	** **	16 14%	11 11%	** **	28 16%	12 7%	** **	11 7%	11 6%
Using wearable technology like a smartwatch (such as an Apple Watch)	97 4%	** **	5 3%	3 2%	** **	5 5%	4 4%	** **	4 4%	5 5%	** **	8 4%	6 3%	** **	12 7%	7 4%
No, never play games	271 11%	** **	41 26%	53 35%	** **	16 17%	6 5%	** **	3 3%	4 4%	** **	2 1%	8 5%	** **	4 2%	19 11%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 47**

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

**QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
<b>SUMMARY</b>																
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2209	**	117	99	**	78	105	**	108	98	**	179	160	**	161	160
	89%	**	74%	65%	**	83%	95%	**	97%	96%	**	99%	95%	**	98%	89%
							b									

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 47**

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

**QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1392 56%	** **	77 71%	44 56%
On a mobile phone or smartphone	1128 45%	** **	66 60%	42 54%
On a tablet	1055 43%	** **	18 16%	16 20%
On a desktop computer, laptop, or netbook	594 24%	** **	40 36%	24 31%
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	236 10%	** **	13 12%	7 9%
Through an app on a smart TV	225 9%	** **	3 3%	13 17% b
Using wearable technology like a smartwatch (such as an Apple Watch)	97 4%	** **	1 1%	6 7%
No, never play games	271 11%	** **	6 6%	11 14%

Columns Tested: a,b,c

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

**QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
<b>SUMMARY</b>				
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2209	**	103	67
	89%	**	94%	86%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 48**

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

**QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2213	50	224	69	291	87	291	85	298	108	278	83	268
Effective Weighted Sample	1493	33	156	46	205	62	200	61	209	75	196	61	194
Total	2209	55	259	53	229	73	240	109	363	124	335	69	211
Rules about purchasing or downloading games or apps/ in-app purchasing	1310	**	153	**	156	**	170	**	233	75	177	**	79
	59%	**	59%	**	68%	**	71%	**	64%	60%	53%	**	38%
Rules about how much time they spend playing games	1225	**	178	**	164	**	169	**	206	55	154	**	61
	55%	**	69%	**	72%	**	71%	**	57%	44%	46%	**	29%
Rules about only playing games with an age appropriate rating	1151	**	162	**	157	**	159	**	198	49	133	**	49
	52%	**	63%	**	68%	**	66%	**	54%	40%	40%	**	23%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1104	**	152	**	146	**	159	**	195	51	118	**	49
	50%	**	59%	**	64%	**	66%	**	54%	41%	35%	**	23%
Rules about when they can play games	1069	**	153	**	137	**	163	**	190	47	109	**	46
	48%	**	59%	**	60%	**	68%	**	52%	38%	33%	**	22%
Rules about who they can play games with or play against	998	**	96	**	115	**	146	**	190	58	122	**	45
	45%	**	37%	**	50%	**	61%	**	52%	47%	37%	**	21%
Rules about whether they can play games online	837	**	126	**	122	**	129	**	142	37	71	**	34
	38%	**	49%	**	53%	**	54%	**	39%	30%	21%	**	16%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 48**

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

**QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2213	50	224	69	291	87	291	85	298	108	278	83	268
Effective Weighted Sample	1493	33	156	46	205	62	200	61	209	75	196	61	194
Total	2209	55	259	53	229	73	240	109	363	124	335	69	211
Other rules	36	**	9	**	8	**	5	**	6	3	2	**	1
	2%	**	3%	**	3%	**	2%	**	2%	2%	*%	**	1%
No, do not have any rules	288	**	14	**	10	**	10	**	31	15	68	**	90
	13%	**	5%	**	4%	**	4%	**	9%	12%	20%	**	43%
<b>SUMMARY</b>													
ANY RULES	1921	**	245	**	220	**	230	**	332	109	267	**	121
	87%	**	95%	**	96%	**	96%	**	91%	88%	80%	**	57%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 48**

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

**QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2213	44	104	101	68	100	144	89	127	119	70	145	135	67	138	135
Effective Weighted Sample	1493	31	71	67	50	69	102	63	85	89	50	98	97	44	94	98
Total	2209	60	117	99	60	78	105	79	108	98	89	179	160	76	161	160
Rules about purchasing or downloading games or apps/ in-app purchasing	1310 59%	** **	70 60%	48 49%	** **	49 63%	71 68%	** **	73 67%	71 73%	** **	115 65%	119 74%	** **	87 54%	92 58%
Rules about how much time they spend playing games	1225 55%	** **	73 63%	68 68%	** **	56 72%	81 77%	** **	74 68%	72 74%	** **	99 55%	96 60%	** **	66 41%	78 49%
Rules about only playing games with an age appropriate rating	1151 52%	** **	61 52%	51 51%	** **	44 57%	79 75%	** **	66 61%	69 71%	** **	115 64%	94 59%	** **	67 42%	56 35%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1104 50%	** **	67 58%	52 52%	** **	44 56%	68 64%	** **	68 63%	66 68%	** **	93 52%	93 58%	** **	61 38%	50 31%
Rules about when they can play games	1069 48%	** **	70 60%	64 64%	** **	48 62%	66 63%	** **	77 71%	69 71%	** **	103 57%	82 51%	** **	41 25%	63 39%
Rules about who they can play games with or play against	998 45%	** **	51 43%	33 33%	** **	40 51%	53 51%	** **	65 60%	65 67%	** **	98 55%	95 59%	** **	64 40%	61 38%
Rules about whether they can play games online	837 38%	** **	56 48%	52 52%	** **	37 47%	52 49%	** **	61 56%	53 54%	** **	64 36%	63 40%	** **	41 25%	32 20%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 48**

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

**QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2213	44	104	101	68	100	144	89	127	119	70	145	135	67	138	135
Effective Weighted Sample	1493	31	71	67	50	69	102	63	85	89	50	98	97	44	94	98
Total	2209	60	117	99	60	78	105	79	108	98	89	179	160	76	161	160
Other rules	36	**	6	3	**	4	3	**	2	3	**	-	2	**	*	2
	2%	**	5%	3%	**	5%	3%	**	2%	3%	**	-%	1%	**	*%	1%
No, do not have any rules	288	**	10	5	**	4	1	**	7	2	**	8	14	**	25	30
	13%	**	8%	5%	**	5%	1%	**	6%	2%	**	4%	9%	**	16%	19%

**SUMMARY**

ANY RULES	1921	**	107	95	**	74	104	**	102	95	**	171	145	**	135	130
	87%	**	92%	95%	**	95%	99%	**	94%	98%	**	96%	91%	**	84%	81%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 48**

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

**QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)**

Base : Parents whose child aged 3-17 plays games

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	~c
Unweighted total	2213	65	131	97
Effective Weighted Sample	1493	50	94	66
Total	2209	57	103	67
Rules about purchasing or downloading games or apps/ in-app purchasing	1310 59%	** **	38 37%	** **
Rules about how much time they spend playing games	1225 55%	** **	29 28%	** **
Rules about only playing games with an age appropriate rating	1151 52%	** **	23 22%	** **
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1104 50%	** **	25 24%	** **
Rules about when they can play games	1069 48%	** **	15 14%	** **
Rules about who they can play games with or play against	998 45%	** **	16 15%	** **
Rules about whether they can play games online	837 38%	** **	11 10%	** **

Columns Tested: a,b,c

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

**QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)**

Base : Parents whose child aged 3-17 plays games

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIAL</b> b	<b>LEAST</b> ~c
Significance Level: 99%				
Unweighted total	2213	65	131	97
Effective Weighted Sample	1493	50	94	66
Total	2209	57	103	67
Other rules	36 2%	**	1 1%	**
No, do not have any rules	288 13%	**	40 39%	**
<b>SUMMARY</b>				
ANY RULES	1921 87%	**	63 61%	**

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 49**

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

**QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2213	50	224	69	291	87	291	85	298	108	278	83	268
Effective Weighted Sample	1493	33	156	46	205	62	200	61	209	75	196	61	194
Total	2209	55	259	53	229	73	240	109	363	124	335	69	211
Very concerned	508 23%	** **	79 30%	** **	75 33%	** **	76 32%	** **	65 18%	13 11%	39 12%	** **	25 12%
Fairly concerned	649 29%	** **	69 27%	** **	68 30%	** **	80 33%	** **	135 37%	44 36%	91 27%	** **	52 24%
Neither/ nor	420 19%	** **	32 12%	** **	22 9%	** **	36 15%	** **	75 21%	24 19%	95 28%	** **	45 21%
Not very concerned	357 16%	** **	24 9%	** **	35 15%	** **	31 13%	** **	61 17%	25 20%	71 21%	** **	58 27%
Not at all concerned	259 12%	** **	55 21%	** **	27 12%	** **	17 7%	** **	28 8%	13 10%	36 11%	** **	31 15%
Don't know	16 1%	** **	* *%	** **	3 1%	** **	* *%	** **	- -%	5 4%	3 1%	** **	- -%
<b>SUMMARY</b>													
TOTAL CONCERNED	1157 52%	** **	148 57%	** **	143 62%	** **	156 65%	** **	200 55%	58 47%	130 39%	** **	77 36%
TOTAL NOT CONCERNED	616 28%	** **	79 31%	** **	62 27%	** **	47 20%	** **	89 24%	37 30%	107 32%	** **	89 42%
TOTAL NEITHER/ DON'T KNOW	435 20%	** **	32 12%	** **	25 11%	** **	36 15%	** **	75 21%	29 23%	98 29%	** **	45 21%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 49**

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

**QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2213	44	104	101	68	100	144	89	127	119	70	145	135	67	138	135
Effective Weighted Sample	1493	31	71	67	50	69	102	63	85	89	50	98	97	44	94	98
Total	2209	60	117	99	60	78	105	79	108	98	89	179	160	76	161	160
Very concerned	508	**	40	28	**	26	37	**	41	34	**	37	32	**	20	20
	23%	**	34%	28%	**	33%	36%	**	38%	35%	**	21%	20%	**	13%	12%
Fairly concerned	649	**	23	34	**	24	30	**	32	34	**	67	56	**	59	34
	29%	**	20%	34%	**	31%	28%	**	29%	35%	**	38%	35%	**	37%	21%
Neither/ nor	420	**	14	10	**	7	7	**	14	11	**	30	31	**	31	46
	19%	**	12%	10%	**	8%	7%	**	13%	12%	**	17%	19%	**	19%	29%
Not very concerned	357	**	10	10	**	10	18	**	17	12	**	28	30	**	28	42
	16%	**	9%	10%	**	13%	17%	**	15%	12%	**	16%	19%	**	18%	26%
Not at all concerned	259	**	30	17	**	9	14	**	5	6	**	17	11	**	20	16
	12%	**	26%	17%	**	11%	13%	**	5%	6%	**	9%	7%	**	13%	10%
Don't know	16	**	-	*	**	2	-	**	-	-	**	-	-	**	2	1
	1%	**	-%	*%	**	2%	-%	**	-%	-%	**	-%	-%	**	1%	1%
<b>SUMMARY</b>																
TOTAL CONCERNED	1157	**	62	62	**	50	67	**	72	68	**	104	88	**	79	54
	52%	**	53%	62%	**	65%	64%	**	67%	70%	**	58%	55%	**	49%	34%
TOTAL NOT CONCERNED	616	**	40	27	**	19	31	**	22	18	**	45	41	**	49	58
	28%	**	34%	27%	**	25%	30%	**	20%	18%	**	25%	26%	**	30%	36%
TOTAL NEITHER/ DON'T KNOW	435	**	14	11	**	8	7	**	14	11	**	30	31	**	33	48
	20%	**	12%	11%	**	11%	7%	**	13%	12%	**	17%	19%	**	20%	30%

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

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

**QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	~c
Unweighted total	2213	65	131	97
Effective Weighted Sample	1493	50	94	66
Total	2209	57	103	67
Very concerned	508	**	10	**
	23%	**	9%	**
Fairly concerned	649	**	20	**
	29%	**	19%	**
Neither/ nor	420	**	26	**
	19%	**	25%	**
Not very concerned	357	**	31	**
	16%	**	30%	**
Not at all concerned	259	**	17	**
	12%	**	17%	**
Don't know	16	**	-	**
	1%	**	-%	**
<b>SUMMARY</b>				
TOTAL CONCERNED	1157	**	29	**
	52%	**	28%	**
TOTAL NOT CONCERNED	616	**	48	**
	28%	**	46%	**
TOTAL NEITHER/ DON'T KNOW	435	**	26	**
	20%	**	25%	**

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 50**

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

**QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2213	50	224	69	291	87	291	85	298	108	278	83	268
Effective Weighted Sample	1493	33	156	46	205	62	200	61	209	75	196	61	194
Total	2209	55	259	53	229	73	240	109	363	124	335	69	211
Very concerned	512 23%	** **	64 25%	** **	67 29%	** **	71 29%	** **	85 23%	16 13%	45 13%	** **	27 13%
Fairly concerned	642 29%	** **	59 23%	** **	69 30%	** **	74 31%	** **	119 33%	43 35%	96 29%	** **	55 26%
Neither/ nor	355 16%	** **	33 13%	** **	29 13%	** **	35 15%	** **	56 15%	24 19%	75 22%	** **	32 15%
Not very concerned	394 18%	** **	44 17%	** **	35 15%	** **	42 18%	** **	65 18%	23 19%	72 22%	** **	61 29%
Not at all concerned	289 13%	** **	57 22%	** **	26 11%	** **	18 8%	** **	38 11%	14 11%	46 14%	** **	36 17%
Don't know	16 1%	** **	2 1%	** **	4 2%	** **	- -%	** **	- -%	5 4%	- -%	** **	- -%
<b>SUMMARY</b>													
TOTAL CONCERNED	1154 52%	** **	123 48%	** **	137 60%	** **	144 60%	** **	204 56%	59 48%	141 42%	** **	82 39%
TOTAL NOT CONCERNED	683 31%	** **	101 39%	** **	60 26%	** **	60 25%	** **	103 28%	36 29%	119 35%	** **	97 46%
TOTAL NEITHER/ DON'T KNOW	371 17%	** **	35 13%	** **	32 14%	** **	35 15%	** **	56 15%	28 23%	75 22%	** **	32 15%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 50**

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

**QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2213	44	104	101	68	100	144	89	127	119	70	145	135	67	138	135
Effective Weighted Sample	1493	31	71	67	50	69	102	63	85	89	50	98	97	44	94	98
Total	2209	60	117	99	60	78	105	79	108	98	89	179	160	76	161	160
Very concerned	512	**	35	22	**	16	37	**	37	26	**	57	40	**	32	19
	23%	**	30%	22%	**	20%	35%	**	34%	26%	**	32%	25%	**	20%	12%
Fairly concerned	642	**	23	37	**	30	31	**	34	39	**	54	46	**	44	51
	29%	**	19%	37%	**	38%	30%	**	32%	40%	**	30%	29%	**	27%	32%
Neither/ nor	355	**	16	5	**	10	9	**	13	11	**	23	27	**	30	30
	16%	**	14%	5%	**	12%	8%	**	12%	11%	**	13%	17%	**	18%	19%
Not very concerned	394	**	10	19	**	11	18	**	16	18	**	32	30	**	34	41
	18%	**	8%	19%	**	14%	17%	**	15%	18%	**	18%	19%	**	21%	25%
Not at all concerned	289	**	31	17	**	10	10	**	7	4	**	14	16	**	21	20
	13%	**	26%	17%	**	13%	10%	**	6%	4%	**	8%	10%	**	13%	13%
Don't know	16	**	2	-	**	2	-	**	-	-	**	-	-	**	-	-
	1%	**	2%	-%	**	2%	-%	**	-%	-%	**	-%	-%	**	-%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1154	**	58	59	**	46	68	**	72	64	**	111	86	**	76	69
	52%	**	50%	59%	**	58%	65%	**	66%	66%	**	62%	54%	**	47%	43%
TOTAL NOT CONCERNED	683	**	41	36	**	21	28	**	23	22	**	45	46	**	55	61
	31%	**	35%	36%	**	27%	27%	**	21%	23%	**	25%	29%	**	34%	38%
TOTAL NEITHER/ DON'T KNOW	371	**	18	5	**	11	9	**	13	11	**	23	27	**	30	30
	17%	**	16%	5%	**	15%	8%	**	12%	11%	**	13%	17%	**	18%	19%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 50**

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

**QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	~c
Unweighted total	2213	65	131	97
Effective Weighted Sample	1493	50	94	66
<b>Total</b>	<b>2209</b>	<b>57</b>	<b>103</b>	<b>67</b>
Very concerned	512	**	11	**
	23%	**	11%	**
Fairly concerned	642	**	26	**
	29%	**	25%	**
Neither/ nor	355	**	10	**
	16%	**	10%	**
Not very concerned	394	**	27	**
	18%	**	27%	**
Not at all concerned	289	**	29	**
	13%	**	28%	**
Don't know	16	**	-	**
	1%	**	-%	**
<b>SUMMARY</b>				
TOTAL CONCERNED	1154	**	37	**
	52%	**	36%	**
TOTAL NOT CONCERNED	683	**	57	**
	31%	**	55%	**
TOTAL NEITHER/ DON'T KNOW	371	**	10	**
	17%	**	10%	**

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 51**

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

**QP74E. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them being bullied by other players (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%													
Unweighted total	2213	50	224	69	291	87	291	85	298	108	278	83	268
Effective Weighted Sample	1493	33	156	46	205	62	200	61	209	75	196	61	194
Total	2209	55	259	53	229	73	240	109	363	124	335	69	211
Very concerned	571 26%	** **	80 31%	** **	75 33%	** **	85 35%	** **	80 22%	20 16%	66 20%	** **	31 15%
Fairly concerned	618 28%	** **	43 17%	** **	53 23%	** **	73 30%	** **	133 37%	36 29%	100 30%	** **	48 23%
Neither/ nor	386 17%	** **	37 14%	** **	38 17%	** **	36 15%	** **	61 17%	33 27%	61 18%	** **	39 19%
Not very concerned	359 16%	** **	30 12%	** **	35 15%	** **	31 13%	** **	68 19%	23 18%	67 20%	** **	61 29%
Not at all concerned	260 12%	** **	66 25%	** **	28 12%	** **	14 6%	** **	22 6%	10 8%	38 11%	** **	31 15%
Don't know	15 1%	** **	4 2%	** **	- -%	** **	1 1%	** **	- -%	2 1%	1 *%	** **	1 1%
<b>SUMMARY</b>													
TOTAL CONCERNED	1189 54%	** **	123 47%	** **	129 56%	** **	158 66%	** **	213 59%	56 46%	167 50%	** **	79 37%
TOTAL NOT CONCERNED	619 28%	** **	96 37%	** **	63 27%	** **	45 19%	** **	90 25%	32 26%	105 31%	** **	92 43%
TOTAL NEITHER/ DON'T KNOW	401 18%	** **	41 16%	** **	38 17%	** **	37 15%	** **	61 17%	35 28%	63 19%	** **	41 19%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 51**

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

**QP74E. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them being bullied by other players (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2213	44	104	101	68	100	144	89	127	119	70	145	135	67	138	135
Effective Weighted Sample	1493	31	71	67	50	69	102	63	85	89	50	98	97	44	94	98
Total	2209	60	117	99	60	78	105	79	108	98	89	179	160	76	161	160
Very concerned	571	**	39	24	**	24	43	**	45	35	**	53	29	**	37	28
	26%	**	33%	24%	**	30%	41%	**	42%	36%	**	30%	18%	**	23%	17%
Fairly concerned	618	**	18	25	**	15	19	**	34	28	**	54	68	**	40	42
	28%	**	15%	26%	**	19%	18%	**	31%	28%	**	30%	42%	**	25%	26%
Neither/ nor	386	**	16	13	**	20	10	**	11	13	**	33	22	**	40	32
	17%	**	14%	13%	**	25%	9%	**	10%	13%	**	18%	14%	**	25%	20%
						c										
Not very concerned	359	**	11	15	**	9	20	**	15	16	**	33	29	**	29	36
	16%	**	9%	15%	**	12%	19%	**	14%	16%	**	18%	18%	**	18%	23%
Not at all concerned	260	**	32	21	**	10	13	**	4	5	**	6	12	**	14	21
	12%	**	27%	21%	**	13%	12%	**	4%	6%	**	3%	7%	**	9%	13%
Don't know	15	**	2	1	**	1	-	**	-	-	**	-	-	**	-	-
	1%	**	1%	1%	**	1%	-%	**	-%	-%	**	-%	-%	**	-%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1189	**	56	49	**	38	63	**	79	63	**	107	97	**	77	70
	54%	**	48%	49%	**	49%	60%	**	73%	65%	**	60%	61%	**	48%	44%
TOTAL NOT CONCERNED	619	**	43	36	**	19	33	**	19	22	**	39	40	**	43	58
	28%	**	37%	36%	**	25%	31%	**	17%	22%	**	22%	25%	**	27%	36%
TOTAL NEITHER/ DON'T KNOW	401	**	18	14	**	20	10	**	11	13	**	33	22	**	40	32
	18%	**	15%	14%	**	26%	9%	**	10%	13%	**	18%	14%	**	25%	20%
						c										

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

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

**QP74E. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them being bullied by other players (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	~c
Unweighted total	2213	65	131	97
Effective Weighted Sample	1493	50	94	66
Total	2209	57	103	67
Very concerned	571 26%	**	14 13%	**
Fairly concerned	618 28%	**	23 23%	**
Neither/ nor	386 17%	**	13 13%	**
Not very concerned	359 16%	**	33 32%	**
Not at all concerned	260 12%	**	19 19%	**
Don't know	15 1%	**	- -%	**
<b>SUMMARY</b>				
TOTAL CONCERNED	1189 54%	**	37 36%	**
TOTAL NOT CONCERNED	619 28%	**	53 51%	**
TOTAL NEITHER/ DON'T KNOW	401 18%	**	13 13%	**

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 52**

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

**QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2213	50	224	69	291	87	291	85	298	108	278	83	268
Effective Weighted Sample	1493	33	156	46	205	62	200	61	209	75	196	61	194
Total	2209	55	259	53	229	73	240	109	363	124	335	69	211
Very concerned	699 32%	** **	81 31%	** **	78 34%	** **	98 41%	** **	115 32%	33 27%	82 25%	** **	41 20%
Fairly concerned	681 31%	** **	53 21%	** **	70 31%	** **	77 32%	** **	136 37%	39 32%	130 39%	** **	52 25%
Neither/ nor	280 13%	** **	34 13%	** **	21 9%	** **	23 10%	** **	34 9%	22 18%	57 17%	** **	29 14%
Not very concerned	282 13%	** **	17 7%	** **	30 13%	** **	24 10%	** **	49 14%	15 12%	43 13%	** **	62 29%
Not at all concerned	248 11%	** **	69 27%	** **	29 13%	** **	16 7%	** **	30 8%	9 8%	23 7%	** **	26 12%
Don't know	19 1%	** **	4 2%	** **	1 *0%	** **	2 1%	** **	- -0%	5 4%	- -0%	** **	1 1%
<b>SUMMARY</b>													
TOTAL CONCERNED	1380 62%	** **	135 52%	** **	148 65%	** **	175 73%	** **	250 69%	73 59%	212 63%	** **	94 44%
TOTAL NOT CONCERNED	529 24%	** **	86 33%	** **	60 26%	** **	40 17%	** **	80 22%	24 20%	66 20%	** **	88 42%
TOTAL NEITHER/ DON'T KNOW	299 14%	** **	38 15%	** **	21 9%	** **	25 10%	** **	34 9%	27 22%	57 17%	** **	30 14%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 52**

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

**QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2213	44	104	101	68	100	144	89	127	119	70	145	135	67	138	135
Effective Weighted Sample	1493	31	71	67	50	69	102	63	85	89	50	98	97	44	94	98
Total	2209	60	117	99	60	78	105	79	108	98	89	179	160	76	161	160
Very concerned	699	**	39	32	**	25	40	**	52	41	**	60	56	**	54	35
	32%	**	33%	33%	**	32%	38%	**	48%	42%	**	33%	35%	**	33%	22%
Fairly concerned	681	**	20	36	**	26	27	**	28	34	**	70	47	**	52	56
	31%	**	17%	36%	**	33%	26%	**	26%	34%	**	39%	30%	**	33%	35%
Neither/ nor	280	**	14	3	**	7	9	**	11	10	**	18	14	**	22	27
	13%	**	12%	3%	**	9%	8%	**	10%	10%	**	10%	9%	**	14%	17%
Not very concerned	282	**	9	7	**	10	14	**	10	9	**	19	25	**	18	31
	13%	**	7%	7%	**	12%	13%	**	9%	9%	**	10%	16%	**	11%	19%
Not at all concerned	248	**	34	20	**	11	14	**	5	5	**	12	16	**	15	11
	11%	**	29%	20%	**	14%	13%	**	4%	5%	**	7%	10%	**	9%	7%
Don't know	19	**	2	1	**	-	1	**	2	-	**	-	-	**	-	-
	1%	**	1%	1%	**	-%	1%	**	2%	-%	**	-%	-%	**	-%	-%
<b>SUMMARY</b>																
TOTAL CONCERNED	1380	**	59	68	**	51	68	**	81	75	**	130	103	**	106	90
	62%	**	50%	69%	**	65%	64%	**	74%	77%	**	72%	65%	**	66%	57%
TOTAL NOT CONCERNED	529	**	43	27	**	20	28	**	15	13	**	31	42	**	33	42
	24%	**	36%	28%	**	26%	27%	**	14%	13%	**	17%	26%	**	20%	26%
TOTAL NEITHER/ DON'T KNOW	299	**	15	4	**	7	10	**	13	10	**	18	14	**	22	27
	14%	**	13%	4%	**	9%	9%	**	12%	10%	**	10%	9%	**	14%	17%

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

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

**QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)**

Base : Parents whose child aged 3-17 plays games

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	~c
Unweighted total	2213	65	131	97
Effective Weighted Sample	1493	50	94	66
Total	2209	57	103	67
Very concerned	699 32%	**	20 19%	**
Fairly concerned	681 31%	**	24 24%	**
Neither/ nor	280 13%	**	13 12%	**
Not very concerned	282 13%	**	31 30%	**
Not at all concerned	248 11%	**	15 14%	**
Don't know	19 1%	**	- -%	**
<b>SUMMARY</b>				
TOTAL CONCERNED	1380 62%	**	44 43%	**
TOTAL NOT CONCERNED	529 24%	**	46 44%	**
TOTAL NEITHER/ DON'T KNOW	299 14%	**	13 12%	**

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 53**

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

**QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Strongly disagree	584 24%	** **	145 38%	** **	80 32%	** **	62 25%	** **	90 24%	17 13%	60 16%	** **	27 12%
Slightly disagree	548 22%	** **	89 24%	** **	61 24%	** **	75 30%	** **	79 21%	18 14%	75 21%	** **	47 20%
Neither agree nor disagree	369 15%	** **	46 12%	** **	32 13%	** **	30 12%	** **	39 10%	18 14%	54 15%	** **	46 20%
Slightly agree	658 27%	** **	83 22%	** **	62 25%	** **	64 26%	** **	119 31%	47 37%	105 29%	** **	65 28%
Strongly agree	309 12%	** **	15 4%	** **	14 6%	** **	16 7%	** **	51 14%	29 23%	68 19%	** **	47 20%
Don't know	12 *%	** **	- -%	** **	* *%	** **	- -%	** **	- -%	- -%	2 *%	** **	2 1%
<b>SUMMARY</b>													
TOTAL DISAGREE	1131 46%	** **	234 62%	** **	141 56%	** **	138 55%	** **	169 45%	34 27%	134 37%	** **	74 32%
TOTAL AGREE	967 39%	** **	98 26%	** **	76 31%	** **	80 32%	** **	170 45%	76 59%	173 48%	** **	112 48%
TOTAL NEITHER/ DON'T KNOW	382 15%	** **	46 12%	** **	33 13%	** **	30 12%	** **	39 10%	18 14%	56 15%	** **	48 20%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 53**

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

**QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Strongly disagree	584	**	65	48	**	29	36	**	22	27	**	40	31	**	29	21
	24%	**	41%	32%	**	31%	33%	**	20%	27%	**	22%	18%	**	18%	12%
Slightly disagree	548	**	34	37	**	26	30	**	40	30	**	34	50	**	42	26
	22%	**	21%	24%	**	27%	27%	**	36%	29%	**	19%	30%	**	26%	14%
Neither agree nor disagree	369	**	28	26	**	13	6	**	17	8	**	24	11	**	18	29
	15%	**	17%	17%	**	14%	6%	**	15%	7%	**	13%	6%	**	11%	16%
Slightly agree	658	**	27	36	**	22	27	**	26	28	**	55	47	**	39	63
	27%	**	17%	24%	**	24%	25%	**	24%	28%	**	30%	28%	**	24%	35%
Strongly agree	309	**	3	5	**	4	11	**	6	9	**	28	30	**	35	41
	12%	**	2%	3%	**	4%	10%	**	6%	9%	**	15%	18%	**	21%	23%
Don't know	12	**	3	-	**	-	-	**	-	-	**	-	-	**	2	-
	*%	**	2%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	1%	-%
<b>SUMMARY</b>																
TOTAL DISAGREE	1131	**	98	85	**	55	67	**	62	57	**	75	80	**	71	46
	46%	**	62%	56%	**	58%	60%	**	56%	56%	**	41%	48%	**	43%	26%
															c	
TOTAL AGREE	967	**	30	41	**	26	38	**	33	37	**	82	77	**	74	104
	39%	**	19%	27%	**	28%	34%	**	30%	36%	**	46%	46%	**	45%	58%
TOTAL NEITHER/ DON'T KNOW	382	**	30	26	**	13	6	**	17	8	**	24	11	**	19	29
	15%	**	19%	17%	**	14%	6%	**	15%	7%	**	13%	6%	**	12%	16%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 53**

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

**QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Strongly disagree	584 24%	**	15 13%	7 9%
Slightly disagree	548 22%	**	17 16%	17 21%
Neither agree nor disagree	369 15%	**	30 27%	6 8%
			c	
Slightly agree	658 27%	**	35 32%	24 31%
Strongly agree	309 12%	**	14 12%	23 29%
				b
Don't know	12 *%	**	- -%	1 2%
<b>SUMMARY</b>				
TOTAL DISAGREE	1131 46%	**	32 29%	24 31%
TOTAL AGREE	967 39%	**	48 44%	47 60%
TOTAL NEITHER/ DON'T KNOW	382 15%	**	30 27%	7 10%
			c	

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 54**

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

**QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Strongly disagree	133 5%	** **	10 3%	** **	9 3%	** **	11 4%	** **	15 4%	12 10%	26 7%	** **	15 6%
Slightly disagree	423 17%	** **	31 8%	** **	30 12%	** **	42 17%	** **	79 21%	31 24%	72 20%	** **	45 19%
Neither agree nor disagree	318 13%	** **	21 6%	** **	27 11%	** **	30 12%	** **	38 10%	20 16%	52 14%	** **	31 13%
Slightly agree	773 31%	** **	119 32%	** **	82 33%	** **	75 30%	** **	135 36%	31 24%	124 34%	** **	74 31%
Strongly agree	811 33%	** **	195 52%	** **	101 40%	** **	91 37%	** **	110 29%	29 23%	89 25%	** **	71 30%
Don't know	22 1%	** **	- -%	** **	2 1%	** **	- -%	** **	- -%	5 4%	1 *%	** **	* *%
<b>SUMMARY</b>													
TOTAL DISAGREE	557 22%	** **	42 11%	** **	39 15%	** **	53 21%	** **	94 25%	43 34%	97 27%	** **	59 25%
TOTAL AGREE	1584 64%	** **	314 83%	** **	183 73%	** **	166 67%	** **	245 65%	61 47%	213 59%	** **	144 62%
TOTAL NEITHER/ DON'T KNOW	339 14%	** **	21 6%	** **	28 11%	** **	30 12%	** **	38 10%	25 19%	53 15%	** **	31 13%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 54**

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

**QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Strongly disagree	133 5%	** **	9 6%	5 3%	** **	* *%	* *%	** **	2 2%	7 6%	** **	13 7%	8 5%	** **	10 6%	17 9%
Slightly disagree	423 17%	** **	8 5%	14 9%	** **	10 11%	17 16%	** **	17 16%	22 21%	** **	33 18%	46 28%	** **	22 13%	48 27%
Neither agree nor disagree	318 13%	** **	19 12%	5 3%	** **	13 14%	7 7%	** **	21 19%	8 8%	** **	27 15%	12 7%	** **	25 15%	20 11%
Slightly agree	773 31%	** **	40 25%	58 38%	** **	30 32%	37 33%	** **	32 29%	29 29%	** **	60 33%	67 40%	** **	60 36%	49 27%
Strongly agree	811 33%	** **	77 49%	70 46%	** **	40 43%	49 44%	** **	37 33%	36 36%	** **	49 27%	34 20%	** **	45 28%	45 25%
Don't know	22 1%	** **	4 3%	- -%	** **	- -%	- -%	** **	2 2%	- -%	** **	- -%	- -%	** **	3 2%	- -%
<b>SUMMARY</b>																
TOTAL DISAGREE	557 22%	** **	17 11%	18 12%	** **	10 11%	18 16%	** **	19 17%	28 28%	** **	45 25%	54 32%	** **	32 19%	65 36% b
TOTAL AGREE	1584 64%	** **	118 74%	129 84%	** **	71 75%	86 78%	** **	69 62%	66 65%	** **	109 60%	101 60%	** **	105 64%	94 52%
TOTAL NEITHER/ DON'T KNOW	339 14%	** **	23 15% c	5 3%	** **	13 14%	7 7%	** **	23 21%	8 8%	** **	27 15%	12 7%	** **	28 17%	20 11%

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

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

**QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Strongly disagree	133 5%	** **	6 6%	6 7%
Slightly disagree	423 17%	** **	20 18%	19 24%
Neither agree nor disagree	318 13%	** **	10 9%	5 6%
Slightly agree	773 31%	** **	42 38%	22 28%
Strongly agree	811 33%	** **	32 29%	27 34%
Don't know	22 1%	** **	- -%	* *%
<b>SUMMARY</b>				
TOTAL DISAGREE	557 22%	** **	26 24%	25 32%
TOTAL AGREE	1584 64%	** **	73 67%	48 62%
TOTAL NEITHER/ DON'T KNOW	339 14%	** **	10 9%	5 6%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 55**

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

**QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Strongly disagree	507 20%	** **	61 16%	** **	47 19%	** **	48 19%	** **	85 22%	22 17%	93 26%	** **	55 23%
Slightly disagree	471 19%	** **	55 14%	** **	46 18%	** **	58 23%	** **	74 20%	26 20%	63 17%	** **	59 25%
Neither agree nor disagree	381 15%	** **	54 14%	** **	39 16%	** **	23 9%	** **	52 14%	23 18%	79 22%	** **	30 13%
Slightly agree	755 30%	** **	136 36%	** **	80 32%	** **	80 32%	** **	109 29%	37 29%	92 25%	** **	65 28%
Strongly agree	351 14%	** **	70 19%	** **	37 15%	** **	39 16%	** **	58 15%	17 13%	36 10%	** **	25 11%
Don't know	15 1%	** **	2 1%	** **	2 1%	** **	* *0%	** **	- -0%	3 3%	- -0%	** **	* *0%
<b>SUMMARY</b>													
TOTAL DISAGREE	978 39%	** **	116 31%	** **	93 37%	** **	106 43%	** **	159 42%	48 37%	156 43%	** **	113 48%
TOTAL AGREE	1106 45%	** **	206 54%	** **	116 47%	** **	119 48%	** **	167 44%	54 42%	128 35%	** **	91 39%
TOTAL NEITHER/ DON'T KNOW	396 16%	** **	56 15%	** **	41 16%	** **	23 9%	** **	52 14%	26 20%	79 22%	** **	31 13%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 55**

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

**QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Strongly disagree	507	**	17	20	**	19	23	**	31	24	**	42	25	**	48	38
	20%	**	11%	13%	**	21%	20%	**	28%	23%	**	23%	15%	**	29%	21%
Slightly disagree	471	**	24	24	**	20	18	**	18	19	**	33	39	**	27	39
	19%	**	15%	16%	**	21%	16%	**	16%	19%	**	18%	23%	**	16%	22%
Neither agree nor disagree	381	**	35	14	**	13	13	**	11	8	**	22	21	**	30	27
	15%	**	22%	9%	**	13%	11%	**	10%	8%	**	12%	13%	**	18%	15%
Slightly agree	755	**	53	68	**	28	39	**	31	33	**	55	53	**	38	56
	30%	**	33%	45%	**	30%	35%	**	28%	33%	**	30%	32%	**	23%	31%
Strongly agree	351	**	26	27	**	14	20	**	20	17	**	29	30	**	20	19
	14%	**	16%	17%	**	15%	18%	**	18%	16%	**	16%	18%	**	12%	11%
Don't know	15	**	3	-	**	-	-	**	*	-	**	-	-	**	2	-
	1%	**	2%	-%	**	-%	-%	**	*%	-%	**	-%	-%	**	1%	-%
<b>SUMMARY</b>																
TOTAL DISAGREE	978	**	41	44	**	39	40	**	49	43	**	75	64	**	74	77
	39%	**	26%	29%	**	42%	36%	**	44%	43%	**	41%	38%	**	45%	43%
TOTAL AGREE	1106	**	78	94	**	42	58	**	51	50	**	84	83	**	59	75
	45%	**	50%	62%	**	45%	52%	**	46%	49%	**	46%	49%	**	36%	42%
TOTAL NEITHER/ DON'T KNOW	396	**	38	14	**	13	13	**	11	8	**	22	21	**	32	27
	16%	**	24%	9%	**	13%	11%	**	10%	8%	**	12%	13%	**	19%	15%

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

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

**QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Strongly disagree	507 20%	** **	25 23%	13 17%
Slightly disagree	471 19%	** **	25 23%	18 23%
Neither agree nor disagree	381 15%	** **	16 15%	10 13%
Slightly agree	755 30%	** **	32 29%	22 29%
Strongly agree	351 14%	** **	10 9%	14 18%
Don't know	15 1%	** **	- -%	* *%
<b>SUMMARY</b>				
TOTAL DISAGREE	978 39%	** **	51 46%	32 40%
TOTAL AGREE	1106 45%	** **	42 39%	36 47%
TOTAL NEITHER/ DON'T KNOW	396 16%	** **	16 15%	10 13%

Columns Tested: a,b,c



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 56**

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

**QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Strongly disagree	99 4%	** **	17 5%	** **	14 6%	** **	5 2%	** **	16 4%	3 3%	10 3%	** **	9 4%
Slightly disagree	352 14%	** **	59 16%	** **	36 14%	** **	53 21%	** **	43 11%	23 18%	44 12%	** **	24 10%
Neither agree nor disagree	356 14%	** **	57 15%	** **	32 13%	** **	28 11%	** **	54 14%	17 13%	44 12%	** **	29 12%
Slightly agree	861 35%	** **	125 33%	** **	88 35%	** **	87 35%	** **	132 35%	42 33%	137 38%	** **	84 36%
Strongly agree	794 32%	** **	117 31%	** **	79 31%	** **	75 30%	** **	131 35%	42 32%	127 35%	** **	88 37%
Don't know	18 1%	** **	2 1%	** **	2 1%	** **	* *%	** **	2 1%	2 1%	- -%	** **	1 *%
<b>SUMMARY</b>													
TOTAL DISAGREE	451 18%	** **	76 20%	** **	49 20%	** **	58 23%	** **	59 16%	26 20%	55 15%	** **	33 14%
TOTAL AGREE	1655 67%	** **	242 64%	** **	167 67%	** **	162 65%	** **	263 70%	84 65%	264 73%	** **	172 73%
TOTAL NEITHER/ DON'T KNOW	374 15%	** **	59 16%	** **	33 13%	** **	28 11%	** **	55 15%	19 14%	44 12%	** **	30 13%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 56**

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

**QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Strongly disagree	99	**	10	6	**	3	5	**	4	2	**	4	8	**	3	7
	4%	**	6%	4%	**	3%	5%	**	3%	2%	**	2%	5%	**	2%	4%
Slightly disagree	352	**	21	34	**	19	18	**	22	23	**	20	23	**	21	22
	14%	**	13%	22%	**	20%	16%	**	19%	22%	**	11%	14%	**	13%	13%
Neither agree nor disagree	356	**	24	23	**	13	16	**	18	8	**	32	22	**	21	18
	14%	**	15%	15%	**	13%	14%	**	16%	8%	**	18%	13%	**	13%	10%
Slightly agree	861	**	58	51	**	35	34	**	31	38	**	47	75	**	61	70
	35%	**	36%	33%	**	37%	30%	**	28%	37%	**	26%	45%	**	37%	39%
													b			
Strongly agree	794	**	44	38	**	25	38	**	37	31	**	76	39	**	59	62
	32%	**	28%	25%	**	26%	34%	**	33%	31%	**	42%	24%	**	36%	35%
												c				
Don't know	18	**	2	-	**	-	-	**	*	-	**	2	-	**	-	-
	1%	**	1%	-%	**	-%	-%	**	*%	-%	**	1%	-%	**	-%	-%
<b>SUMMARY</b>																
TOTAL DISAGREE	451	**	31	40	**	22	24	**	25	24	**	24	31	**	24	29
	18%	**	20%	26%	**	23%	21%	**	23%	24%	**	13%	19%	**	14%	16%
TOTAL AGREE	1655	**	101	89	**	60	71	**	68	69	**	123	115	**	120	132
	67%	**	64%	58%	**	64%	64%	**	61%	68%	**	68%	68%	**	73%	74%
TOTAL NEITHER/ DON'T KNOW	374	**	25	23	**	13	16	**	18	8	**	34	22	**	21	18
	15%	**	16%	15%	**	13%	14%	**	16%	8%	**	19%	13%	**	13%	10%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 56**

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

**QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Strongly disagree	99 4%	** **	3 3%	* 1%
Slightly disagree	352 14%	** **	14 13%	13 16%
Neither agree nor disagree	356 14%	** **	15 14%	8 10%
Slightly agree	861 35%	** **	30 28%	33 42%
Strongly agree	794 32%	** **	46 42%	24 31%
Don't know	18 1%	** **	- -%	* *%
<b>SUMMARY</b>				
TOTAL DISAGREE	451 18%	** **	18 16%	13 17%
TOTAL AGREE	1655 67%	** **	77 70%	57 73%
TOTAL NEITHER/ DON'T KNOW	374 15%	** **	15 14%	8 10%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 57**

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

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
BOTH CHILD AND PARENT HARD TO CONTROL	237	**	52	**	31	**	32	**	34	4	21	**	18
	10%	**	14%	**	12%	**	13%	**	9%	3%	6%	**	8%
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1063	**	134	**	103	**	85	**	166	61	182	**	115
	43%	**	36%	**	41%	**	34%	**	44%	47%	50%	**	49%
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	311	**	38	**	30	**	44	**	45	13	54	**	29
	13%	**	10%	**	12%	**	18%	**	12%	10%	15%	**	12%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	869	**	154	**	86	**	88	**	133	50	107	**	73
	35%	**	41%	**	34%	**	35%	**	35%	39%	29%	**	31%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 57**

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

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
BOTH CHILD AND PARENT HARD TO CONTROL	237	**	22	20	**	11	17	**	17	12	**	20	21	**	13	9
	10%	**	14%	13%	**	12%	15%	**	15%	12%	**	11%	13%	**	8%	5%
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1063	**	67	41	**	37	40	**	38	34	**	83	57	**	77	87
	43%	**	43%	27%	**	39%	36%	**	34%	34%	**	46%	34%	**	47%	49%
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	311	**	12	17	**	15	13	**	23	17	**	15	28	**	29	16
	13%	**	8%	11%	**	16%	12%	**	20%	17%	**	8%	17%	**	18%	9%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	869	**	57	75	**	31	41	**	34	37	**	64	61	**	45	66
	35%	**	36%	49%	**	33%	37%	**	31%	37%	**	35%	37%	**	28%	37%

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

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

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
BOTH CHILD AND PARENT HARD TO CONTROL	237 10%	**	7 7%	6 7%
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1063 43%	**	57 52%	31 39%
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	311 13%	**	10 9%	11 14%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	869 35%	**	35 32%	31 39%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 58**

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

**AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
BOTH CHILD AND PARENT HAVE GOOD BALANCE	237	**	14	**	13	**	18	**	48	16	47	**	27
	10%	**	4%	**	5%	**	7%	**	13%	13%	13%	**	11%
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	639	**	117	**	65	**	62	**	83	30	74	**	45
	26%	**	31%	**	26%	**	25%	**	22%	24%	20%	**	19%
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	186	**	18	**	17	**	24	**	31	15	25	**	18
	8%	**	5%	**	7%	**	10%	**	8%	11%	7%	**	8%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1418	**	229	**	154	**	144	**	215	67	217	**	145
	57%	**	61%	**	62%	**	58%	**	57%	52%	60%	**	62%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 58**

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

**AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
BOTH CHILD AND PARENT HAVE GOOD BALANCE	237	**	4	4	**	2	6	**	9	9	**	18	33	**	13	33
	10%	**	2%	2%	**	2%	6%	**	8%	9%	**	10%	20%	**	8%	18%
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	639	**	52	53	**	26	29	**	35	20	**	44	40	**	36	31
	26%	**	33%	35%	**	28%	26%	**	32%	19%	**	24%	24%	**	22%	18%
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	186	**	4	10	**	8	11	**	8	13	**	14	13	**	9	16
	8%	**	3%	7%	**	9%	10%	**	7%	12%	**	8%	8%	**	6%	9%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1418	**	98	85	**	58	65	**	58	60	**	105	82	**	107	99
	57%	**	62%	56%	**	62%	59%	**	53%	59%	**	58%	49%	**	65%	55%

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



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

**AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
BOTH CHILD AND PARENT HAVE GOOD BALANCE	237 10%	**	9 8%	13 16%
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	639 26%	**	22 20%	15 19%
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	186 8%	**	11 10%	6 8%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1418 57%	**	68 62%	44 57%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 59**

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

**QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
I talk to my child	953 38%	** **	79 21%	** **	81 32%	** **	116 47%	** **	170 45%	52 41%	180 50%	** **	92 39%
I directly supervise my child	558 22%	** **	215 57%	** **	84 34%	** **	58 24%	** **	33 9%	6 5%	16 4%	** **	6 2%
I can trust my child to be sensible	542 22%	** **	28 7%	** **	34 14%	** **	35 14%	** **	98 26%	35 28%	125 34%	** **	114 49%
I use technical tools or controls	333 13%	** **	38 10%	** **	41 16%	** **	36 14%	** **	72 19%	27 21%	30 8%	** **	13 5%
Another approach	29 1%	** **	5 1%	** **	6 2%	** **	2 1%	** **	4 1%	2 1%	3 1%	** **	- -%
I don't have an approach	46 2%	** **	8 2%	** **	1 1%	** **	1 *%	** **	1 *%	4 3%	9 3%	** **	9 4%
Don't know	20 1%	** **	4 1%	** **	3 1%	** **	* *%	** **	- -%	2 1%	- -%	** **	1 *%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 59**

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

**QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
I talk to my child	953	**	32	18	**	23	33	**	50	50	**	77	71	**	78	85
	38%	**	21%	12%	**	24%	29%	**	45%	49%	**	43%	43%	**	48%	48%
I directly supervise my child	558	**	90	91	**	39	39	**	27	19	**	22	14	**	8	8
	22%	**	57%	60%	**	41%	35%	**	24%	19%	**	12%	8%	**	5%	4%
I can trust my child to be sensible	542	**	16	9	**	14	16	**	15	10	**	37	40	**	50	59
	22%	**	10%	6%	**	15%	14%	**	13%	10%	**	21%	24%	**	30%	33%
I use technical tools or controls	333	**	12	26	**	13	22	**	18	17	**	44	40	**	22	21
	13%	**	7%	17%	**	13%	20%	**	16%	17%	**	24%	24%	**	13%	12%
Another approach	29	**	2	2	**	3	2	**	-	3	**	-	2	**	2	3
	1%	**	1%	2%	**	3%	2%	**	-%	3%	**	-%	1%	**	1%	2%
I don't have an approach	46	**	4	4	**	2	-	**	-	3	**	*	-	**	5	3
	2%	**	3%	3%	**	2%	-%	**	-%	3%	**	*%	-%	**	3%	2%
Don't know	20	**	2	2	**	2	-	**	2	-	**	-	-	**	-	-
	1%	**	1%	1%	**	2%	-%	**	1%	-%	**	-%	-%	**	-%	-%

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

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

**QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
I talk to my child	953 38%	**	41 37%	37 48%
I directly supervise my child	558 22%	**	3 2%	1 1%
I can trust my child to be sensible	542 22%	**	59 54%	30 39%
I use technical tools or controls	333 13%	**	5 5%	7 10%
Another approach	29 1%	**	- -%	- -%
I don't have an approach	46 2%	**	2 2%	2 3%
Don't know	20 1%	**	- -%	* *%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 60**

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
PRE-SCHOOL	194	**	152	**	-	**	-	**	-	-	-	**	-
	8%	**	40%	**	-%	**	-%	**	-%	-%	-%	**	-%
PRIMARY	1166	**	222	**	250	**	248	**	165	-	-	**	-
	47%	**	59%	**	100%	**	100%	**	44%	-%	-%	**	-%
SECONDARY	1045	**	-	**	-	**	-	**	209	129	363	**	192
	42%	**	-%	**	-%	**	-%	**	55%	100%	100%	**	82%
POST-SCHOOL	41	**	-	**	-	**	-	**	-	-	-	**	28
	2%	**	-%	**	-%	**	-%	**	-%	-%	-%	**	12%
UNKNOWN	34	**	3	**	-	**	-	**	3	-	-	**	14
	1%	**	1%	**	-%	**	-%	**	1%	-%	-%	**	6%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 60**

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
PRE-SCHOOL	194	**	73	57	**	-	-	**	-	-	**	-	-	**	-	-
	8%	**	46%	38%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
PRIMARY	1166	**	85	95	**	94	111	**	111	101	**	76	72	**	-	-
	47%	**	54%	62%	**	100%	100%	**	100%	100%	**	42%	43%	**	-%	-%
SECONDARY	1045	**	-	-	**	-	-	**	-	-	**	104	95	**	165	179
	42%	**	-%	-%	**	-%	-%	**	-%	-%	**	57%	57%	**	100%	100%
POST-SCHOOL	41	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	2%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
UNKNOWN	34	**	-	-	**	-	-	**	-	-	**	1	*	**	-	-
	1%	**	-%	-%	**	-%	-%	**	-%	-%	**	*%	*%	**	-%	-%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 60**

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
PRE-SCHOOL	194	**	-	-
	8%	**	-%	-%
PRIMARY	1166	**	-	-
	47%	**	-%	-%
SECONDARY	1045	**	86	73
	42%	**	78%	94%
			b	
POST-SCHOOL	41	**	18	3
	2%	**	17%	4%
UNKNOWN	34	**	5	1
	1%	**	5%	2%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 61**

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

**C11. Is English your child's first or main language? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Yes	2213	**	326	**	229	**	211	**	340	120	333	**	212
	89%	**	86%	**	92%	**	85%	**	90%	93%	92%	**	90%
No	78	**	11	**	7	**	16	**	9	2	8	**	5
	3%	**	3%	**	3%	**	7%	**	2%	1%	2%	**	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	167	**	40	**	14	**	21	**	28	7	20	**	17
	7%	**	11%	**	5%	**	8%	**	7%	5%	6%	**	7%
Prefer not to say	21	**	-	**	1	**	-	**	-	-	1	**	1
	1%	**	-%	**	*%	**	-%	**	-%	-%	*%	**	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 61**

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

**C11. Is English your child's first or main language? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Yes	2213	**	139	129	**	85	104	**	93	90	**	164	160	**	149	175
	89%	**	88%	85%	**	91%	93%	**	84%	88%	**	91%	95%	**	91%	98%
No	78	**	4	6	**	2	4	**	7	1	**	8	2	**	4	1
	3%	**	2%	4%	**	2%	4%	**	6%	1%	**	4%	1%	**	2%	1%
Child is bilingual/ trilingual – using English equally with one or more other languages	167	**	15	15	**	7	3	**	9	11	**	9	6	**	12	3
	7%	**	9%	10%	**	7%	3%	**	8%	10%	**	5%	4%	**	7%	2%
Prefer not to say	21	**	-	2	**	-	-	**	2	-	**	-	-	**	-	-
	1%	**	-%	1%	**	-%	-%	**	2%	-%	**	-%	-%	**	-%	-%

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

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

**C11. Is English your child's first or main language? (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Yes	2213	**	100	72
	89%	**	91%	92%
No	78	**	1	*
	3%	**	1%	*%
Child is bilingual/ trilingual – using English equally with one or more other languages	167	**	9	6
	7%	**	8%	8%
Prefer not to say	21	**	-	*
	1%	**	-%	*%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 62**

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

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
<b>WHITE</b>													
English/ Welsh/ Scottish/ Northern Irish/ British	1842	**	255	**	168	**	164	**	298	107	295	**	180
	74%	**	68%	**	67%	**	66%	**	79%	83%	81%	**	77%
Irish	22	**	4	**	3	**	3	**	1	1	2	**	3
	1%	**	1%	**	1%	**	1%	**	*%	1%	1%	**	1%
Gypsy, Traveller or Irish Traveller	2	**	-	**	-	**	-	**	2	-	-	**	-
	*%	**	-%	**	-%	**	-%	**	*%	-%	-%	**	-%
Any other white background	117	**	26	**	16	**	9	**	19	1	12	**	11
	5%	**	7%	**	6%	**	3%	**	5%	1%	3%	**	5%
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>													
White and Black Caribbean	31	**	2	**	4	**	6	**	2	3	-	**	5
	1%	**	*%	**	2%	**	2%	**	1%	3%	-%	**	2%
White and Black African	38	**	12	**	3	**	5	**	4	2	3	**	4
	2%	**	3%	**	1%	**	2%	**	1%	2%	1%	**	2%
White and Asian	45	**	4	**	9	**	7	**	4	-	9	**	*
	2%	**	1%	**	4%	**	3%	**	1%	-%	2%	**	*%
Any other mixed/ multiple ethnic background	35	**	8	**	2	**	-	**	4	2	5	**	*
	1%	**	2%	**	1%	**	-%	**	1%	2%	1%	**	*%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 62**

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

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
<b>ASIAN AND BRITISH ASIAN</b>													
Indian	54 2%	** **	13 3%	** **	10 4%	** **	9 4%	** **	6 2%	* *%	8 2%	** **	5 2%
Pakistani	54 2%	** **	14 4%	** **	7 3%	** **	5 2%	** **	10 3%	- -%	4 1%	** **	7 3%
Bangladeshi	23 1%	** **	6 2%	** **	1 1%	** **	5 2%	** **	- -%	3 3%	3 1%	** **	- -%
Chinese	8 *%	** **	3 1%	** **	3 1%	** **	1 *%	** **	* *%	- -%	- -%	** **	* *%
Any other Asian background	27 1%	** **	5 1%	** **	1 *%	** **	6 2%	** **	6 1%	- -%	5 1%	** **	2 1%
<b>BLACK AND BLACK BRITISH</b>													
Caribbean	25 1%	** **	3 1%	** **	9 3%	** **	1 *%	** **	5 1%	5 4% b	- -%	** **	* *%
African	98 4%	** **	21 5%	** **	10 4%	** **	19 8%	** **	13 3%	3 2%	10 3%	** **	8 3%
Any other black/ African/ Caribbean background	11 *%	** **	- -%	** **	1 *%	** **	4 2%	** **	- -%	- -%	- -%	** **	- -%
<b>OTHER ETHNIC GROUPS</b>													
Arab	4 *%	** **	* *%	** **	- -%	** **	- -%	** **	1 *%	* *%	- -%	** **	1 1%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 62**

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

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Any other ethnic background	10	**	-	**	1	**	4	**	-	-	3	**	2
	*%	**	-%	**	*%	**	2%	**	-%	-%	1%	**	1%
Prefer not to say	32	**	3	**	1	**	-	**	4	-	4	**	5
	1%	**	1%	**	1%	**	-%	**	1%	-%	1%	**	2%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 62**

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

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
<b>WHITE</b>																
English/ Welsh/ Scottish/ Northern Irish/ British	1842	**	112	109	**	66	79	**	75	70	**	152	138	**	137	159
	74%	**	71%	71%	**	70%	71%	**	68%	69%	**	84%	82%	**	83%	89%
Irish	22	**	1	1	**	2	*	**	1	3	**	1	*	**	1	1
	1%	**	1%	1%	**	2%	*%	**	1%	3%	**	*%	*%	**	1%	*%
Gypsy, Traveller or Irish Traveller	2	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
Any other white background	117	**	12	12	**	7	9	**	5	4	**	9	9	**	8	4
	5%	**	7%	8%	**	7%	8%	**	4%	4%	**	5%	5%	**	5%	2%
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>																
White and Black Caribbean	31	**	2	-	**	2	1	**	2	1	**	*	-	**	-	-
	1%	**	1%	-%	**	2%	1%	**	2%	1%	**	*%	-%	**	-%	-%
White and Black African	38	**	6	4	**	-	1	**	3	-	**	2	2	**	1	-
	2%	**	4%	3%	**	-%	1%	**	2%	-%	**	1%	1%	**	1%	-%
White and Asian	45	**	2	1	**	6	2	**	2	7	**	3	2	**	2	4
	2%	**	2%	1%	**	6%	2%	**	1%	7%	**	2%	1%	**	1%	2%
Any other mixed/ multiple ethnic background	35	**	5	2	**	-	2	**	1	-	**	3	-	**	3	4
	1%	**	3%	1%	**	-%	2%	**	1%	-%	**	2%	-%	**	2%	2%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 62**

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

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
<b>ASIAN AND BRITISH ASIAN</b>																
Indian	54 2%	** **	3 2%	3 2%	** **	1 1%	3 3%	** **	7 6%	3 3%	** **	1 *%	3 2%	** **	3 2%	2 1%
Pakistani	54 2%	** **	1 *%	- -%	** **	1 1%	1 1%	** **	- -%	- -%	** **	3 2%	4 2%	** **	- -%	- -%
Bangladeshi	23 1%	** **	2 1%	- -%	** **	- -%	1 1%	** **	- -%	2 2%	** **	- -%	- -%	** **	2 1%	- -%
Chinese	8 *%	** **	1 *%	2 1%	** **	1 2%	- -%	** **	* *%	1 1%	** **	- -%	* *%	** **	- -%	- -%
Any other Asian background	27 1%	** **	3 2%	1 1%	** **	- -%	- -%	** **	1 1%	2 2%	** **	2 1%	- -%	** **	3 2%	- -%
<b>BLACK AND BLACK BRITISH</b>																
Caribbean	25 1%	** **	2 1%	1 1%	** **	3 4%	4 4%	** **	1 1%	- -%	** **	- -%	2 1%	** **	- -%	2 1%
African	98 4%	** **	5 3%	15 10%	** **	3 3%	5 4%	** **	9 8%	6 6%	** **	5 3%	7 4%	** **	5 3%	3 2%
Any other black/ African/ Caribbean background	11 *%	** **	- -%	- -%	** **	2 3%	2 1%	** **	1 1%	4 4%	** **	- -%	- -%	** **	- -%	- -%
<b>OTHER ETHNIC GROUPS</b>																
Arab	4 *%	** **	* *%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	* *%	- -%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 62**

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

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Any other ethnic background	10	**	-	-	**	-	-	**	4	-	**	-	-	**	-	-
	%	**	-%	-%	**	-%	-%	**	4%	-%	**	-%	-%	**	-%	-%
Prefer not to say	32	**	2	-	**	-	-	**	-	-	**	-	2	**	-	-
	1%	**	1%	-%	**	-%	-%	**	-%	-%	**	-%	1%	**	-%	-%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 62**

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

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
<b>WHITE</b>				
English/ Welsh/ Scottish/ Northern Irish/ British	1842	**	88	64
	74%	**	80%	83%
Irish	22	**	1	1
	1%	**	1%	1%
Gypsy, Traveller or Irish Traveller	2	**	-	-
	*%	**	-%	-%
Any other white background	117	**	5	3
	5%	**	4%	3%
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>				
White and Black Caribbean	31	**	5	-
	1%	**	5%	-%
White and Black African	38	**	1	2
	2%	**	1%	3%
White and Asian	45	**	2	-
	2%	**	2%	-%
Any other mixed/ multiple ethnic background	35	**	-	-
	1%	**	-%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 62**

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

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
<b>ASIAN AND BRITISH ASIAN</b>				
Indian	54	**	-	2
	2%	**	-%	3%
Pakistani	54	**	-	-
	2%	**	-%	-%
Bangladeshi	23	**	-	-
	1%	**	-%	-%
Chinese	8	**	*	-
	*%	**	*%	-%
Any other Asian background	27	**	1	-
	1%	**	1%	-%
<b>BLACK AND BLACK BRITISH</b>				
Caribbean	25	**	-	-
	1%	**	-%	-%
African	98	**	6	4
	4%	**	6%	6%
Any other black/ African/ Caribbean background	11	**	-	-
	*%	**	-%	-%
<b>OTHER ETHNIC GROUPS</b>				
Arab	4	**	-	1
	*%	**	-%	2%

Columns Tested: a,b,c

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

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Any other ethnic background	10	**	-	-
	*%	**	-%	-%
Prefer not to say	32	**	-	-
	1%	**	-%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 63**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Hearing? Poor hearing, partial hearing, or are d/Deaf	50 2%	** **	- -%	** **	- -%	** **	- -%	** **	- -%	15 12% b	- -%	** **	- -%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	91 4%	** **	- -%	** **	- -%	** **	- -%	** **	- -%	23 18% b	- -%	** **	- -%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	42 2%	** **	- -%	** **	- -%	** **	- -%	** **	- -%	11 9% b	- -%	** **	- -%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	** **	- -%	** **	- -%	** **	- -%	** **	- -%	8 6% b	- -%	** **	- -%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 63**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Breathing? Breathlessness or chest pains	39	**	-	**	-	**	-	**	-	4	-	**	-
	2%	**	-%	**	-%	**	-%	**	-%	3%	-%	**	-%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	160	**	-	**	-	**	-	**	-	41	-	**	-
	6%	**	-%	**	-%	**	-%	**	-%	32% b	-%	**	-%
Difficulty with speech? E.g. due to a stroke, stutter or stammer	40	**	-	**	-	**	-	**	-	6	-	**	-
	2%	**	-%	**	-%	**	-%	**	-%	4% b	-%	**	-%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	278	**	-	**	-	**	-	**	-	62	-	**	-
	11%	**	-%	**	-%	**	-%	**	-%	48% b	-%	**	-%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	148	**	-	**	-	**	-	**	-	44	-	**	-
	6%	**	-%	**	-%	**	-%	**	-%	35% b	-%	**	-%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 63**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Other illnesses/ conditions which impact or limit their daily activities	42 2%	** **	- -%	** **	- -%	** **	- -%	** **	- -%	7 5% b	- -%	** **	- -%
Nothing – no impairments or conditions that impact or limit their daily activities	1850 75%	** **	377 100%	** **	250 100%	** **	248 100%	** **	378 100%	- -%	363 100% a	** **	235 100%
Don't know	39 2%	** **	- -%	** **	- -%	** **	- -%	** **	- -%	- -%	- -%	** **	- -%
Prefer not to say	65 3%	** **	- -%	** **	- -%	** **	- -%	** **	- -%	- -%	- -%	** **	- -%
<b>SUMMARY</b>													
ANY IMPACTING OR LIMITING CONDITIONS	525 21%	** **	- -%	** **	- -%	** **	- -%	** **	- -%	129 100% b	- -%	** **	- -%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	227 9%	** **	- -%	** **	- -%	** **	- -%	** **	- -%	51 40% b	- -%	** **	- -%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 63**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Hearing? Poor hearing, partial hearing, or are d/Deaf	50 2%	** **	3 2%	- -%	** **	1 1%	2 2%	** **	6 6%	1 1%	** **	1 *%	1 1%	** **	1 1%	6 4%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	91 4%	** **	6 4%	4 3%	** **	6 6%	2 2%	** **	4 3%	2 2%	** **	10 6%	* *%	** **	7 4%	10 6%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	42 2%	** **	4 2%	1 1%	** **	* *%	* *%	** **	1 1%	1 1%	** **	2 1%	- -%	** **	2 1%	3 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	** **	4 3%	4 3%	** **	- -%	* *%	** **	* *%	1 1%	** **	1 *%	- -%	** **	3 2%	2 1%
Breathing? Breathlessness or chest pains	39 2%	** **	7 4%	2 1%	** **	* *%	- -%	** **	1 1%	1 1%	** **	4 2%	2 1%	** **	- -%	2 1%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 63**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	160 6%	** **	9 6%	2 2%	** **	5 5%	2 2%	** **	6 6%	4 4%	** **	16 9%	5 3%	** **	6 4%	13 7%
Difficulty with speech? E.g. due to a stroke, stutter or stammer	40 2%	** **	5 3%	5 3%	** **	3 3%	1 1%	** **	1 1%	- -%	** **	1 1%	1 1%	** **	- -%	2 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	278 11%	** **	24 15% c	6 4%	** **	9 10%	6 6%	** **	20 18%	6 6%	** **	29 16%	13 8%	** **	25 15%	12 7%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	148 6%	** **	3 2%	- -%	** **	1 1%	- -%	** **	5 5%	3 3%	** **	14 8%	3 2%	** **	11 7%	7 4%
Other illnesses/ conditions which impact or limit their daily activities	42 2%	** **	3 2%	* *%	** **	- -%	2 1%	** **	2 2%	- -%	** **	4 2%	2 1%	** **	2 1%	3 1%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 63**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Nothing – no impairments or conditions that impact or limit their daily activities	1850 75%	** **	116 73%	134 88% b	** **	73 78%	95 85%	** **	79 71%	88 87% b	** **	134 74%	140 84%	** **	119 72%	139 78%
Don't know	39 2%	** **	1 1%	- -%	** **	* *%	2 2%	** **	6 5%	- -%	** **	3 2%	- -%	** **	1 *%	3 2%
Prefer not to say	65 3%	** **	3 2%	2 1%	** **	1 2%	2 2%	** **	* *%	1 1%	** **	3 2%	3 2%	** **	3 2%	- -%
<b>SUMMARY</b>																
ANY IMPACTING OR LIMITING CONDITIONS	525 21%	** **	38 24%	16 10%	** **	19 20%	12 11%	** **	26 24%	12 12%	** **	41 23%	24 15%	** **	42 26%	37 21%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	227 9%	** **	16 10%	5 3%	** **	5 6%	3 2%	** **	15 14%	4 4%	** **	23 13% c	4 2%	** **	8 5%	13 7%

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

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Hearing? Poor hearing, partial hearing, or are d/Deaf	50 2%	** **	1 1%	3 3%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	91 4%	** **	2 1%	2 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	42 2%	** **	2 2%	2 3%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	** **	- -%	* 1%
Breathing? Breathlessness or chest pains	39 2%	** **	3 3%	- -%

Columns Tested: a,b,c

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	160 6%	** **	8 7%	4 4%
Difficulty with speech? E.g. due to a stroke, stutter or stammer	40 2%	** **	- -%	* *%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	278 11%	** **	14 13%	4 5%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	148 6%	** **	16 14%	5 6%
Other illnesses/ conditions which impact or limit their daily activities	42 2%	** **	6 5%	* *%

Columns Tested: a,b,c

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Nothing – no impairments or conditions that impact or limit their daily activities	1850 75%	**	80 73%	67 86%
Don't know	39 2%	**	3 3%	* *%
Prefer not to say	65 3%	**	- -%	1 1%
<b>SUMMARY</b>				
ANY IMPACTING OR LIMITING CONDITIONS	525 21%	**	26 24%	10 13%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	227 9%	**	15 14%	6 8%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 64**

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

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
16 TO 24	22	**	11	**	-	**	-	**	-	-	-	**	-
	1%	**	3%	**	-%	**	-%	**	-%	-%	-%	**	-%
25 TO 34	563	**	178	**	80	**	59	**	60	10	29	**	*
	23%	**	47%	**	32%	**	24%	**	16%	8%	8%	**	*%
35 TO 44	1019	**	151	**	122	**	141	**	172	51	128	**	69
	41%	**	40%	**	49%	**	57%	**	46%	39%	35%	**	29%
45 TO 54	608	**	21	**	33	**	35	**	119	53	126	**	119
	25%	**	6%	**	13%	**	14%	**	32%	41%	35%	**	51%
55 TO 64	119	**	1	**	7	**	6	**	13	7	41	**	28
	5%	**	*%	**	3%	**	2%	**	3%	6%	11%	**	12%
65 TO 74	8	**	-	**	-	**	-	**	-	*	7	**	-
	*%	**	-%	**	-%	**	-%	**	-%	*%	2%	**	-%
Refused	140	**	16	**	7	**	7	**	13	7	32	**	18
	6%	**	4%	**	3%	**	3%	**	3%	5%	9%	**	7%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 64**

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

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
16 TO 24	22	**	13	-	**	*	-	**	-	-	**	-	-	**	-	-
	1%	**	8%	-%	**	*%	-%	**	-%	-%	**	-%	-%	**	-%	-%
			c													
25 TO 34	563	**	83	78	**	33	34	**	33	14	**	46	10	**	17	7
	23%	**	52%	51%	**	35%	31%	**	29%	14%	**	26%	6%	**	10%	4%
			c													
35 TO 44	1019	**	49	64	**	43	64	**	57	63	**	81	86	**	58	59
	41%	**	31%	42%	**	46%	58%	**	52%	62%	**	45%	52%	**	35%	33%
45 TO 54	608	**	8	7	**	17	10	**	12	20	**	41	63	**	58	85
	25%	**	5%	5%	**	18%	9%	**	10%	20%	**	23%	38%	**	35%	48%
55 TO 64	119	**	1	*	**	1	2	**	5	1	**	8	7	**	18	19
	5%	**	*%	*%	**	2%	2%	**	5%	1%	**	4%	4%	**	11%	11%
65 TO 74	8	**	-	-	**	-	-	**	-	-	**	-	-	**	5	2
	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	3%	1%
Refused	140	**	5	3	**	-	1	**	4	2	**	4	2	**	7	7
	6%	**	3%	2%	**	-%	*%	**	4%	2%	**	2%	1%	**	5%	4%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
16 TO 24	22 1%	**	-	-
		**	-%	-%
25 TO 34	563 23%	**	3	*
		**	3%	*%
35 TO 44	1019 41%	**	27	21
		**	24%	27%
45 TO 54	608 25%	**	59	42
		**	54%	54%
55 TO 64	119 5%	**	18	12
		**	16%	15%
65 TO 74	8 *%	**	-	-
		**	-%	-%
Refused	140 6%	**	2	2
		**	2%	3%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 65**

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

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Man	754	**	86	**	90	**	78	**	137	39	121	**	68
	30%	**	23%	**	36%	**	32%	**	36%	30%	33%	**	29%
Woman	1692	**	290	**	159	**	170	**	238	90	233	**	163
	68%	**	77%	**	64%	**	68%	**	63%	70%	64%	**	69%
Non-binary	3	**	-	**	1	**	-	**	1	-	1	**	-
	*%	**	-%	**	*%	**	-%	**	*%	-%	*%	**	-%
Prefer to use another term (please specify)	*	**	-	**	-	**	-	**	-	-	-	**	-
	*%	**	-%	**	-%	**	-%	**	-%	-%	-%	**	-%
Prefer not to say	31	**	1	**	-	**	*	**	2	-	7	**	4
	1%	**	*%	**	-%	**	*%	**	1%	-%	2%	**	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 65**

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

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Man	754	**	41	50	**	22	54	**	36	41	**	57	68	**	59	81
	30%	**	26%	33%	**	23%	49%	**	32%	41%	**	32%	40%	**	36%	45%
							b									
Woman	1692	**	115	103	**	72	57	**	76	60	**	123	100	**	105	98
	68%	**	73%	67%	**	77%	51%	**	68%	59%	**	68%	60%	**	64%	55%
						c										
Non-binary	3	**	-	-	**	-	1	**	-	-	**	*	-	**	-	-
	*%	**	-%	-%	**	-%	*%	**	-%	-%	**	*%	-%	**	-%	-%
Prefer to use another term (please specify)	*	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
Prefer not to say	31	**	2	-	**	-	-	**	-	-	**	-	-	**	-	-
	1%	**	1%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 65**

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

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Man	754	**	32	28
	30%	**	29%	36%
Woman	1692	**	78	50
	68%	**	71%	64%
Non-binary	3	**	-	-
	*%	**	-%	-%
Prefer to use another term (please specify)	*	**	-	*
	*%	**	-%	*%
Prefer not to say	31	**	-	-
	1%	**	-%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 66**

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

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
In full time employment	1380	**	197	**	138	**	152	**	232	57	227	**	146
	56%	**	52%	**	55%	**	61%	**	62%	44%	62%	**	62%
										a			
In part time employment	525	**	94	**	59	**	59	**	64	30	68	**	50
	21%	**	25%	**	24%	**	24%	**	17%	23%	19%	**	21%
Unemployed	150	**	20	**	14	**	9	**	20	8	16	**	6
	6%	**	5%	**	6%	**	4%	**	5%	6%	4%	**	2%
A student	22	**	6	**	2	**	*	**	3	2	-	**	*
	1%	**	2%	**	1%	**	*%	**	1%	1%	-%	**	*%
Full-time responsibility for home/ family	297	**	49	**	29	**	23	**	44	26	30	**	20
	12%	**	13%	**	12%	**	9%	**	12%	20%	8%	**	8%
										b			
Retired	11	**	*	**	*	**	*	**	2	*	6	**	2
	*%	**	*%	**	*%	**	*%	**	*%	*%	2%	**	1%
Other	49	**	6	**	3	**	3	**	5	5	4	**	10
	2%	**	2%	**	1%	**	1%	**	1%	4%	1%	**	4%
Prefer not to say	46	**	5	**	3	**	1	**	7	1	13	**	2
	2%	**	1%	**	1%	**	*%	**	2%	*%	3%	**	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 66**

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

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
In full time employment	1380	**	81	121	**	50	82	**	74	77	**	106	125	**	106	143
	56%	**	51%	80%	**	53%	74%	**	67%	76%	**	58%	74%	**	64%	80%
				b			b									
In part time employment	525	**	45	25	**	29	21	**	18	16	**	33	29	**	38	22
	21%	**	28%	16%	**	31%	19%	**	17%	16%	**	18%	17%	**	23%	12%
Unemployed	150	**	10	-	**	2	3	**	7	-	**	11	3	**	6	*
	6%	**	6%	-%	**	2%	3%	**	6%	-%	**	6%	2%	**	4%	*%
A student	22	**	1	-	**	-	-	**	1	-	**	-	-	**	-	-
	1%	**	*%	-%	**	-%	-%	**	1%	-%	**	-%	-%	**	-%	-%
Full-time responsibility for home/ family	297	**	21	6	**	10	4	**	8	6	**	29	6	**	10	10
	12%	**	13%	4%	**	11%	4%	**	8%	6%	**	16%	4%	**	6%	6%
												c				
Retired	11	**	-	*	**	-	*	**	*	-	**	-	1	**	3	3
	*%	**	-%	*%	**	-%	*%	**	*%	-%	**	-%	1%	**	2%	1%
Other	49	**	1	-	**	3	1	**	2	2	**	2	2	**	2	1
	2%	**	*%	-%	**	3%	1%	**	2%	2%	**	1%	1%	**	1%	1%
Prefer not to say	46	**	-	-	**	-	-	**	-	-	**	*	2	**	-	-
	2%	**	-%	-%	**	-%	-%	**	-%	-%	**	*%	1%	**	-%	-%

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

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

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
In full time employment	1380	**	72	64
	56%	**	65%	82%
In part time employment	525	**	27	8
	21%	**	24%	11%
Unemployed	150	**	3	1
	6%	**	2%	1%
A student	22	**	*	*
	1%	**	*%	*%
Full-time responsibility for home/ family	297	**	5	5
	12%	**	5%	6%
Retired	11	**	*	1
	*%	**	*%	1%
Other	49	**	3	-
	2%	**	3%	-%
Prefer not to say	46	**	-	-
	2%	**	-%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 67**

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Income Support	43 2%	** **	1 *%	** **	6 2%	** **	3 1%	** **	* *%	10 8%	5 1%	** **	1 1%
Income-based Jobseeker's Allowance	20 1%	** **	4 1%	** **	2 1%	** **	2 1%	** **	1 *%	2 2%	- -%	** **	1 *%
Pensions Credit (Guaranteed Credit)	27 1%	** **	6 2%	** **	1 *%	** **	1 1%	** **	* *%	6 5%	5 1%	** **	1 *%
Pensions Credit (no Guaranteed Credit)	14 1%	** **	1 *%	** **	2 1%	** **	- -%	** **	- -%	7 6%	- -%	** **	1 *%
Employment and Support Allowance (ESA)	57 2%	** **	5 1%	** **	5 2%	** **	5 2%	** **	6 2%	3 2%	7 2%	** **	4 2%
Universal Credit (and household has other earnings)	469 19%	** **	71 19%	** **	40 16%	** **	45 18%	** **	61 16%	37 28%	41 11%	** **	39 17%
Universal Credit (and household has no other earnings)	217 9%	** **	27 7%	** **	15 6%	** **	11 4%	** **	33 9%	17 13%	23 6%	** **	11 5%
Personal Independence Payment (PIP)	165 7%	** **	18 5%	** **	9 4%	** **	5 2%	** **	23 6%	16 13%	16 4%	** **	14 6%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 67**

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Carer's allowance	118 5%	** **	5 1%	** **	10 4%	** **	6 3%	** **	12 3%	17 13% b	12 3%	** **	6 3%
Disability Living Allowance (DLA)	146 6%	** **	7 2%	** **	9 4%	** **	9 4%	** **	7 2%	25 20% b	8 2%	** **	6 3%
Other	24 1%	** **	4 1%	** **	1 *%	** **	2 1%	** **	8 2%	- -%	2 1%	** **	7 3%
None of these - Do not receive any of these benefits	1438 58%	** **	238 63%	** **	164 66%	** **	170 68%	** **	245 65%	45 35%	257 71% a	** **	157 67%
Don't know	16 1%	** **	4 1%	** **	1 *%	** **	1 *%	** **	1 *%	1 1%	1 *%	** **	1 1%
Prefer not to say	146 6%	** **	12 3%	** **	15 6%	** **	8 3%	** **	21 6%	8 6%	16 4%	** **	9 4%
<b>SUMMARY</b>													
ANY BENEFITS	880 36%	** **	123 33%	** **	70 28%	** **	70 28%	** **	111 29%	75 58% b	89 25%	** **	68 29%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 67**

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Income Support	43 2%	** **	3 2%	3 2%	** **	5 5%	4 4%	** **	* *%	2 2%	** **	- -%	* *%	** **	8 5%	4 2%
Income-based Jobseeker's Allowance	20 1%	** **	3 2%	1 1%	** **	2 2%	- -%	** **	1 1%	- -%	** **	3 2%	1 1%	** **	- -%	2 1%
Pensions Credit (Guaranteed Credit)	27 1%	** **	- -%	6 4%	** **	- -%	1 1%	** **	1 1%	1 1%	** **	* *%	* *%	** **	3 2%	2 1%
Pensions Credit (no Guaranteed Credit)	14 1%	** **	* *%	1 1%	** **	- -%	1 1%	** **	- -%	- -%	** **	3 2%	- -%	** **	1 1%	4 2%
Employment and Support Allowance (ESA)	57 2%	** **	4 3%	5 3%	** **	3 3%	5 4%	** **	3 2%	3 3%	** **	8 4%	1 1%	** **	3 2%	3 2%
Universal Credit (and household has other earnings)	469 19%	** **	41 26%	10 7%	** **	22 24%	4 4%	** **	32 29%	1 1%	** **	50 28%	6 4%	** **	31 19%	8 4%
Universal Credit (and household has no other earnings)	217 9%	** **	14 9%	3 2%	** **	1 1%	1 1%	** **	6 5%	- -%	** **	18 10%	4 2%	** **	9 6%	* *%
Personal Independence Payment (PIP)	165 7%	** **	5 3%	7 5%	** **	5 5%	1 1%	** **	5 4%	* *%	** **	24 13%	4 2%	** **	8 5%	4 2%
Carer's allowance	118 5%	** **	8 5%	2 1%	** **	4 4%	2 1%	** **	2 2%	* *%	** **	15 8%	1 *%	** **	7 4%	4 2%

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



**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 67**

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Disability Living Allowance (DLA)	146	**	15	2	**	4	2	**	9	3	**	15	6	**	8	5
	6%	**	9%	2%	**	4%	2%	**	8%	3%	**	8%	3%	**	5%	3%
Other	24	**	1	2	**	-	1	**	-	2	**	4	-	**	-	-
	1%	**	1%	1%	**	-%	1%	**	-%	2%	**	2%	-%	**	-%	-%
None of these - Do not receive any of these benefits	1438	**	87	121	**	63	96	**	58	91	**	84	144	**	105	157
	58%	**	55%	79%	**	67%	86%	**	52%	90%	**	46%	86%	**	64%	88%
				b			b			b			b			b
Don't know	16	**	*	3	**	-	-	**	1	-	**	-	1	**	1	1
	1%	**	*%	2%	**	-%	-%	**	1%	-%	**	-%	*%	**	1%	*%
Prefer not to say	146	**	5	-	**	2	1	**	4	-	**	9	4	**	3	1
	6%	**	3%	-%	**	2%	1%	**	3%	-%	**	5%	2%	**	2%	*%
<b>SUMMARY</b>																
ANY BENEFITS	880	**	65	28	**	30	15	**	49	11	**	89	19	**	56	21
	36%	**	41%	18%	**	31%	13%	**	44%	10%	**	49%	11%	**	34%	12%
			c			c			c			c			c	

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

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Income Support	43 2%	** **	2 1%	* *%
Income-based Jobseeker's Allowance	20 1%	** **	- -%	- -%
Pensions Credit (Guaranteed Credit)	27 1%	** **	- -%	- -%
Pensions Credit (no Guaranteed Credit)	14 1%	** **	- -%	1 1%
Employment and Support Allowance (ESA)	57 2%	** **	3 3%	* *%
Universal Credit (and household has other earnings)	469 19%	** **	27 24%	1 2%
			c	
Universal Credit (and household has no other earnings)	217 9%	** **	6 5%	1 1%
Personal Independence Payment (PIP)	165 7%	** **	8 8%	1 1%
Carer's allowance	118 5%	** **	5 5%	* 1%

Columns Tested: a,b,c

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Disability Living Allowance (DLA)	146	**	3	2
	6%	**	3%	3%
Other	24	**	1	2
	1%	**	1%	2%
None of these - Do not receive any of these benefits	1438	**	67	69
	58%	**	61%	89%
			b	
Don't know	16	**	1	-
	1%	**	1%	-%
Prefer not to say	146	**	-	2
	6%	**	-%	2%
<b>SUMMARY</b>				
ANY BENEFITS	880	**	42	7
	36%	**	39%	9%
			c	

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 68**

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Up to £199 per week / Up to £10,399 per year	102 4%	** **	19 5%	** **	6 2%	** **	4 2%	** **	11 3%	8 6%	18 5%	** **	8 3%
From £200 to £299 per week / From £10,400 to £15,599 per year	165 7%	** **	24 6%	** **	11 5%	** **	20 8%	** **	22 6%	7 5%	15 4%	** **	14 6%
From £300 to £499 per week / From £15,600 to £25,999 per year	320 13%	** **	48 13%	** **	22 9%	** **	31 12%	** **	38 10%	21 16%	36 10%	** **	34 14%
From £500 to £699 per week / From £26,000 to £36,399 per year	321 13%	** **	35 9%	** **	38 15%	** **	40 16%	** **	47 13%	20 15%	39 11%	** **	28 12%
From £700 to £999 per week / From £36,400 to £51,999 per year	381 15%	** **	47 12%	** **	39 16%	** **	42 17%	** **	77 20%	14 11%	65 18%	** **	41 17%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	376 15%	** **	70 19%	** **	39 16%	** **	51 20%	** **	65 17%	21 16%	58 16%	** **	30 13%
£1,500 and above per week / £78,000 and above per year	392 16%	** **	64 17%	** **	52 21%	** **	34 14%	** **	68 18%	16 13%	78 21%	** **	35 15%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 68**

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Don't know	101	**	10	**	9	**	9	**	15	4	10	**	5
	4%	**	3%	**	3%	**	4%	**	4%	3%	3%	**	2%
Prefer not to say	322	**	60	**	34	**	17	**	36	19	44	**	40
	13%	**	16%	**	14%	**	7%	**	9%	15%	12%	**	17%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 68**

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Up to £199 per week / Up to £10,399 per year	102	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	4%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
From £200 to £299 per week / From £10,400 to £15,599 per year	165	**	19	-	**	4	-	**	4	-	**	17	-	**	10	-
	7%	**	12%	-%	**	4%	-%	**	3%	-%	**	9%	-%	**	6%	-%
			c									c				
From £300 to £499 per week / From £15,600 to £25,999 per year	320	**	46	-	**	10	-	**	22	-	**	31	-	**	30	-
	13%	**	29%	-%	**	10%	-%	**	20%	-%	**	17%	-%	**	18%	-%
			c			c			c			c			c	
From £500 to £699 per week / From £26,000 to £36,399 per year	321	**	36	-	**	41	-	**	40	-	**	57	-	**	50	-
	13%	**	23%	-%	**	44%	-%	**	36%	-%	**	32%	-%	**	30%	-%
			c			c			c			c			c	
From £700 to £999 per week / From £36,400 to £51,999 per year	381	**	57	1	**	39	4	**	46	3	**	76	8	**	75	4
	15%	**	36%	*%	**	41%	3%	**	41%	3%	**	42%	5%	**	45%	2%
			c			c			c			c			c	
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	376	**	-	80	**	-	47	**	-	57	**	-	80	**	-	80
	15%	**	-%	53%	**	-%	42%	**	-%	56%	**	-%	47%	**	-%	45%
				b			b			b			b			b

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
£1,500 and above per week / £78,000 and above per year	392 16%	** **	- -%	71 47%	** **	- -%	61 55%	** **	- -%	41 41%	** **	- -%	80 48%	** **	- -%	95 53%
			b	b			b			b			b			b
Don't know	101 4%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%
Prefer not to say	322 13%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%

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

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Up to £199 per week / Up to £10,399 per year	102 4%	** **	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	165 7%	** **	6 5%	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	320 13%	** **	30 27% c	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	321 13%	** **	29 26% c	- -%
From £700 to £999 per week / From £36,400 to £51,999 per year	381 15%	** **	45 41% c	2 3%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	376 15%	** **	- -%	32 41% b

Columns Tested: a,b,c



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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
		<b>-a</b>	<b>b</b>	<b>c</b>
Significance Level: 99%				
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
£1,500 and above per week / £78,000 and above per year	392	**	-	44
	16%	**	-%	56%
				b
Don't know	101	**	-	-
	4%	**	-%	-%
Prefer not to say	322	**	-	-
	13%	**	-%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 69**

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

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2480	65	324	78	316	89	303	89	310	112	302	89	306
Effective Weighted Sample	1672	44	226	52	223	63	208	63	217	78	213	65	220
Total	2480	73	377	63	250	75	248	113	378	129	363	72	235
Doing well	495	**	87	**	61	**	52	**	68	19	84	**	48
	20%	**	23%	**	24%	**	21%	**	18%	14%	23%	**	20%
Getting by	1267	**	197	**	125	**	137	**	214	63	191	**	118
	51%	**	52%	**	50%	**	55%	**	57%	49%	53%	**	50%
Struggling	608	**	82	**	54	**	53	**	81	44	67	**	58
	24%	**	22%	**	22%	**	21%	**	22%	34%	18%	**	25%
										b			
Don't know	4	**	-	**	*	**	-	**	-	2	-	**	-
	*%	**	-%	**	*%	**	-%	**	-%	1%	-%	**	-%
Prefer not to say	107	**	12	**	9	**	6	**	14	2	21	**	10
	4%	**	3%	**	4%	**	3%	**	4%	1%	6%	**	4%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

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

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of 3-17 year olds

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1672	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2480	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Doing well	495	**	23	61	**	10	49	**	15	37	**	15	63	**	19	66
	20%	**	14%	40%	**	11%	44%	**	14%	37%	**	8%	38%	**	12%	37%
				b			b			b			b			b
Getting by	1267	**	87	74	**	55	53	**	62	52	**	118	88	**	98	90
	51%	**	55%	49%	**	58%	47%	**	56%	51%	**	65%	53%	**	60%	50%
Struggling	608	**	49	17	**	30	9	**	32	12	**	48	15	**	41	22
	24%	**	31%	11%	**	31%	8%	**	29%	12%	**	27%	9%	**	25%	12%
				c			c			c			c			c
Don't know	4	**	-	-	**	-	-	**	-	-	**	-	-	**	2	-
	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	1%	-%
Prefer not to say	107	**	-	*	**	-	-	**	2	-	**	-	1	**	4	1
	4%	**	-%	*%	**	-%	-%	**	2%	-%	**	-%	1%	**	3%	1%

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

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

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of 3-17 year olds

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2480	74	143	113
Effective Weighted Sample	1672	57	102	78
Total	2480	64	110	78
Doing well	495	**	9	32
	20%	**	9%	41%
			b	
Getting by	1267	**	61	39
	51%	**	56%	49%
Struggling	608	**	38	8
	24%	**	35%	10%
			c	
Don't know	4	**	-	-
	*%	**	-%	-%
Prefer not to say	107	**	2	-
	4%	**	1%	-%

Columns Tested: a,b,c

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 70**

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

**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	~a	b	~a	b
Unweighted total	2085	59	276	60	270	73	267	78	272	97	260	71	250
Effective Weighted Sample	1399	40	189	41	192	51	187	56	188	66	183	52	179
Total	2056	66	307	51	207	62	222	100	327	106	309	57	188
Most Financially Vulnerable	448	**	57	**	39	**	55	**	53	**	51	**	41
	22%	**	19%	**	19%	**	25%	**	16%	**	16%	**	22%
Potentially Financially Vulnerable	819	**	116	**	73	**	79	**	134	**	119	**	80
	40%	**	38%	**	35%	**	35%	**	41%	**	38%	**	43%
Least Financially Vulnerable	790	**	134	**	95	**	88	**	140	**	139	**	67
	38%	**	44%	**	46%	**	40%	**	43%	**	45%	**	36%

Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 70**

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

**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2085	59	143	143	71	115	153	93	131	125	71	147	142	68	145	149
Effective Weighted Sample	1399	39	97	99	52	79	109	66	88	93	50	99	102	45	97	110
Total	2056	74	158	152	62	94	111	81	111	101	90	181	168	78	165	179
Most Financially Vulnerable	448	**	-	-	**	-	-	**	-	-	**	-	-	**	-	-
	22%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
Potentially Financially Vulnerable	819	**	158	-	**	94	-	**	111	-	**	181	-	**	165	-
	40%	**	100%	-%	**	100%	-%	**	100%	-%	**	100%	-%	**	100%	-%
			c			c			c			c			c	
Least Financially Vulnerable	790	**	-	152	**	-	111	**	-	101	**	-	168	**	-	179
	38%	**	-%	100%	**	-%	100%	**	-%	100%	**	-%	100%	**	-%	100%
				b			b			b			b			b

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

**OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.**

**Table 70**

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

**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		~a	b	c
Unweighted total	2085	74	143	113
Effective Weighted Sample	1399	57	102	78
Total	2056	64	110	78
Most Financially Vulnerable	448	**	-	-
	22%	**	-%	-%
Potentially Financially Vulnerable	819	**	110	-
	40%	**	100%	-%
			c	
Least Financially Vulnerable	790	**	-	78
	38%	**	-%	100%
			b	

Columns Tested: a,b,c