

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

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Base : Parents whose child ever plays games	
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Base : All parents	
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games online	
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Base : Parents whose child uses the YouTube website or app	
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Base : Parents whose child uses the YouTube website or app	
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Base : Parents whose child uses the YouTube website or app	
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Base : Parents whose child watches TV programmes or films	
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Base : Parents whose child watches TV programmes or films	
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Base : Parents whose child has a profile or account on social media or messaging sites or apps	
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games	
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Base : All parents (giving their consent to answer this question)	
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Base : All parents (giving their consent to answer this question)	
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Base : All parents (giving their consent to answer this question)	
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Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : Parents in households with more than one adult where the respondent is not working	
QP89. Can I please ask your age? (SINGLE CODE)	212
Base : All parents	
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Base : All parents	
QP92. GENDER OF PARENT INTERVIEWED (SINGLE CODE)	214
Base : All parents	

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Table 1

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

REGION/ NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
London	42	23	19	10	19	5	7	30	13	42	42	-	-	-	42	-	42
	17%	19%	15%	22%	24%	12%	9%	23%	10%	17%	20%	-%	-%	-%	19%	-%	17%
				efh	efhi			efhi		fh	klmo				klmo		klmo
South East	31	15	16	8	13	4	6	21	10	31	31	-	-	-	25	6	31
	12%	12%	13%	17%	16%	8%	8%	16%	8%	12%	15%	-%	-%	-%	12%	18%	12%
				fh	fh			efh			klm				klm	klm	klm
South West	15	7	8	2	3	7	2	6	10	15	15	-	-	-	12	4	15
	6%	6%	7%	5%	4%	16%	3%	4%	8%	6%	7%	-%	-%	-%	5%	11%	6%
						cdgfh			f		klm				klm	klm	klm
Eastern	30	14	15	5	9	7	9	14	16	30	30	-	-	-	24	5	30
	12%	11%	12%	11%	11%	14%	12%	11%	13%	12%	14%	-%	-%	-%	11%	17%	12%
											klm				klm	klm	klm
East Midlands	16	6	10	2	3	3	9	5	12	16	16	-	-	-	15	2	16
	7%	5%	8%	4%	4%	7%	11%	4%	9%	7%	8%	-%	-%	-%	7%	5%	7%
							cdgi		dg		klm				klm	lm	klm
West Midlands	23	11	12	3	8	4	8	11	12	23	23	-	-	-	20	3	23
	9%	9%	10%	7%	10%	8%	10%	9%	9%	9%	11%	-%	-%	-%	9%	10%	9%
											klm				klm	klm	klm
Wales	10	5	5	2	2	2	5	3	7	10	-	-	10	-	8	2	10
	4%	4%	4%	4%	2%	4%	6%	3%	5%	4%	-%	-%	100%	-	3%	8%	4%
													jklnop		jm	jk	jk
Yorkshire & Humber	18	10	8	2	5	2	9	6	12	18	18	-	-	-	17	*	18
	7%	8%	6%	3%	6%	5%	12%	5%	9%	7%	8%	-%	-%	-%	8%	1%	7%
							cdegi		cg		klmo				klmo		klm
North East	10	6	4	2	4	3	2	5	5	10	10	-	-	-	10	*	10
	4%	5%	3%	3%	5%	6%	2%	4%	4%	4%	5%	-%	-%	-%	4%	1%	4%
											klm				klm		klm
North West	27	15	12	6	7	4	10	13	14	27	27	-	-	-	23	4	27
	11%	12%	10%	13%	8%	9%	13%	10%	11%	11%	13%	-%	-%	-%	10%	13%	11%
											klm				klm	klm	klm
Scotland	23	11	12	4	6	4	9	10	12	23	-	23	-	-	19	4	23
	9%	9%	9%	9%	7%	8%	11%	8%	10%	9%	-%	100%	-%	-%	9%	11%	9%
												jlmp			jlm	jlm	jlm

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 2

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

LOCATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Urban	218	108	109	41	70	37	71	110	107	218	188	19	8	3	218	-	218
	87%	87%	87%	86%	88%	80%	91%	87%	87%	87%	88%	84%	75%	65%	100%	-%	87%
							e			e	lmo	mo	o	o	ijklmop		lmo
Rural	32	17	16	7	10	9	7	16	16	32	25	4	2	2	-	32	32
	13%	13%	13%	14%	12%	20%	9%	13%	13%	13%	12%	16%	25%	35%	-%	100%	13%
						fi					n	n	jnp	jknp		ijklmnp	n

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 3

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

NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
England	212	107	105	41	70	39	63	111	102	212	212	-	-	-	188	25	212
	85%	86%	84%	85%	89%	85%	81%	87%	82%	85%	100%	-%	-%	-%	86%	76%	85%
					f			f			klmnop				klmo	klm	klmo
Scotland	23	11	12	4	6	4	9	10	12	23	-	23	-	-	19	4	23
	9%	9%	9%	9%	7%	8%	11%	8%	10%	9%	-%	100%	-%	-%	9%	11%	9%
												jlmnop			jlm	jlm	jlm
Wales	10	5	5	2	2	2	5	3	7	10	-	-	10	-	8	2	10
	4%	4%	4%	4%	2%	4%	6%	3%	5%	4%	-%	-%	100%	-%	3%	8%	4%
													jkmnop		jm	jkm	jkm
Northern Ireland	5	3	2	1	1	1	2	2	3	5	-	-	-	5	3	2	5
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-%	-%	-%	100%	1%	5%	2%
														jklnop	j	jkl	j

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 4

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

QP1. AGE OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Aged 3	125	58	67	26	37	20	43	63	62	125	106	11	5	3	112	13	125
	50%	47%	53%	55%	47%	43%	55%	50%	50%	50%	50%	50%	45%	67%	52%	39%	50%
							e							jklnop	o		
Aged 4	125	67	58	22	42	26	35	64	61	125	107	11	5	2	105	20	125
	50%	53%	47%	45%	53%	57%	45%	50%	50%	50%	50%	50%	55%	33%	48%	61%	50%
						f					m	m	m		m	mn	m
SUMMARY																	
AGED 3-4	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

OFKOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 5

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

QP2. GENDER OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Male	125	125	-	22	43	24	37	64	61	125	107	11	5	3	108	17	125
	50%	100%	-%	46%	54%	53%	47%	51%	49%	50%	50%	47%	45%	52%	50%	51%	50%
		b															
Female	125	-	125	26	37	22	41	62	63	125	105	12	5	2	109	16	125
	50%	-%	100%	54%	46%	47%	53%	49%	51%	50%	50%	53%	55%	48%	50%	49%	50%
			a														

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 6

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

CHILD'S AGE AND GENDER

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Male 3-4	125	125	-	22	43	24	37	64	61	125	107	11	5	3	108	17	125
	50%	100%	-%	46%	54%	53%	47%	51%	49%	50%	50%	47%	45%	52%	50%	51%	50%
		b															
Female 3-4	125	-	125	26	37	22	41	62	63	125	105	12	5	2	109	16	125
	50%	-%	100%	54%	46%	47%	53%	49%	51%	50%	50%	53%	55%	48%	50%	49%	50%
			a														

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 7

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
A	5 2%	2 2%	3 2%	5 11% defghi	- -%	- -%	- -%	5 4% defh	- -%	5 2% fh	4 2%	1 3%	* 1%	* 2%	4 2%	1 2%	5 2%
B	42 17%	20 16%	23 18%	42 89% defghi	- -%	- -%	- -%	42 33% defhi	- -%	42 17% defh	36 17%	4 16%	2 18%	1 14%	36 17%	6 19%	42 17%
C1	79 32%	43 34%	37 29%	- -%	79 100% cefg	- -%	- -%	79 62% cefhi	- -%	79 32% cefh	70 33% l	6 26%	2 17%	1 29% l	70 32% l	10 29% l	79 32% l
C2	46 18%	24 19%	22 17%	- -%	- -%	46 100% cdfghi	- -%	- -%	46 37% cdfgi	46 18% cdfg	39 18%	4 17%	2 19%	1 21%	37 17%	9 29% np	46 18%
D	35 14%	17 14%	18 14%	- -%	- -%	- -%	35 46% cdeghi	- -%	35 29% cdegi	35 14% cdeg	28 13%	5 24% jnop	1 15%	1 20% jo	33 15%	3 9%	35 14%
E	42 17%	19 15%	23 18%	- -%	- -%	- -%	42 54% cdeghi	- -%	42 34% cdegi	42 17% cdeg	35 17%	3 14%	3 32%	1 13%	38 18%	4 13%	42 17% jkmnop
SUMMARY																	
AB	47 19%	22 17%	26 21%	47 100% defghi	- -%	- -%	- -%	47 38% defhi	- -%	47 19% defh	41 19%	4 19%	2 18%	1 16%	41 19%	7 21%	47 19%
DE	78 31%	37 29%	41 33%	- -%	- -%	- -%	78 100% cdeghi	- -%	78 63% cdegi	78 31% cdeg	63 30%	9 38% o	5 47% jmnop	2 33%	71 33%	7 21%	78 31%
ABC1	127 51%	64 51%	62 50%	47 100% efhi	79 100% efhi	- -%	- -%	127 100% efhi	- -%	127 51% efh	111 52% l	10 45%	3 35%	2 46%	110 51% l	16 50% l	127 51% l
C2DE	123 49%	61 49%	63 50%	- -%	- -%	46 100% cdgi	78 100% cdgi	- -%	123 100% cdgi	123 49% cdg	102 48%	12 55%	7 65%	3 54%	107 49% jnop	16 50%	123 49%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 8

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	3 1%	2 1%	1 1%	* 1%	1 1%	1 2%	1 1%	2 1%	2 1%	3 1%	2 1%	1 6%	* 1%	* 1%	2 1%	1 3%	3 1%
Household has & child makes use of	130 52%	62 49%	68 55%	31 64% fhi	45 57% fh	26 56% fh	29 37%	76 60% fhi	54 44%	130 52% fh	112 53% k	8 36%	6 62% kop	3 69% jknop	117 54% ko	13 41%	130 52% k
Household has but child does not use	28 11%	12 9%	16 13%	7 14%	9 12%	5 10%	7 9%	16 13%	12 10%	28 11%	22 10%	5 22% jlmnp	1 6%	* 10%	21 10%	7 20% jlmnp	28 11%
Do not have in the household	89 35%	50 40% b	39 31%	10 21%	23 29%	15 32%	41 53% cdegi	33 26%	56 45% cdegi	89 35% cg	76 36% m	8 36% m	3 30% m	1 19%	77 35% m	12 36% m	89 35% m
Don't know	* *%	* *%	* *%	- -%	* *%	* *%	* *%	* *%	* *%	* *%	* *%	- -%	- -%	* 1%	* *%	- -%	* *%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 9

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	27	12	15	4	6	6	12	9	18	27	16	8	2	1	20	7	27
	11%	10%	12%	8%	7%	13%	15%	7%	14%	11%	8%	38%	17%	14%	9%	23%	11%
							dg		dg			jlmnop	jn	j		jnp	
Household has & child makes use of	125	67	57	22	39	21	43	61	64	125	108	8	6	3	109	16	125
	50%	54%	46%	47%	49%	46%	55%	48%	52%	50%	51%	34%	55%	66%	50%	48%	50%
											k		k	jknop	k		k
Household has but child does not use	22	9	13	4	7	4	6	11	10	22	19	1	1	*	19	3	22
	9%	7%	10%	9%	9%	9%	8%	9%	8%	9%	9%	6%	6%	7%	9%	8%	9%
Do not have in the household	76	37	39	17	28	15	17	44	32	76	68	5	2	1	69	7	76
	30%	30%	31%	35%	35%	32%	22%	35%	26%	30%	32%	23%	22%	13%	32%	21%	30%
				f	fh	f		fh		f	lm				lm		m
Don't know	1	-	1	1	-	-	-	1	-	1	1	-	-	-	1	-	1
	*%	-%	*%	1%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
				h													

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 10

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	2 1%	1 1%	1 1%	1 2%	* *%	1 1%	* *%	1 1%	1 1%	2 1%	1 *%	1 4%	* 1%	* 1%	1 1%	1 2%	2 1%
Household has & child makes use of	105 42%	54 44%	50 40%	21 45%	31 39%	21 46%	31 40%	52 41%	52 43%	105 42%	87 41%	10 45%	5 48%	3 64%	89 41%	16 48%	105 42%
Household has but child does not use	58 23%	28 23%	30 24%	15 31%	22 28%	9 20%	12 16%	37 29%	21 17%	58 23%	51 24%	5 22%	1 11%	1 19%	51 23%	7 23%	58 23%
Do not have in the household	85 34%	41 33%	43 35%	10 22%	26 33%	15 33%	34 43%	36 29%	49 39%	85 34%	74 35%	7 29%	4 40%	1 15%	76 35%	9 27%	85 34%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 11

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	1	*	*	-	-	*	1	-	1	1	*	*	-	*	1	-	1
	*%	*%	*%	-%	-%	*%	1%	-%	1%	*%	*%	2%	-%	*%	*%	-%	*%
												jp					
Household has & child makes use of	39	20	19	5	18	6	10	23	16	39	35	2	1	*	35	4	39
	15%	16%	15%	11%	22%	12%	13%	18%	13%	15%	17%	8%	13%	10%	16%	13%	15%
					cefhi						k				k		k
Household has but child does not use	131	65	66	36	44	25	25	81	50	131	113	11	4	3	112	19	131
	52%	52%	53%	76%	56%	55%	32%	64%	41%	52%	53%	48%	37%	62%	52%	57%	52%
				defghi	fh	fh		fhi		fh	l			kln	l	l	l
Do not have in the household	80	40	40	6	17	15	42	23	57	80	64	10	5	1	70	10	80
	32%	32%	32%	13%	21%	33%	54%	18%	46%	32%	30%	42%	50%	28%	32%	30%	32%
						cdg	cdegi		cdegi	cdg		jmnop	jmnop				
Don't know	*	-	*	-	-	-	*	-	*	*	-	-	-	*	*	-	*
	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	1%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 12

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	61	31	30	15	19	8	18	35	26	61	50	7	2	1	50	10	61
	24%	25%	24%	32%	25%	18%	23%	27%	21%	24%	24%	31%	23%	23%	23%	32%	24%
				eh													
Household has & child makes use of	98	47	52	17	36	20	24	54	45	98	82	9	5	2	84	15	98
	39%	37%	42%	37%	46%	45%	31%	43%	36%	39%	39%	41%	47%	47%	39%	45%	39%
				fh		f		f		f							
Household has but child does not use	53	26	27	10	15	12	16	25	28	53	46	4	1	1	48	5	53
	21%	20%	22%	21%	19%	26%	21%	20%	23%	21%	22%	20%	11%	23%	22%	16%	21%
											l			l	l		l
Do not have in the household	38	22	16	5	8	5	20	13	25	38	34	2	2	*	36	2	38
	15%	18%	13%	10%	11%	12%	25%	10%	20%	15%	16%	7%	17%	7%	16%	6%	15%
							cdegi		cdeg		kmo		kmo		kmo		kmo
Don't know	*	-	*	-	-	-	*	-	*	*	-	-	*	-	-	*	*
	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	1%	-%	-%	*%	*%
													jnp				

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 13

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	1 *%	- -%	1 1%	* *%	* *%	- -%	1 1%	* *%	1 1%	1 *%	1 *%	* 1%	* 2%	* 1%	1 1%	- -%	1 *%
Household has & child makes use of	71 28%	37 30%	34 27%	17 35% de	19 24%	10 22%	25 32%	36 28%	35 29%	71 28%	60 28%	5 20%	5 48% jkmnp	1 26%	60 27%	12 35% k	71 28%
Household has but child does not use	173 69%	85 68%	88 70%	30 64%	58 74%	33 73%	50 65%	89 70%	84 68%	173 69%	147 69%	17 76% l	5 49% lo	4 72% l	153 71% l	19 59%	173 69% l
Do not have in the household	5 2%	3 2%	2 2%	* 1%	2 2%	2 5% f	1 1%	2 1%	3 3%	5 2%	4 2%	1 3%	* 1%	* *%	3 2%	2 5% n	5 2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 14

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	5 2%	3 2%	2 1%	* *%	1 2%	* 1%	3 3%	1 1%	3 3%	5 2%	4 2%	* 1%	1 6%	* 1%	4 2%	1 2%	5 2%
Household has & child makes use of	26 10%	14 11%	12 10%	4 8%	5 7%	8 17%	9 11%	9 7%	17 13%	26 10%	22 10%	3 12%	1 12%	* 8%	20 9%	6 18%	26 10%
Household has but child does not use	67 27%	32 26%	35 28%	18 38%	20 26%	12 27%	16 21%	38 30%	29 23%	67 27%	56 26%	6 27%	3 29%	2 43%	58 27%	8 26%	67 27%
Do not have in the household	153 61%	77 61%	76 61%	25 54%	52 66%	25 55%	50 64%	78 61%	75 61%	153 61%	132 62%	14 60%	5 52%	2 47%	135 62%	18 54%	153 61%
Don't know	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* *%	* *%	- -%	* *%

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

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	2 1%	* *%	2 2%	1 1%	* *%	* *%	1 2%	1 1%	2 1%	2 1%	2 1%	* 1%	* 1%	* 1%	2 1%	1 2%	2 1%
Household has & child makes use of	30 12%	17 14%	13 10%	6 13%	12 16% fh	5 10%	6 8%	19 15% fh	11 9%	30 12%	24 11% m	4 16% m	2 21% jmnp	* 2% m	24 11% m	6 17% m	30 12% m
Household has but child does not use	91 36%	46 37%	45 36%	21 45% fh	31 39% f	17 38%	22 28%	52 41% fh	39 32%	91 36% f	77 36% l	9 39% l	3 25% l	3 56% jklnop	79 36% l	12 37% l	91 36% l
Do not have in the household	127 51%	62 49%	65 52%	19 41%	36 45%	23 51%	48 62% cdgi	55 44% cdgi	72 58% cdgi	127 51% cg	110 52% m	10 44% m	5 52% m	2 42% m	112 52% m	14 44% m	127 51% m
Don't know	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	* *%

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

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

QP31. (SHOWCARD) EQUIPMENT IN THE HOME - DVD/ Blu Ray player (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	11 5%	4 3%	7 6%	1 3%	3 3%	2 5%	5 7%	4 3%	8 6%	11 5%	7 3%	4 16%	1 10%	* 9%	8 4%	4 11%	11 5%
Household has & child makes use of	90 36%	47 38%	43 34%	23 48%	29 36%	11 25%	27 35%	52 41%	39 31%	90 36%	74 35%	9 40%	6 57%	1 20%	77 35%	13 40%	90 36%
Household has but child does not use	43 17%	20 16%	23 18%	11 23%	16 20%	10 21%	7 9%	27 21%	16 13%	43 17%	36 17%	5 21%	1 11%	2 33%	37 17%	6 19%	43 17%
Do not have in the household	105 42%	53 42%	52 42%	12 26%	32 41%	22 49%	38 49%	44 35%	61 49%	105 42%	96 45%	5 23%	2 22%	2 39%	95 44%	10 30%	105 42%
Don't know	* *%	* *%	- -%	* 1%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	* *%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 17

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	2 1%	1 1%	1 1%	* *%	1 1%	* *%	* 1%	1 1%	1 *%	2 1%	1 1%	* *%	* 3%	- -%	1 *%	1 3%	2 1%
Household has & child makes use of	26 10%	14 11%	12 10%	10 20% defhi	8 10%	5 10%	4 5%	17 14% fh	8 7%	26 10% f	22 10%	2 10%	2 18% jmnp	* 5%	22 10%	3 10%	26 10%
Household has but child does not use	41 16%	20 16%	21 16%	13 27% fhi	14 18% f	9 20% fh	5 6% cdeghi	27 21% c	14 11% cdegi	41 16% cg	35 17% m	3 14% m	* 4% m	2 37% jknop	35 16% l	5 16% l	41 16% l
Do not have in the household	181 73%	90 72%	91 73%	25 53%	56 71% c	32 70% c	68 88% cdeghi	81 64% c	100 81% cdegi	181 73% cg	154 72% m	17 76% m	8 75% m	3 58%	159 73% m	23 70%	181 73% m
Don't know	* *%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	* *%

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

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

QP3K. (SHOWCARD) EQUIPMENT IN THE HOME - Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Child has their own one	2 1%	1 *% 1%	1 1%	2 4% defhi	- -%	* *% -	- -%	2 1% h	* *% -	2 1%	2 1%	- -%	- -%	* 1%	2 1%	* *% -	2 1%
Household has & child makes use of	3 1%	2 1%	1 1%	* 1%	2 2%	- -%	1 1%	2 2%	1 1%	3 1%	2 1%	* 1%	* 3% m	- -%	3 1%	* *% -	3 1%
Household has but child does not use	65 26%	31 25%	34 27%	22 46% defhi	26 32% fh	10 22% f	8 10%	47 37% efhi	18 15%	65 26% fh	53 25%	8 34% l	2 21%	2 41% jinp	55 25%	10 31%	65 26%
Do not have in the household	180 72%	92 73%	89 71%	24 50%	52 66% c	36 78% cdg	69 89% cdegi	75 60%	105 85% cdgi	180 72% cg	155 73% m	14 64%	8 77% m	3 58%	158 73% m	22 68%	180 72% m

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 19

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Tablet computer	61	31	30	15	19	8	18	35	26	61	50	7	2	1	50	10	61
	24%	25%	24%		25%	18%	23%	27%	21%	24%	24%	31%	23%	23%	23%	32%	24%
				eh													
Standard TV set	27	12	15	4	6	6	12	9	18	27	16	8	2	1	20	7	27
	11%	10%	12%	8%	7%	13%	15%	7%	14%	11%	8%	38%	17%	14%	9%	23%	11%
							dg		dg			jlmnop	jn	j		jnp	
DVD/ Blu-ray player	11	4	7	1	3	2	5	4	8	11	7	4	1	*	8	4	11
	5%	3%	6%	3%	3%	5%	7%	3%	6%	5%	3%	16%	10%	9%	4%	11%	5%
												jnp	jnp	jn		jnp	
Games console or games player	5	3	2	*	1	*	3	1	3	5	4	*	1	*	4	1	5
	2%	2%	1%	*%	2%	1%	3%	1%	3%	2%	2%	1%	6%	1%	2%	2%	2%
													jkmpn				
Smart TV set	3	2	1	*	1	1	1	2	2	3	2	1	*	*	2	1	3
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	6%	1%	1%	1%	3%	1%
												jnp					
Radio	2	*	2	1	*	*	1	1	2	2	2	*	*	*	2	1	2
	1%	*%	2%	1%	*%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
			a														
Digital Video Recorder/ DVR	2	1	1	1	*	1	*	1	1	2	1	1	*	*	1	1	2
	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%	*%	4%	1%	1%	1%	2%	1%
												jnp					
Smart speakers	2	1	1	*	1	*	*	1	1	2	1	*	*	-	1	1	2
	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	3%	-%	*%	3%	1%
													np			np	
Wearable technology	2	1	1	2	-	*	-	2	*	2	2	-	-	*	2	*	2
	1%	*%	1%	4%	-%	*%	-%	1%	*%	1%	1%	-%	-%	1%	1%	*%	1%
				defhi				h									
Any type of mobile phone, including Smartphone	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
	*%	-%	1%	*%	*%	-%	1%	*%	1%	*%	*%	1%	2%	1%	1%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 19

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Desktop computer/ laptop/ netbook - with internet access	1 *%	* *%	* *%	- -%	- -%	* *%	1 1%	- -%	1 1%	1 *%	* *%	* 2%	- -%	* *%	1 *%	- -%	1 *%
ANY STANDARD/ SMART TV	30 12%	13 11%	16 13%	4 9%	6 8%	7 14%	12 16%	11 8%	19 15%	30 12%	17 8%	10 43%	2 18%	1 15%	22 10%	8 25%	30 12%
None of these	173 69%	89 71%	84 67%	30 63%	56 70%	34 75%	53 68%	86 68%	87 71%	173 69%	153 72%	10 46%	6 63%	3 70%	154 71%	19 58%	173 69%
Mean number of types of equipment (out of 11)	.5	.4	.5	.5	.4	.4	.5	.4	.5	.5	.4	1.0 jlmnp	.6 jnp	.5	.4	.8 jmn	.5
Standard deviation	.85	.81	.88	.79	.74	.85	.98	.76	.93	.85	.78	1.14	1.10	1.03	.77	1.19	.85
Standard error	.03	.04	.04	.06	.05	.07	.06	.04	.04	.03	.04	.10	.10	.08	.03	.10	.03

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 20

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

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 11

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
NONE	173	89	84	30	56	34	53	86	87	173	153	10	6	3	154	19	173
	69%	71%	67%	63%	70%	75%	68%	68%	71%	69%	72%	46%	63%	69%	71%	57%	69%
											ko		k	k	ko		ko
1-2	67	32	35	16	21	9	20	37	29	67	52	10	3	1	56	10	67
	27%	25%	28%	34%	27%	20%	26%	29%	24%	27%	25%	44%	31%	22%	26%	31%	27%
				eh							jmn						
3-4	10	5	5	1	2	2	4	3	6	10	6	2	*	*	6	3	10
	4%	4%	4%	2%	3%	5%	5%	3%	5%	4%	3%	10%	4%	9%	3%	10%	4%
											jnp			jnp		jnp	
5-11	1	*	1	*	-	-	1	*	1	1	1	*	*	-	*	1	1
	*%	*%	1%	*%	-%	-%	1%	*%	1%	*%	*%	1%	2%	-%	*%	2%	*%
													jnp			n	
Mean number of types of equipment (out of 11)	.5	.4	.5	.5	.4	.4	.5	.4	.5	.5	.4	1.0	.6	.5	.4	.8	.5
												jlmnp	jnp			jmn	
Standard deviation	.85	.81	.88	.79	.74	.85	.98	.76	.93	.85	.78	1.14	1.10	1.03	.77	1.19	.85
Standard error	.03	.04	.04	.06	.05	.07	.06	.04	.04	.03	.04	.10	.10	.08	.03	.10	.03

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 21

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Tablet computer	159 64%	78 62%	82 65%	33 69% fh	56 71% fh	29 63%	42 54%	89 70% fh	71 57%	159 64% f	132 62%	16 73% jn	7 70%	4 71%	134 62%	25 77% jnp	159 64%
Standard TV set	152 61%	79 64%	72 58%	26 55%	44 56%	27 59%	54 70% cdgi	70 56%	81 66% cdg	152 61%	124 59%	16 72% jnp	7 72% jnp	4 80% jnp	129 59%	23 71% j	152 61%
Smart TV set	133 53%	64 51%	70 56%	31 65% fhi	46 59% fh	26 57% fh	30 38%	77 61% fhi	56 45%	133 53% fh	114 54% k	9 42%	6 63% kop	4 70% jknop	119 55% k	14 44%	133 53% k
Digital Video Recorder/ DVR	107 43%	55 44%	52 41%	22 47%	31 39%	22 48%	32 41%	53 42%	53 43%	107 43%	88 41%	11 49%	5 49%	3 65% jknop	91 42%	16 50%	107 43%
DVD/ Blu-ray player	102 41%	51 41%	50 40%	24 51% ehi	31 39%	14 30%	32 42% e	55 44% e	46 37%	102 41% e	81 38% m	13 56% jmnop	7 66% jmnop	1 28%	85 39% m	17 51% jm	102 41% m
Any type of mobile phone, including Smartphone	72 29%	37 30%	35 28%	17 35% de	19 24%	10 22%	26 34% de	36 28%	36 29%	72 29%	61 29%	5 21%	5 50% jkmnp	1 27%	61 28%	12 35% k	72 29%
Desktop computer/ laptop/ netbook - with internet access	39 16%	20 16%	19 15%	5 11% cefh	18 22%	6 12%	11 14%	23 18%	16 13%	39 16%	35 17%	2 10%	1 13%	1 10%	35 16%	4 13%	39 16%
Radio	32 13%	17 14%	15 12%	7 15%	13 16%	5 11%	8 10%	20 16% h	12 10%	32 13%	26 12% m	4 17% m	2 22% jmnop	* 3%	26 12% m	6 19% m	32 13% m
Games console or games player	30 12%	16 13%	14 11%	4 9%	7 9%	8 18% cdg	11 14% g	11 9%	20 16% dg	30 12%	25 12%	3 12%	2 18% mn	* 9%	24 11%	6 20% mn	30 12%
Smart speakers	28 11%	14 12%	13 11%	10 21% defhi	9 11% f	5 10%	4 6%	19 15% fh	9 7%	28 11% f	23 11%	2 10%	2 21% jkmnp	* 5%	23 11%	4 14%	28 11% m

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 21

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Wearable technology	5 2%	2 2%	2 2%	2 5% efh	2 2%	* *%	1 1%	4 3% h	1 1%	5 2%	4 2%	* 1% l	* 3%	* 1%	4 2%	* 1%	5 2%
ANY STANDARD/ SMART TV	235 94%	120 96%	115 92%	44 93%	75 95%	43 94%	73 94%	119 94%	116 94%	235 94%	201 94%	20 90%	10 97% k	5 95%	205 94%	30 93%	235 94%
None of these	5 2%	2 1%	3 2%	* 1% efhi	1 2%	2 4%	1 2%	2 1%	3 2%	5 2%	3 2%	1 5% l	- -%	* 3%	4 2%	1 2%	5 2%
Mean number of types of equipment (out of 11)	3.4	3.5	3.4	3.8 efhi	3.5	3.3	3.2	3.6 fh	3.3	3.4	3.4	3.6	4.5 jkmnop	3.7 jn	3.4	3.9 jnp	3.4
Standard deviation	1.75	1.80	1.72	1.84	1.78	1.70	1.70	1.80	1.69	1.75	1.71	1.95	2.00	1.86	1.73	1.87	1.75
Standard error	.06	.09	.08	.15	.11	.13	.10	.09	.08	.06	.08	.17	.18	.15	.06	.16	.06

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 22

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Any type of mobile phone, including Smartphone	245 98%	122 98%	123 98%	47 99%	78 98%	44 95%	77 99%	125 99%	120 97%	245 98%	208 98%	22 97%	10 99%	5 100%	214 98%	31 95%	245 98%
Tablet computer	212 85%	103 82%	109 87%	43 90%	71 89%	40 88%	58 75%	113 90%	98 80%	212 85%	178 84%	21 93%	8 81%	5 93%	182 84%	30 93%	212 85%
Standard TV set	173 69%	88 70%	85 68%	30 64%	51 65%	31 68%	61 78%	82 65%	92 74%	173 69%	144 68%	17 77%	8 78%	4 87%	148 68%	26 79%	173 69%
Desktop computer/ laptop/ netbook - with internet access	170 68%	85 68%	85 68%	41 87%	62 79%	31 67%	36 46%	104 82%	66 54%	170 68%	149 70%	13 58%	5 50%	4 72%	147 68%	23 70%	170 68%
Digital Video Recorder/ DVR	165 66%	84 67%	82 65%	37 78%	53 67%	31 67%	44 57%	90 71%	75 61%	165 66%	139 65%	16 71%	6 60%	4 85%	142 65%	24 73%	165 66%
Smart TV set	161 64%	75 60%	86 69%	38 79%	56 70%	31 68%	37 47%	93 74%	68 55%	161 64%	136 64%	14 64%	7 70%	4 80%	140 64%	21 64%	161 64%
DVD/ Blu-ray player	145 58%	72 57%	73 58%	35 74%	47 59%	23 51%	39 51%	82 65%	63 51%	145 58%	116 55%	17 77%	8 78%	3 61%	122 56%	23 70%	145 58%
Radio	123 49%	63 50%	60 48%	28 59%	43 55%	22 49%	29 38%	71 56%	51 42%	123 49%	103 48%	13 56%	5 48%	3 58%	105 48%	18 56%	123 49%
Games console or games player	97 39%	48 39%	49 39%	22 46%	27 34%	21 45%	28 35%	49 39%	48 39%	97 39%	81 38%	9 40%	5 48%	3 52%	82 38%	15 46%	97 39%
Wearable technology	70 28%	33 27%	36 29%	24 50%	27 34%	10 22%	8 11%	51 40%	19 15%	70 28%	57 27%	8 36%	2 23%	2 42%	59 27%	10 32%	70 28%

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

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Smart speakers	68	34	34	22	23	14	9	45	23	68	58	5	2	2	59	10	68
	27%	28%	27%	47%	29%	30%	12%	36%	19%	27%	27%	24%	25%	42%	27%	30%	27%
				defghi	fh	fh		fhi	f	fh				jklnp			
ANY STANDARD/ SMART TV	247	124	123	47	79	44	77	126	121	247	209	23	10	5	215	32	247
	99%	99%	98%	99%	100%	96%	99%	99%	98%	99%	98%	100%	100%	100%	99%	99%	99%
					e			e									
Mean number of types of equipment (out of 11)	6.5	6.5	6.6	7.7	6.8	6.5	5.5	7.2	5.9	6.5	6.4	6.9	6.6	7.7	6.4	7.1	6.5
				defghi	fh	fh		defhi	f	fh		jn		jklnop		jnp	
Standard deviation	2.25	2.28	2.22	1.88	2.11	2.29	2.13	2.07	2.24	2.25	2.25	2.14	2.39	2.53	2.25	2.17	2.25
Standard error	.07	.11	.10	.15	.13	.18	.12	.10	.10	.07	.10	.19	.21	.21	.08	.18	.07

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

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

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

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	8	-	8	1	1	-	6	2	6	8	2	1	3	2	8	-	8
Effective Weighted Sample	4	-	4	1	1	-	3	2	3	4	2	1	3	2	4	-	4
Total	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	8	-	8	1	1	-	6	2	6	8	2	1	3	2	8	-	8
Effective Weighted Sample	4	-	4	1	1	-	3	2	3	4	2	1	3	2	4	-	4
Total	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
SMARTPHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT SMARTPHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
SMARTPHONE	1 *%	- -%	1 *%	* *%	- -%	- -%	* 1%	* *%	* *%	1 *%	* *%	- -%	* 1%	* 1%	1 *%	- -%	1 *%
NOT SMARTPHONE	1 *%	- -%	1 1%	- -%	* *%	- -%	1 1%	* *%	1 1%	1 *%	1 *%	* 1%	* 1%	- -%	1 *%	- -%	1 *%
NO MOBILE PHONE	249 100%	125 100%	124 99%	47 100%	79 100%	46 100%	77 99%	126 100%	122 99%	249 100%	212 100%	22 99%	10 98%	5 99%	216 99%	32 100%	249 100%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 26

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Using a fixed broadband connection (perhaps using Wi-Fi)	202 81%	104 83%	99 79%	42 89%	69 88%	38 84%	52 67%	112 88%	90 73%	202 81%	171 81%	18 79%	8 80%	5 94%	176 81%	26 81%	202 81%
Using a mobile network signal (likely to be 3G or 4G)	130 52%	70 56%	60 48%	28 59%	41 52%	20 43%	41 53%	69 55%	61 49%	130 52%	120 57%	6 29%	3 26%	1 15%	116 53%	14 43%	130 52%
Neither of these	29 12%	12 10%	17 13%	4 8%	9 11%	5 11%	11 14%	13 10%	16 13%	29 12%	25 12%	3 12%	1 10%	* 3%	25 11%	4 12%	29 12%
Don't know	* *%	- -%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* 1%	* *%	- -%	* *%
SUMMARY																	
EITHER OF THESE	221 88%	113 90%	108 87%	43 92%	70 89%	41 89%	67 86%	114 90%	107 87%	221 88%	187 88%	20 88%	9 90%	5 96%	192 88%	29 88%	221 88%
BOTH OF THESE	111 44%	60 48%	51 41%	27 57%	40 51%	17 37%	26 34%	67 53%	44 35%	111 44%	104 49%	4 20%	2 16%	1 13%	99 46%	12 36%	111 44%
FIXED BROADBAND ONLY AVAILABLE	91 36%	43 35%	48 38%	15 32%	29 36%	21 47%	25 33%	44 35%	47 38%	91 36%	67 32%	13 59%	6 64%	4 81%	76 35%	15 45%	91 36%
MOBILE NETWORK SIGNAL ONLY AVAILABLE	19 8%	9 7%	10 8%	1 2%	1 1%	2 5%	15 19%	2 1%	17 14%	19 8%	16 7%	2 9%	1 10%	* 2%	17 8%	2 7%	19 8%

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 27

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
A fixed broadband connection (perhaps using Wi-Fi)	116 46%	61 49%	55 44%	23 49%	41 52%	24 53%	27 35%	64 51%	51 42%	116 46%	93 44%	13 58%	7 70%	3 59%	99 46%	16 51%	116 46%
				f	fh	fh		fh		f		jnp	jnop	jnp			
A mobile network signal (likely to be 3G or 4G)	34 14%	19 15%	15 12%	8 16%	12 16%	5 10%	10 12%	20 16%	14 12%	34 14%	30 14%	3 13%	1 14%	* 4%	30 14%	4 13%	34 14%
											m	m	m		m	m	m
No - child does not go online at home	95 38%	48 38%	48 38%	18 39%	26 33%	16 35%	35 45%	45 35%	51 41%	95 38%	87 41%	6 25%	1 10%	2 34%	85 39%	10 32%	95 38%
							dg				kl	l		l	kl	l	kl
Don't know	* *%	* *%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* 3%	* *%	* *%	* *%
														jnp			
SUMMARY																	
EITHER OF THESE	125 50%	65 52%	61 49%	25 53%	44 55%	25 55%	31 40%	69 54%	56 46%	125 50%	100 47%	14 63%	8 80%	3 61%	107 49%	18 56%	125 50%
				f	fh	f		fh		f		jnp	jkmnop	jnp			
BOTH OF THESE	25 10%	16 12%	9 7%	6 12%	10 12%	4 9%	5 7%	15 12%	9 8%	25 10%	23 11%	2 8%	* 3%	* 2%	22 10%	3 8%	25 10%
		b									lm				lm		lm
FIXED BROADBAND ONLY	91 36%	45 36%	46 36%	17 37%	31 40%	20 44%	22 28%	49 39%	42 34%	91 36%	70 33%	11 50%	7 67%	3 57%	77 35%	14 43%	91 36%
				f	f	f		f		f		jnp	jknop	jnp			
MOBILE NETWORK SIGNAL ONLY	10 4%	4 3%	6 5%	2 4%	3 3%	1 1%	4 6%	5 4%	5 4%	10 4%	7 3%	1 5%	1 11%	* 2%	8 4%	2 5%	10 4%
													jmnop				
DOES NOT HAVE ACCESS AT HOME	29 12%	12 10%	17 13%	4 8%	9 11%	5 11%	11 14%	13 10%	16 13%	29 12%	25 12%	3 12%	1 10%	* 3%	25 11%	4 12%	29 12%
											m	m	m		m	m	m

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 28

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

QP5. (SHOWCARD) Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). IF NECESSARY – Not DVDs or video clips. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
A television set	239 95%	121 97%	118 94%	46 98%	74 93%	44 96%	75 96%	120 95%	119 96%	239 95%	202 95%	22 98%	10 98%	5 95%	208 96%	30 94%	239 95%
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	89 36%	44 35%	46 37%	20 41% f	30 37% f	18 39% f	22 28% f	49 39% f	40 33% f	89 36% f	71 33% jnp	11 47% jnp	5 54% jnp	3 51% jnp	76 35% jnp	14 42% jnp	89 36% jnp
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	34 14%	18 14%	16 13%	8 17%	10 13%	6 13%	10 13%	18 15%	16 13%	34 14%	27 13%	3 14%	3 30% jkmnop	1 15% jkmnop	30 14% jkmnop	4 11% jkmnop	34 14% jkmnop
A desktop computer/ laptop/ netbook	9 4%	6 5%	3 2%	2 4%	5 6% eh	* 1% eh	2 2%	7 5% eh	2 2%	9 4%	8 4%	* 2%	* 1%	* 2%	8 4%	1 2%	9 4%
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch and so on)	8 3%	3 3%	4 3%	* *% cg	2 3% cg	3 6% cg	3 3% cg	2 2% cg	5 4% cg	8 3% cg	6 3% cg	1 4% cg	* 5% cg	* 2% cg	6 3% cg	1 4% cg	8 3% cg
Other type of device	1 *% cg	1 *% cg	* *% cg	- -% cg	1 1% cg	* *% cg	* *% cg	1 *% cg	* *% cg	1 *% cg	1 *% cg	* *% cg	* 1% cg	- -% cg	1 *% cg	- -% cg	1 *% cg
NONE OF THESE/ Does not watch TV programmes	4 2%	1 1%	3 2%	* 1% cg	1 1% cg	1 2% cg	2 2% cg	2 1% cg	3 2% cg	4 2% cg	4 2% cg	- -% cg	* 1% cg	* *% cg	4 2% cg	* 1% cg	4 2% cg
SUMMARY																	
EVER WATCHES TV PROGRAMMES	246 98%	124 99%	122 98%	47 99%	78 99%	45 98%	76 98%	125 99%	121 98%	246 98%	209 98%	23 100%	10 99%	5 100%	214 98%	32 99%	246 98%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 28

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

QP5. (SHOWCARD) Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). IF NECESSARY – Not DVDs or video clips. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
ONLY THROUGH A TV SET	143 57%	74 59%	69 55%	25 54%	44 56%	25 54%	48 62%	70 55%	73 59%	143 57%	127 60%	11 48%	3 29%	2 43%	126 58%	17 52%	143 57%
ANY DEVICE OTHER THAN A TV SET	103 41%	50 40%	53 43%	22 46%	34 43%	20 44%	28 36%	55 44%	48 39%	103 41%	82 38%	12 52%	7 69%	3 57%	88 40%	15 47%	103 41%
ONLY THROUGH A DEVICE OTHER THAN A TV SET	7 3%	3 2%	4 3%	1 1%	4 5%	1 2%	1 2%	5 4%	2 2%	7 3%	6 3%	* 2%	* 1%	* 5%	6 3%	2 5%	7 3%
THROUGH A COMPUTER/ LAPTOP/ TABLET	93 37%	46 37%	46 37%	20 43%	31 40%	18 40%	22 29%	52 41%	41 33%	93 37%	74 35%	11 47%	5 54%	3 52%	79 36%	14 42%	93 37%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 29

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

QP6. (SHOWCARD) There are many ways your child may watch TV programmes and films. Which, if any, of these ways do they ever watch TV programmes and films? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Watching programmes at the time they are broadcast on scheduled TV – so watching EastEnders at 7.30pm on BBC 1 for example (BROADCAST/ LIVE TV)	188 75%	96 77%	92 74%	34 72%	59 75%	33 73%	61 79%	93 74%	95 77%	188 75%	162 m	16 70%	7 74%	3 63%	165 m	23 72%	188 75%
Watching through any paid-for on-demand services like Netflix, Amazon Prime Video or NOW TV (SVoD)	114 46%	53 42%	61 49%	29 61% defhi	35 44%	22 47%	28 37%	64 51% fn	50 41%	114 46% f	91 43%	13 59% jnp	6 61% jnp	4 79% jklmp	91 42%	23 71% jnp	114 46%
Watching something that was shown on TV that has been recorded to watch at another time (DVR BASED TIME SHIFTED TV)	100 40%	51 41%	49 39%	26 54% dfghi	27 34%	19 42%	28 36%	53 42%	47 38%	100 40%	82 39%	12 52% jmnp	5 45%	2 37%	84 39%	16 48%	100 40%
Watching Blu rays/ DVDs/ videos	74 30%	38 31%	35 28%	19 40% efhi	24 30%	10 23%	20 26%	43 34% eh	31 25%	74 30%	58 27% m	10 46% jmnp	5 46% jmnp	1 12%	60 28% m	14 42% jmnp	74 30% m
Watching programmes or films on other websites or apps like YouTube, Vimeo, Facebook Watch (AvoD)	66 26%	34 27%	32 26%	13 28%	22 28%	11 24%	20 26%	36 28%	31 25%	66 26%	58 27%	5 21%	2 24%	1 20%	56 26%	11 32%	66 26%
Watching through any online or catch-up services from UK broadcasters like BBC iPlayer, ITV Hub or All 4 (BVoD)	65 26%	32 25%	33 27%	16 34% df	18 23%	13 29%	18 23%	34 27%	31 25%	65 26%	53 25%	8 34%	4 36%	1 24%	58 27%	7 23%	65 26%

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

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

QP6. (SHOWCARD) There are many ways your child may watch TV programmes and films. Which, if any, of these ways do they ever watch TV programmes and films? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Through renting or buying programmes or films from online stores like iTunes, Google Play Store or Sky Store (TVoD)	16 6%	9 7%	7 5%	6 12% defhi	4 6%	2 5%	4 5%	10 8%	6 5%	16 6%	13 6%	3 13% jlmnp	* 4% m	* 1%	11 5% m	5 15% jlmnp	16 6% m
None of these	13 5%	7 5%	6 5%	1 2%	4 5%	3 7%	4 5%	5 4%	7 6%	13 5%	12 6% k	- -%	* 3%	* 2%	12 6% k	1 2%	13 5% k
Don't know	1 *%	1 1%	* *%	- -%	- -%	1 1%	* *%	- -%	1 1%	1 *%	1 *%	- -%	- -%	* 1%	* *%	1 2% n	1 *%
SUMMARY																	
ANY VoD	161 65%	76 61%	85 68%	38 80% defhi	51 65%	29 64%	43 55%	89 70% fh	72 58%	161 65% f	132 62%	17 76% jnp	7 74% jn	4 89% jklnp	135 62%	26 81% jnp	161 65%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 30

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

QP7. (SHOWCARD) Does your child ever watch TV programmes or films on any of these paid-for online on-demand services? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Netflix	98 39%	46 37%	52 42%	25 52% dfhi	29 37%	19 41%	25 32%	54 43% f	43 35%	98 39%	79 37%	12 54% jinp	5 49% jnp	2 38%	76 35%	22 66% jlmnp	98 39%
Amazon Prime Video	24 10%	12 10%	12 9%	7 15% fh	8 10%	5 11% f	4 5% fh	15 12% fh	9 7%	24 10% f	20 9%	3 12%	1 8%	* 5%	17 8%	7 23% jlmnp	24 10%
Disney Life	23 9%	11 9%	12 9%	7 14% f	7 8%	5 11%	5 6%	13 10%	10 8%	23 9%	15 7%	4 16% jnp	2 17% jnp	2 47% jknop	18 8%	5 16% j	23 9%
NOW TV	15 6%	8 7%	7 6%	4 9%	5 6%	2 4%	5 6%	9 7%	6 5%	15 6%	12 6%	2 7%	1 12% jnp	1 14% jnp	12 5%	3 10%	15 6%
Hayu	1 *%	1 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
ANY PAID-FOR ON-DEMAND TELEVISION SERVICES	114 46%	53 42%	61 49%	29 61% defhi	35 44%	22 47%	28 37%	64 51% fh	50 41%	114 46% f	91 43%	13 59% jnp	6 61% jnp	4 79% jknop	91 42%	23 71% jnp	114 46%
No, none	134 53%	71 57%	63 50%	18 39%	44 55% c	24 52%	48 62% cgi	62 49%	72 58% cg	134 53% c	120 57% klmo	9 38% m	4 38% m	1 20%	125 57% klmo	9 27%	134 53% klmo
Don't know	2 1%	1 1%	1 1%	- -%	* *%	1 1%	1 1%	* *%	2 1%	2 1%	1 1%	1 3% jn	* 2%	* 1%	1 1%	1 2%	2 1%

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

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

QP8. (SHOWCARD) And which do they watch the most? (SINGLE CODE)

Base : Parents whose child ever watches TV programmes or films on paid-for online on-demand services

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	m	n	~o	p
Unweighted total	481	225	256	99	139	97	146	238	243	481	207	80	80	114	387	94	481
Effective Weighted Sample	280	128	152	67	80	55	81	147	135	280	192	60	74	97	234	48	280
Total	114	53	61	29	35	22	28	64	50	114	91	13	6	4	91	23	114
Netflix	84	39	46	**	25	**	23	46	39	84	69	**	**	2	67	**	84
	74%	73%	74%	**	71%	**	80%	71%	77%	74%	76%	**	**	39%	73%	**	74%
											m				m		m
Disney Life	15	8	8	**	5	**	2	10	5	15	10	**	**	2	12	**	15
	14%	14%	13%	**	13%	**	7%	16%	11%	14%	11%	**	**	57%	14%	**	14%
														jnp			
Amazon Prime Video	7	4	3	**	3	**	1	5	3	7	7	**	**	*	6	**	7
	6%	8%	5%	**	10%	**	2%	7%	5%	6%	7%	**	**	3%	7%	**	6%
NOW TV	6	2	4	**	2	**	3	3	3	6	5	**	**	*	5	**	6
	5%	4%	6%	**	5%	**	9%	4%	6%	5%	6%	**	**	1%	5%	**	5%
											m						
Don't know	1	1	1	**	1	**	*	1	*	1	1	**	**	*	1	**	1
	1%	2%	1%	**	2%	**	1%	2%	1%	1%	1%	**	**	1%	2%	**	1%
WATCHES ON DEMAND CONTENT	114	53	61	**	35	**	28	64	50	114	91	**	**	4	91	**	114
	100%	100%	100%	**	100%	**	100%	100%	100%	100%	100%	**	**	100%	100%	**	100%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 32

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

QP8. (SHOWCARD) And which do they watch the most? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Netflix	84	39	46	21	25	16	23	46	39	84	69	10	4	2	67	18	84
	34%	31%	37%	44%	31%	34%	29%	36%	31%	34%	32%	45%	37%	31%	31%	54%	34%
				dfhi							jnmp					jlmnp	
Disney Life	15	8	8	6	5	3	2	10	5	15	10	2	1	2	12	3	15
	6%	6%	6%	12%	6%	7%	3%	8%	4%	6%	5%	9%	15%	45%	6%	9%	6%
				fhi				f		f			jnp	jklnop			
Amazon Prime Video	7	4	3	1	3	2	1	5	3	7	7	1	*	*	6	1	7
	3%	3%	3%	3%	4%	4%	1%	4%	2%	3%	3%	2%	1%	2%	3%	4%	3%
					f			f									
NOW TV	6	2	4	1	2	1	3	3	3	6	5	*	*	*	5	1	6
	2%	2%	3%	2%	2%	1%	3%	2%	3%	2%	2%	2%	4%	1%	2%	3%	2%
Don't know	1	1	1	*	1	*	*	1	*	1	1	*	*	*	1	-	1
	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%	*%	*%	4%	*%	1%	-%	1%
													jnp				
WATCHES ON DEMAND CONTENT	114	53	61	29	35	22	28	64	50	114	91	13	6	4	91	23	114
	46%	42%	49%	61%	44%	47%	37%	51%	41%	46%	43%	59%	61%	79%	42%	71%	46%
				defhi				fh		f		jnp	jnp	jklnp		jnp	
DOES NOT WATCH/UNSURE WHETHER WATCHES PAID-FOR ON-DEMAND CONTENT	136	72	64	18	44	24	49	62	73	136	121	9	4	1	126	9	136
	54%	58%	51%	39%	56%	53%	63%	49%	59%	54%	57%	41%	39%	21%	58%	29%	54%
				c	c		cgi		cg	c	klmo	m	m		klmo		klmo

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

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Yes, knew this	202	98	104	43	62	36	61	104	98	202	169	21	8	4	173	29	202
	81%	78%	83%	90%	78%	79%	79%	82%	79%	81%	79%	93%	78%	84%	80%	89%	81%
				defhi							jlmnp						
No, did not know this	48	27	21	5	17	9	16	22	26	48	44	2	2	1	44	4	48
	19%	22%	17%	10%	22%	21%	21%	18%	21%	19%	21%	7%	22%	16%	20%	11%	19%
				c	c	c	c	c	c	c	k	k	k	k	k	k	k

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

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

QP10. Have you set up a PIN code or password on any of these services to prevent your child watching or downloading unsuitable programmes or films? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Yes	110	53	57	24	38	19	29	62	48	110	96	7	5	2	95	15	110
	44%	42%	46%	51%	48%	41%	37%	49%	39%	44%	45%	30%	46%	47%	44%	45%	44%
				fh	fh			fh			k		k	k	k	k	k
No	139	71	68	23	41	26	49	64	75	139	116	15	5	3	122	17	139
	56%	57%	54%	48%	52%	58%	63%	51%	61%	56%	55%	68%	54%	52%	56%	53%	56%
							cdg		cg			jlmp					
Don't know	1	1	-	1	-	1	-	1	1	1	1	1	*	*	1	1	1
	*%	1%	-%	1%	-%	1%	-%	*%	1%	*%	*%	2%	1%	1%	*%	2%	*%
												jn					

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 35

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

QP12. (SHOWCARD) The following questions ask about the TV programmes your child watches. By this I mean any programmes your child watches live or as they are broadcast, rather than any programmes viewed after they are broadcast on catch-up services. Do you have any of these rules about the TV programmes that your child watches live or as the programmes are broadcast? (MULTI CODE)

Base : Parents whose child watches broadcast television

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	663	323	340	116	189	119	239	305	358	663	371	97	93	102	566	97	663
Effective Weighted Sample	443	217	226	80	129	76	159	209	234	443	345	75	85	89	395	49	443
Total	188	96	92	34	59	33	61	93	95	188	162	16	7	3	165	23	188
Rules about what they watch	115	59	56	24	37	20	33	61	53	115	98	**	**	2	99	**	115
	61%	61%	61%	70% fh	63%	60%	54%	65% f	56%	61%	61% m	**	**	48%	60% m	**	61% m
Rules about when they watch	97	49	48	20	33	18	26	53	44	97	82	**	**	1	86	**	97
	52%	50%	53%	59% f	56% f	55%	42%	57% fh	47%	52% f	51% m	**	**	35%	52% m	**	52% m
Rules about how much time they spend watching	94	50	44	21	34	14	25	55	39	94	77	**	**	1	81	**	94
	50%	52%	48%	62% efhi	58% efh	41%	41%	59% efhi	41%	50% h	48% m	**	**	47%	49%	**	50%
Rules about who they are watching with/ can only watch when supervised	67	34	33	15	24	11	18	39	28	67	58	**	**	*	59	**	67
	36%	36%	36%	43% fh	41% fh	32%	29%	42% fh	30%	36% m	36% m	**	**	15%	36% m	**	36% m
Other rules	*	-	*	-	-	*	-	-	*	*	*	**	**	-	*	**	*
	*%	-%	*%	-%	-%	1%	-%	-%	*%	*%	*%	**	**	-%	*%	**	*%
ANY RULES	143	72	71	30	45	26	42	75	68	143	122	**	**	2	123	**	143
	76%	75%	78%	87% fhi	77%	78%	68%	81% fh	72%	76% m	75% m	**	**	63%	75% m	**	76% m
No, do not have any rules	45	24	21	4	14	7	20	18	27	45	40	**	**	1	41	**	45
	24%	25%	22%	13%	23%	22%	32% cg	19%	28% cg	24% c	25%	**	**	37% jnp	25%	**	24%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 36

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

QP13A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch (SINGLE CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	~l	m	n	~o	p
Unweighted total	663	323	340	116	189	119	239	305	358	663	371	97	93	102	566	97	663
Effective Weighted Sample	443	217	226	80	129	76	159	209	234	443	345	75	85	89	395	49	443
Total	188	96	92	34	59	33	61	93	95	188	162	16	7	3	165	23	188
Very concerned	13 7%	6 6%	7 7%	2 6%	6 11%	3 9%	2 3%	8 9%	5 5%	13 7%	12 m	**	**	*	13 8%	**	13 7%
Fairly concerned	21 11%	11 11%	10 11%	4 12%	8 13%	3 8%	6 10%	12 13%	9 10%	21 11%	19 12%	**	**	*	20 12%	**	21 11%
Neither/ nor	20 10%	9 9%	11 12%	6 19%	5 9%	4 13%	4 6%	12 12%	8 8%	20 10%	18 11%	**	**	*	18 11%	**	20 10%
Not very concerned	50 26%	24 25%	25 27%	9 27%	17 29%	8 23%	16 25%	26 28%	23 25%	50 26%	38 24%	**	**	2 55%	41 25%	**	50 26%
Not at all concerned	84 45%	45 47%	39 43%	13 37%	23 39%	15 46%	34 55%	35 38%	49 52%	84 45%	75 46%	**	**	1 30%	72 44%	**	84 45%
Don't know	1 *%	1 1%	- -%	- -%	- -%	1 2%	* *%	- -%	1 1%	1 *%	1 *%	**	**	- -%	1 *%	**	1 *%
SUMMARY CODES																	
TOTAL CONCERNED	34 18%	17 18%	17 18%	6 18%	14 24%	6 17%	8 13%	20 21%	14 14%	34 18%	31 19%	**	**	*	33 20%	**	34 18%
TOTAL NOT CONCERNED	134 71%	70 72%	64 70%	22 64%	40 68%	23 69%	49 80%	62 66%	72 76%	134 71%	113 70%	**	**	3 85%	113 69%	**	134 71%
TOTAL NEITHER/ DON'T KNOW	20 11%	9 10%	11 12%	6 19%	5 9%	5 14%	4 6%	12 12%	9 9%	20 11%	18 11%	**	**	*	19 12%	**	20 11%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 37

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

QP13B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - How much time they spend watching television (SINGLE CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	~l	m	n	~o	p
Unweighted total	663	323	340	116	189	119	239	305	358	663	371	97	93	102	566	97	663
Effective Weighted Sample	443	217	226	80	129	76	159	209	234	443	345	75	85	89	395	49	443
Total	188	96	92	34	59	33	61	93	95	188	162	16	7	3	165	23	188
Very concerned	7 4%	3 4%	4 4%	* 1%	3 6%	2 6%	2 3%	4 4%	4 4%	7 4%	6 4%	**	**	* 1%	7 4%	**	7 4%
Fairly concerned	36 19%	19 20%	17 18%	9 27% h	12 20%	5 15%	10 16%	21 23%	15 16%	36 19%	31 19% m	**	**	* 8%	32 19% m	**	36 19% m
Neither/ nor	18 9%	10 10%	8 9%	4 12%	6 11%	3 10%	4 6%	11 11%	7 8%	18 9%	16 10%	**	**	* 8%	17 10%	**	18 9%
Not very concerned	49 26%	23 24%	25 28%	8 24%	17 30%	9 26%	14 23%	26 28%	23 24%	49 26%	38 24%	**	**	2 54% jnp	41 25%	**	49 26%
Not at all concerned	78 42%	41 42%	37 41%	12 36%	20 34%	14 43%	31 51% cdgi	32 35%	46 48% dg	78 42%	70 43% m	**	**	1 29%	68 41% m	**	78 42% m
Don't know	* *%	- -%	* *%	- -%	* *%	- -%	* 1%	* *%	* *%	* *%	* *%	**	**	* 1%	* *%	**	* *%
SUMMARY CODES																	
TOTAL CONCERNED	43 23%	22 23%	21 23%	9 27%	15 26%	7 20%	12 19%	25 26%	18 19%	43 23%	37 23% m	**	**	* 9%	39 23% m	**	43 23% m
TOTAL NOT CONCERNED	127 67%	64 67%	63 68%	21 60%	37 63%	23 70%	46 74% cdg	58 62%	69 73% cg	127 67%	108 67%	**	**	3 83% jnp	109 66%	**	127 67%
TOTAL NEITHER/ DON'T KNOW	18 10%	10 10%	8 9%	4 12%	6 11%	3 10%	4 7%	11 11%	8 8%	18 10%	17 10%	**	**	* 8%	18 11%	**	18 10%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 38

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

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

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	~l	m	n	~o	p
Unweighted total	663	323	340	116	189	119	239	305	358	663	371	97	93	102	566	97	663
Effective Weighted Sample	443	217	226	80	129	76	159	209	234	443	345	75	85	89	395	49	443
Total	188	96	92	34	59	33	61	93	95	188	162	16	7	3	165	23	188
Very concerned	14 7%	9 9%	5 5%	2 5%	6 10%	2 7%	4 6%	7 8%	6 6%	14 7%	12 7%	** **	** **	* 1%	12 7%	** **	14 7%
Fairly concerned	36 19%	18 18%	18 19%	10 30% defhi	11 18%	5 15%	9 15%	21 22%	15 15%	36 19%	31 19%	** **	** **	1 18%	32 19%	** **	36 19%
Neither/ nor	24 13%	12 13%	12 13%	6 18% fh	10 16% h	3 9%	5 9%	16 17% fh	8 9%	24 13%	22 13%	** **	** **	* 8%	22 13%	** **	24 13%
Not very concerned	39 21%	17 18%	21 23%	7 22%	13 23%	8 23%	10 17%	21 22%	18 19%	39 21%	30 19%	** **	** **	1 41% jnp	33 20%	** **	39 21%
Not at all concerned	75 40%	40 41%	36 39%	8 25%	20 33%	15 46% cg	32 52% cdgi	28 30%	47 50% cdgi	75 40% cg	68 42% m	** **	** **	1 26% jnp	66 40% m	** **	75 40% m
Don't know	1 *% *%	* *% *%	* *% *%	* *% *%	* *% *%	* *% *%	* *% *%	* *% *%	* *% *%	1 *% *%	- -% *%	** ** **	** ** **	* 7% jnp	* *% *%	** ** **	1 *% *%
SUMMARY CODES																	
TOTAL CONCERNED	49 26%	26 27%	23 25%	12 35% fh	16 28%	7 22%	13 22%	28 30% h	21 22%	49 26%	42 26%	** **	** **	1 19%	44 27%	** **	49 26%
TOTAL NOT CONCERNED	114 61%	57 59%	57 62%	16 47%	33 56%	23 69% cg	42 69% cdg	49 52%	65 69% cdgi	114 61% cg	98 60%	** **	** **	2 67% jnp	99 60%	** **	114 61%
TOTAL NEITHER/ DON'T KNOW	25 13%	13 13%	12 13%	6 18% fh	10 17% h	3 9%	6 9%	16 17% fh	9 9%	25 13%	22 13%	** **	** **	* 14% jnp	22 13%	** **	25 13%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 39

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

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

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	~l	m	n	~o	p
Unweighted total	663	323	340	116	189	119	239	305	358	663	371	97	93	102	566	97	663
Effective Weighted Sample	443	217	226	80	129	76	159	209	234	443	345	75	85	89	395	49	443
Total	188	96	92	34	59	33	61	93	95	188	162	16	7	3	165	23	188
Very concerned	18 10%	10 11%	8 8%	3 8%	8 14%	3 9%	4 6%	11 12%	7 7%	18 10%	17 m	**	**	*	16 m	**	18 m
Fairly concerned	37 20%	18 19%	19 21%	10 30%	14 23%	4 13%	9 15%	24 26%	13 14%	37 20%	32 20%	**	**	1 19%	32 20%	**	37 20%
Neither/ nor	20 11%	11 12%	9 10%	4 12%	6 10%	5 15%	5 8%	10 11%	10 11%	20 11%	17 10%	**	**	*	18 11%	**	20 11%
Not very concerned	42 23%	20 21%	23 25%	7 19%	13 22%	7 22%	15 25%	20 21%	23 24%	42 23%	34 21%	**	**	1 46%	36 22%	**	42 23%
Not at all concerned	70 37%	37 38%	34 36%	10 31%	18 31%	13 40%	28 46%	29 31%	41 44%	70 37%	62 38%	**	**	1 21%	63 38%	**	70 37%
Don't know	* *%	* *%	* *%	- -%	* *%	* *%	* *%	* *%	* *%	* *%	- -%	**	**	*	* *%	**	* *%
SUMMARY CODES																	
TOTAL CONCERNED	55 29%	28 30%	27 29%	13 38%	22 37%	7 22%	13 21%	35 37%	20 21%	55 29%	49 30%	**	**	1 20%	48 29%	**	55 29%
TOTAL NOT CONCERNED	113 60%	56 59%	56 61%	17 50%	31 53%	21 62%	43 71%	48 52%	64 68%	113 60%	96 59%	**	**	2 67%	98 60%	**	113 60%
TOTAL NEITHER/ DON'T KNOW	20 11%	11 12%	9 10%	4 12%	6 10%	5 16%	5 8%	10 11%	10 11%	20 11%	17 10%	**	**	*	18 11%	**	20 11%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 40

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

QP14. (SHOWCARD) I'd like to ask you a bit more about your views on the types of programmes your child watches on scheduled TV (i.e. watching at the time of broadcast). I would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (SINGLE CODE)

Base : Parents whose child watches broadcast television

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	663	323	340	116	189	119	239	305	358	663	371	97	93	102	566	97	663
Effective Weighted Sample	443	217	226	80	129	76	159	209	234	443	345	75	85	89	395	49	443
Total	188	96	92	34	59	33	61	93	95	188	162	16	7	3	165	23	188
Very concerned	8 4%	5 5%	3 4%	* 1%	3 5%	2 7%	2 4%	4 4%	5 5%	8 4%	8 5%	** **	** **	- -%	8 5%	** **	8 4%
Fairly concerned	33 17%	17 18%	16 17%	8 23% fh	13 22% fh	5 14%	7 12%	21 22% fh	12 12%	33 17%	30 19%	** **	** **	* 14%	31 19%	** **	33 17%
Not very concerned	51 27%	23 23%	28 31%	9 27%	16 27%	11 33%	15 24%	25 27%	26 27%	51 27%	39 24%	** **	** **	2 57% jnp	43 26%	** **	51 27%
Not at all concerned	96 51%	52 54%	44 48%	17 49%	27 46%	15 46%	37 61% degi	44 47%	52 55%	96 51%	85 52% m	** **	** **	1 29%	83 50% m	** **	96 51% m
SUMMARY CODES																	
TOTAL CONCERNED	41 22%	22 23%	19 21%	8 24%	16 27% fh	7 21%	10 15%	24 26% fh	16 17%	41 22%	38 23% m	** **	** **	* 14%	39 24% m	** **	41 22%
TOTAL NOT CONCERNED	147 78%	74 77%	73 79%	26 76%	43 73%	26 79%	52 85% dg	69 74%	78 83% dg	147 78%	124 77%	** **	** **	3 86% jn	125 76%	** **	147 78%

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

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

QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	125	66	59	20	45	22	38	65	60	125	87	14	9	15	116	9	125
Effective Weighted Sample	93	48	44	18	34	16	27	52	42	93	81	11	8	14	89	3	93
Total	41	22	19	8	16	7	10	24	16	41	38	2	1	*	39	1	41
Violence (in general)	23 57%	** **	** **	** **	** **	** **	** **	** **	** **	23 57%	** **	** **	** **	** **	23 58%	** **	23 57%
Unsuitable content for younger people/ children	23 55%	** **	** **	** **	** **	** **	** **	** **	** **	23 55%	** **	** **	** **	** **	22 57%	** **	23 55%
Bad language	20 48%	** **	** **	** **	** **	** **	** **	** **	** **	20 48%	** **	** **	** **	** **	19 48%	** **	20 48%
Unsuitable content aired too early/ pre-watershed/ before 9pm	15 36%	** **	** **	** **	** **	** **	** **	** **	** **	15 36%	** **	** **	** **	** **	14 35%	** **	15 36%
Sex/ sexually explicit content	13 32%	** **	** **	** **	** **	** **	** **	** **	** **	13 32%	** **	** **	** **	** **	12 32%	** **	13 32%
Nakedness/ naked bodies/ naked body parts	11 27%	** **	** **	** **	** **	** **	** **	** **	** **	11 27%	** **	** **	** **	** **	10 26%	** **	11 27%
Portrayal of anti-social behaviour	11 26%	** **	** **	** **	** **	** **	** **	** **	** **	11 26%	** **	** **	** **	** **	11 27%	** **	11 26%
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc)	10 24%	** **	** **	** **	** **	** **	** **	** **	** **	10 24%	** **	** **	** **	** **	9 23%	** **	10 24%
Lack of respect towards adults	7 18%	** **	** **	** **	** **	** **	** **	** **	** **	7 18%	** **	** **	** **	** **	7 18%	** **	7 18%
Glamorisation of certain lifestyles	6 14%	** **	** **	** **	** **	** **	** **	** **	** **	6 14%	** **	** **	** **	** **	6 15%	** **	6 14%

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

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

QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	125	66	59	20	45	22	38	65	60	125	87	14	9	15	116	9	125
Effective Weighted Sample	93	48	44	18	34	16	27	52	42	93	81	11	8	14	89	3	93
Total	41	22	19	8	16	7	10	24	16	41	38	2	1	*	39	1	41
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	5 13%	**	**	**	**	**	**	**	**	5 13%	**	**	**	**	5 14%	**	5 13%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	5 13%	**	**	**	**	**	**	**	**	5 13%	**	**	**	**	5 13%	**	5 13%
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	5 12%	**	**	**	**	**	**	**	**	5 12%	**	**	**	**	5 13%	**	5 12%
Negative portrayal of women/ objectification of women	3 6%	**	**	**	**	**	**	**	**	3 6%	**	**	**	**	3 7%	**	3 6%
Invasion of privacy/ not respecting people's privacy	3 6%	**	**	**	**	**	**	**	**	3 6%	**	**	**	**	3 6%	**	3 6%
Other	1 3%	**	**	**	**	**	**	**	**	1 3%	**	**	**	**	1 3%	**	1 3%
Don't know	2 6%	**	**	**	**	**	**	**	**	2 6%	**	**	**	**	2 6%	**	2 6%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 42

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

QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	~k	~l	m	n	~o	p
Significance Level: 95%																	
Unweighted total	663	323	340	116	189	119	239	305	358	663	371	97	93	102	566	97	663
Effective Weighted Sample	443	217	226	80	129	76	159	209	234	443	345	75	85	89	395	49	443
Total	188	96	92	34	59	33	61	93	95	188	162	16	7	3	165	23	188
Violence (in general)	23 12%	13 14%	10 11%	5 15%	11 18%	3 10%	4 7%	16 17%	8 8%	23 12%	22 14%	**	**	*	23 14%	**	23 12%
					fh			fh			m				m		
Unsuitable content for younger people/ children	23 12%	12 12%	11 12%	4 13%	9 15%	4 12%	5 9%	13 14%	9 10%	23 12%	21 13%	**	**	*	22 14%	**	23 12%
Bad language	20 10%	11 12%	8 9%	3 9%	6 11%	5 14%	5 9%	9 10%	10 11%	20 10%	18 11%	**	**	*	19 11%	**	20 10%
Unsuitable content aired too early/ pre-watershed/ before 9pm	15 8%	9 9%	6 7%	2 6%	7 12%	2 6%	3 5%	9 10%	5 6%	15 8%	13 8%	**	**	*	14 8%	**	15 8%
					fh												
Sex/ sexually explicit content	13 7%	8 8%	5 6%	1 4%	4 7%	3 10%	5 7%	5 6%	8 8%	13 7%	12 7%	**	**	*	12 8%	**	13 7%
Nakedness/ naked bodies/ naked body parts	11 6%	6 6%	5 6%	2 5%	3 5%	4 11%	3 5%	4 5%	7 7%	11 6%	10 6%	**	**	*	10 6%	**	11 6%
Portrayal of anti-social behaviour	11 6%	3 3%	7 8%	3 8%	5 8%	2 5%	2 3%	7 8%	4 4%	11 6%	10 6%	**	**	-	11 7%	**	11 6%
			a								m				m		m
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc)	10 5%	5 5%	5 5%	2 5%	2 4%	3 10%	2 4%	4 4%	6 6%	10 5%	9 6%	**	**	*	9 5%	**	10 5%
Lack of respect towards adults	7 4%	4 4%	3 4%	2 7%	3 5%	1 4%	1 1%	5 5%	2 2%	7 4%	7 4%	**	**	*	7 4%	**	7 4%
				f				f									

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 42

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

QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	~k	~l	m	n	~o	p
Significance Level: 95%																	
Unweighted total	663	323	340	116	189	119	239	305	358	663	371	97	93	102	566	97	663
Effective Weighted Sample	443	217	226	80	129	76	159	209	234	443	345	75	85	89	395	49	443
Total	188	96	92	34	59	33	61	93	95	188	162	16	7	3	165	23	188
Glamorisation of certain lifestyles	6 3%	2 2%	4 4%	2 6%	2 3%	1 3%	1 2%	4 4%	2 2%	6 3%	5 3%	**	**	-	6 4%	**	6 3%
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	5 3%	4 4%	2 2%	1 4%	3 5%	1 2%	1 1%	4 4%	1 1%	5 3%	5 3%	**	**	*	5 3%	**	5 3%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	5 3%	3 3%	2 2%	2 5% fh	2 4% h	* 1%	1 1%	4 5% h	1 1%	5 3%	5 3%	**	**	-	5 3%	**	5 3%
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	5 3%	2 2%	3 3%	* 1%	2 3%	2 6% f	1 1%	2 3%	3 3%	5 3%	5 3%	**	**	*	5 3%	**	5 3%
Negative portrayal of women/ objectification of women	3 1%	1 1%	2 2%	- -%	1 1%	1 3%	1 1%	1 1%	2 2%	3 1%	2 1%	**	**	*	3 2%	**	3 1%
Invasion of privacy/ not respecting people's privacy	3 1%	2 2%	1 1%	1 2%	1 2%	1 2%	- -%	2 2%	1 1%	3 1%	2 2%	**	**	-	3 2%	**	3 1%
Other	1 1%	1 1%	1 1%	1 3%	* *% f	- -%	* 1%	1 1%	* *% f	1 1%	1 1%	**	**	*	1 1%	**	1 1%
Don't know	2 1%	* *% f	2 2%	1 2%	1 2%	1 3% f	- -%	2 2%	1 1%	2 1%	2 2%	**	**	*	2 1%	**	2 1%

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

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

QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	~l	m	n	~o	p
Unweighted total	663	323	340	116	189	119	239	305	358	663	371	97	93	102	566	97	663
Effective Weighted Sample	443	217	226	80	129	76	159	209	234	443	345	75	85	89	395	49	443
Total	188	96	92	34	59	33	61	93	95	188	162	16	7	3	165	23	188
TOTAL NOT CONCERNED/DON'T KNOW WHETHER CONCERNED	147 78%	74 77%	73 79%	26 76%	43 73%	26 79%	52 85%	69 74%	78 83%	147 78%	124 77%	** **	** **	3 86%	125 76%	** **	147 78%
							dg		dg					jn			

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

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

QP22A. Does your child ever use the YouTube website or app? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Yes, uses the YouTube website or app	127	65	62	24	46	23	34	70	58	127	111	10	5	2	110	17	127
	51%	52%	50%	50%	58%	51%	44%	55%	47%	51%	52%	43%	46%	38%	51%	53%	51%
					fh			fh			m				m		m
No, does not use the YouTube website or app	122	59	63	24	33	22	43	57	65	122	101	13	5	3	107	15	122
	49%	47%	50%	50%	42%	47%	56%	45%	53%	49%	48%	56%	54%	55%	49%	47%	49%
							dg		d								
Don't know	1	1	*	*	*	1	*	*	1	1	1	*	-	*	1	*	1
	*%	1%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%	-%	6%	*%	*%	*%
														jklnop			

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 45

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Significance Level: 95%																	
Unweighted total	452	222	230	77	138	87	150	215	237	452	250	69	62	71	385	67	452
Effective Weighted Sample	295	148	147	56	96	54	91	152	144	295	233	57	58	69	259	37	295
Total	127	65	62	24	46	23	34	70	58	127	111	10	5	2	110	17	127
Cartoons/ animations/ mini-movies or songs	108 85%	56 86%	52 83%	** **	40 86%	** **	29 86%	60 87%	47 82%	108 85%	93 84%	** **	** **	** **	91 83%	** **	108 85%
Funny videos/ jokes/ pranks/ challenges	40 31%	21 32%	19 30%	** **	14 30%	** **	13 38%	17 25%	22 39%	40 31%	34 31%	** **	** **	** **	36 32%	** **	40 31%
Music videos	38 30%	16 25%	22 35%	** **	15 32%	** **	9 28%	23 33%	15 27%	38 30%	35 32%	** **	** **	** **	35 32%	** **	38 30%
'Unboxing' videos - e.g where toys are unwrapped or assembled	27 21%	13 21%	13 22%	** **	9 20%	** **	7 21%	14 21%	12 22%	27 21%	24 21%	** **	** **	** **	23 20%	** **	27 21%
'How-to' videos or tutorials about hobbies/ things they are interested in	21 16%	8 13%	12 20%	** **	8 17%	** **	6 19%	12 18%	8 14%	21 16%	18 16%	** **	** **	** **	17 16%	** **	21 16%
Game tutorials/ walk-throughs/ watching other people play games	18 14%	11 16%	7 11%	** **	5 12%	** **	6 17%	10 14%	8 14%	18 14%	15 14%	** **	** **	** **	17 15%	** **	18 14%
Relaxing videos like slime-making, soap carving or people whispering	16 12%	6 9%	10 16%	** **	5 11%	** **	5 16%	8 12%	8 13%	16 12%	12 11%	** **	** **	** **	12 11%	** **	16 12%
Whole programmes or films	11 9%	6 10%	5 8%	** **	4 9%	** **	3 10%	5 8%	6 10%	11 9%	9 8%	** **	** **	** **	11 10%	** **	11 9%
Vloggers or YouTube influencers (such as Zoella or KSI)	8 6%	4 6%	4 6%	** **	3 6%	** **	3 10%	3 5%	5 8%	8 6%	6 5%	** **	** **	** **	6 5%	** **	8 6%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 45

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	452	222	230	77	138	87	150	215	237	452	250	69	62	71	385	67	452
Effective Weighted Sample	295	148	147	56	96	54	91	152	144	295	233	57	58	69	259	37	295
Total	127	65	62	24	46	23	34	70	58	127	111	10	5	2	110	17	127
Sports/ football clips or videos	7 6%	6 9%	1 2%	**	2 5%	**	2 7%	4 6%	3 6%	7 6%	6 6%	**	**	**	7 7%	**	7 6%
Film trailers, clips of programmes, 'best-bits' or programme highlights	6 5%	4 6%	2 4%	**	1 3%	**	2 7%	3 4%	3 6%	6 5%	6 5%	**	**	**	6 5%	**	6 5%
Other	4 3%	2 3%	2 3%	**	2 3%	**	1 2%	2 3%	2 4%	4 3%	4 3%	**	**	**	4 4%	**	4 3%
Don't know	* *%	- -%	* 1%	**	* 1%	**	* *%	* *%	* *%	* *%	* *%	**	**	**	* *%	**	* *%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 46

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	122 49%	61 49%	61 49%	26 54% fh	45 57% fhi	25 55% fh	26 33%	71 56% fhi	51 41%	122 49% fh	100 47%	13 58%	6 64% jnp	3 52%	105 48%	17 52%	122 49%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	49 20%	29 23% b	20 16%	12 26% e	15 19%	7 15%	15 19%	27 22%	22 18%	49 20%	40 19%	4 16%	4 42% jkmnop	1 15%	43 20%	6 18%	49 20%
A laptop/ netbook	38 15%	19 15%	18 15%	7 14%	17 21% fh	6 12%	9 11%	24 19% fh	14 11%	38 15%	34 16%	2 9%	1 11%	1 11%	33 15%	4 13%	38 15%
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	24 9%	12 10%	12 9%	8 17% efhi	8 10%	3 8%	4 5%	16 13% fh	8 6%	24 9%	18 9%	3 11%	2 21% jmnp	1 11%	19 9%	4 13%	24 9%
A desktop computer (PC or Mac)	10 4%	6 5%	4 3%	4 9% efhi	4 6% efh	* 1% 1%	1 2%	8 7% efh	2 1%	10 4% h	10 5% m	* 1%	* 2%	* 1%	10 4% m	1 2%	10 4%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	4 2%	2 1%	2 2%	* *% 1%	1 1%	1 3%	1 2%	1 1%	3 2%	4 2%	3 1%	1 2%	* 5% jnp	* 3%	3 1%	1 2%	4 2%
Other type of device	* *%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	* *%	* *%	- -%	* 1%	* 1%	- -%	* *%	* *%	* *%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 46

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
NONE OF THESE/ Does not go online	108	53	55	18	28	19	43	46	63	108	97	7	2	2	96	12	108
	43%	43%	44%	38%	35%	42%	56%	36%	51%	43%	46%	33%	17%	35%	44%	38%	43%
							cdegi		cdgi	g	klm	l		l	kl	l	l
Don't know	1	-	1	-	*	-	*	*	*	1	-	*	-	*	*	*	1
	*%	-%	*%	-%	1%	-%	*%	*%	*%	*%	-%	2%	-%	1%	*%	*%	*%
											jnp			j			
SUMMARY																	
GOES ONLINE THROUGH ANY TYPE OF DEVICE	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
	57%	57%	56%	62%	64%	58%	44%	64%	49%	57%	54%	65%	83%	63%	56%	62%	57%
				fh	fh	f		fhi		fh			jkmnop				
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	42	23	19	9	19	6	9	27	15	42	38	2	1	1	37	5	42
	17%	18%	16%	18%	23%	13%	11%	21%	12%	17%	18%	9%	12%	11%	17%	15%	17%
					efhi			fh			k				k		
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	139	70	69	29	50	26	34	79	60	139	113	14	8	3	119	20	139
	55%	56%	55%	62%	63%	57%	43%	62%	48%	55%	53%	64%	83%	63%	55%	62%	55%
				fh	fh	f		fh		fh			jkmnop				
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	99	49	50	21	32	20	25	53	46	99	77	13	7	3	84	15	99
	40%	39%	40%	44%	41%	45%	33%	42%	37%	40%	36%	56%	70%	52%	39%	47%	40%
				f		f		f			jnp	jkmnop		jnp			
ONLY GOES ONLINE ON A MOBILE PHONE	7	4	2	1	*	*	5	2	5	7	5	1	1	*	6	1	7
	3%	3%	2%	2%	*%	*%	6%	1%	4%	3%	2%	2%	13%	4%	3%	3%	3%
							degi		dg				jkmnop				
ONLY GOES ONLINE ON A TABLET	57	26	32	10	22	13	13	31	26	57	45	8	2	1	49	8	57
	23%	20%	25%	21%	27%	27%	17%	25%	21%	23%	21%	36%	24%	29%	22%	26%	23%
					f	f						jlmp					

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

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

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

Base : All parents

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	900	257	111	115	119	602
Effective Weighted Sample	595	240	102	114	119	343
Total	250	115	15	8	3	141
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	122 49%	100 87% c	13 89% c	6 77%	3 82%	122 86% c
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	49 20%	40 35% bd	4 24%	4 51% abde	1 23%	49 35% bd
A laptop/ netbook	38 15%	34 30% bcd	2 13%	1 13%	1 18%	38 27% bc
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	24 9%	18 16%	3 17%	2 25% ae	1 18%	24 17%
A desktop computer (PC or Mac)	10 4%	10 8% bcd	* 2%	* 2%	* 1%	10 7% bd
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	4 2%	3 2%	1 4%	* 6%	* 5%	4 3%
Other type of device	* *%	- -%	* 1%	* 1%	- -%	* *%

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

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

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

Base : All parents

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
		a	b	c	d	e
Significance Level: 95%						
Unweighted total	900	257	111	115	119	602
Effective Weighted Sample	595	240	102	114	119	343
Total	250	115	15	8	3	141
NONE OF THESE/ Does not go online	108	-	-	-	-	-
	43%	-%	-%	-%	-%	-%
Don't know	1	-	-	-	-	-
	*%	-%	-%	-%	-%	-%
SUMMARY						
GOES ONLINE THROUGH ANY TYPE OF DEVICE	141	115	15	8	3	141
	57%	100%	100%	100%	100%	100%
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	42	38	2	1	1	42
	17%	33%	14%	15%	18%	30%
		bcd				bcd
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	139	113	14	8	3	139
	55%	98%	98%	100%	99%	98%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	99	77	13	7	3	99
	40%	67%	86%	85%	82%	70%
			ae	ae	ae	
ONLY GOES ONLINE ON A MOBILE PHONE	7	5	1	1	*	7
	3%	4%	4%	15%	7%	5%
				abde		
ONLY GOES ONLINE ON A TABLET	57	45	8	2	1	57
	23%	39%	56%	28%	46%	41%
		c	ace		c	c

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 47

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	102	51	51	20	39	22	22	59	44	102	84	11	5	2	89	14	102
	73%	71%	74%	69%	76%	83%	63%	73%	72%	73%	73%	76%	63%	71%	73%	69%	73%
					f	f						l					
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	21	13	8	5	6	2	8	11	10	21	17	1	2	*	19	3	21
	15%	18%	12%	16%	13%	7%	24%	14%	17%	15%	15%	10%	25%	12%	15%	13%	15%
							degi						jkmnp				
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	10	3	7	3	3	2	3	6	4	10	7	1	1	*	8	2	10
	7%	5%	10%	10%	5%	6%	8%	7%	7%	7%	6%	9%	10%	14%	6%	12%	7%
														jnp			
A laptop/ netbook	5	3	2	*	2	*	2	3	2	5	4	*	-	*	5	*	5
	3%	4%	3%	2%	4%	1%	5%	3%	3%	3%	4%	2%	-%	1%	4%	*%	3%
											l				l		
A desktop computer (PC or Mac)	1	1	*	1	*	-	-	1	-	1	1	-	-	-	1	*	1
	1%	1%	*%	3%	1%	-%	-%	2%	-%	1%	1%	-%	-%	-%	1%	2%	1%
				h													
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	1	*	1	-	*	1	*	*	1	1	1	*	*	*	*	1	1
	1%	*%	1%	-%	*%	3%	*%	*%	1%	1%	1%	2%	2%	2%	*%	3%	1%
Don't know	*	*	-	-	*	-	-	*	-	*	*	-	-	-	*	-	*
	*%	*%	-%	-%	1%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	6	4	3	1	3	*	2	4	2	6	6	*	-	*	6	*	6
	4%	5%	4%	5%	5%	1%	5%	5%	3%	4%	5%	2%	-%	1%	5%	2%	4%
											l				l		l

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	135 95%	68 94%	67 96%	28 95%	48 94%	26 99%	33 95%	76 94%	59 97%	135 95%	109 95%	14 98%	8 100%	3 99%	115 95%	20 98%	135 95%
													jnp	j			

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	102 73%	84 73%	11 76%	5 63%	2 71%	102 73%
			c			
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	21 15%	17 15%	1 10%	2 25%	* 12%	21 15%
				abde		
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	10 7%	7 6%	1 9%	1 10%	* 14%	10 7%
					ae	
A laptop/ netbook	5 3%	4 4%	* 2%	- -%	* 1%	5 3%
		c				
A desktop computer (PC or Mac)	1 1%	1 1%	- -%	- -%	- -%	1 1%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	1 1%	1 1%	* 2%	* 2%	* 2%	1 1%
Don't know	* *%	* *%	- -%	- -%	- -%	* *%
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	6 4%	6 5%	* 2%	- -%	* 1%	6 4%
		c				c

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

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

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

Base : Parents whose child goes online at home or elsewhere

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	135 95%	109 95%	14 98%	8 100%	3 99%	135 95%
				ae	a	

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 48

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Rules about the types of websites or apps they can use	77 54%	40 56%	37 53%	18 61% fh	30 59% f	15 55%	14 41%	48 60% fh	29 47%	77 54% f	66 57% lm	7 46% m	3 41%	1 30%	67 56% lm	10 47% m	77 54% lm
Rules about how much time they spend online	52 37%	27 38%	25 35%	12 41%	20 39%	8 30%	12 34%	32 40%	20 33%	52 37%	42 36%	5 37%	4 48%	1 28%	45 37%	7 35%	52 37%
Rules about when they can go online	44 31%	24 33%	20 29%	12 39% fh	19 37% fh	6 24%	7 22%	30 38% fh	14 23%	44 31% h	35 31%	4 25%	4 54%	1 22%	38 31%	6 31%	44 31%
Rules about who they can contact online	31 22%	17 24%	14 20%	6 20%	17 33% efhi	3 10%	6 17%	22 28% efh	8 14%	31 22% eh	26 23% m	2 15%	2 25% m	* 9%	27 23% m	3 17%	31 22% m
Rules about the information they can share online	25 18%	14 19%	11 16%	5 18%	13 26% efh	2 8%	4 13%	19 23% efh	6 10%	25 18% eh	21 18% m	2 16%	2 21% m	* 10%	23 19% m	2 12%	25 18% m
Rules about spending money online	22 16%	12 16%	11 15%	4 13%	11 23% eh	2 9%	4 13%	15 19% h	7 11%	22 16%	17 15%	2 16%	2 25%	* 10%	18 15%	4 19%	22 16%
SPONTANEOUS RESPONSES																	
Rules about only going online when supervised/ accompanied	5 4%	3 4%	2 3%	1 2%	2 4%	1 3%	1 4%	3 4%	2 4%	5 4%	3 3%	- -%	2 20%	* 3%	4 4%	1 3%	5 4%
Other rules	4 3%	2 2%	2 4%	2 5%	1 2%	* *%	1 4%	3 3%	1 2%	4 3%	4 3%	* 3%	- -%	* 4%	3 2%	1 6%	4 3%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
ANY RULES	101	52	49	22	39	18	22	61	40	101	83	10	7	2	87	15	101
	72%	73%	71%	76%	76%	67%	65%	76%	65%	72%	72%	69%	80%	55%	71%	72%	72%
No, do not have any rules	40	20	20	7	12	9	12	19	21	40	33	4	2	1	35	6	40
	28%	27%	29%	24%	24%	33%	35%	24%	35%	28%	28%	31%	20%	45%	29%	28%	28%
							g		g					jklnop			

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG-LAND	SCOT-LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Rules about the types of websites or apps they can use	77 54%	66 57% cd	7 46% d	3 41%	1 30%	77 54% cd
Rules about how much time they spend online	52 37%	42 36%	5 37%	4 48% ade	1 28%	52 37%
Rules about when they can go online	44 31%	35 31%	4 25%	4 54% abde	1 22%	44 31%
Rules about who they can contact online	31 22%	26 23% d	2 15%	2 25% d	* 9%	31 22% d
Rules about the information they can share online	25 18%	21 18% d	2 16%	2 21% d	* 10%	25 18% d
Rules about spending money online	22 16%	17 15%	2 16%	2 25% ade	* 10%	22 16%
SPONTANEOUS RESPONSES						
Rules about only going online when supervised/ accompanied	5 4%	3 3%	- -%	2 20% abde	* 3%	5 4%
Other rules	4 3%	4 3%	* 3%	- -%	* 4% c	4 3%
Columns Tested: a,b,c,d,e						

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

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

Base : Parents whose child goes online at home or elsewhere

	INTERNET USER AGED 3-4					ALL
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
ANY RULES	101	83	10	7	2	101
	72%	72%	69%	80%	55%	72%
		d	d	d		d
No, do not have any rules	40	33	4	2	1	40
	28%	28%	31%	20%	45%	28%
				abce		

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 49

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Sitting beside them and watching or helping them while they are online	114 81%	58 80%	56 81%	24 80%	43 85%	21 79%	26 75%	67 83%	47 77%	114 81%	94 m	12 80%	6 74%	2 70%	99 m	14 72%	114 81%
Being nearby and regularly checking what they do	89 63%	46 65%	42 61%	21 71%	33 65%	15 58%	19 56%	54 67%	35 57%	89 63%	74 l	9 61%	4 49%	2 62%	76 l	13 64%	89 63%
Asking about what they are doing or have been doing online	27 19%	16 22%	11 16%	5 18%	10 20%	5 20%	7 20%	15 19%	12 20%	27 19%	23 20%	3 17%	1 17%	1 16%	22 18%	5 26%	27 19%
Check the browser/ device history after they have been online	15 11%	7 10%	8 12%	3 12%	5 11%	3 10%	3 10%	9 11%	6 10%	15 11%	12 10%	2 12%	1 12%	* 13%	11 9%	4 18%	15 11%
Other types of supervision	3 2%	* *%	3 4%	1 3%	1 3%	* *%	* 1%	2 3%	* 1%	3 2%	2 2%	* 2%	* 3%	* 1%	3 2%	* 1%	3 2%
ANY TYPES OF SUPERVISION	137 97%	70 97%	67 96%	29 97%	50 97%	26 100%	32 93%	78 97%	58 96%	137 97%	112 97%	14 94%	8 96%	3 98%	117 96%	20 98%	137 97%
No, don't supervise their online access and use	5 3%	2 3%	3 4%	1 3%	1 3%	- -%	2 7%	2 3%	2 4%	5 3%	3 3%	1 6%	* 4%	* 2%	4 4%	* 2%	5 3%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG-LAND	SCOT-LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Sitting beside them and watching or helping them while they are online	114 81%	94 81%	12 80%	6 74%	2 70%	114 81%
		d				d
Being nearby and regularly checking what they do	89 63%	74 64%	9 61%	4 49%	2 62%	89 63%
		c				c
Asking about what they are doing or have been doing online	27 19%	23 20%	3 17%	1 17%	1 16%	27 19%
Check the browser/ device history after they have been online	15 11%	12 10%	2 12%	1 12%	* 13%	15 11%
Other types of supervision	3 2%	2 2%	* 2%	* 3%	* 1%	3 2%
ANY TYPES OF SUPERVISION	137 97%	112 97%	14 94%	8 96%	3 98%	137 97%
No, don't supervise their online access and use	5 3%	3 3%	1 6%	* 4%	* 2%	5 3%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Yes	39 28%	21 29%	18 26%	8 27%	15 30%	9 33%	7 22%	23 29%	16 26%	39 28%	31 27%	4 28%	3 36%	1 27%	34 28%	5 25%	39 28%
No	102 72%	51 71%	51 74%	22 73%	36 70%	18 67%	27 78%	57 71%	45 73%	102 72%	84 73%	10 70%	5 62%	2 72%	87 72%	15 75%	102 72%
Don't know	* *%	* *%	* *%	* *%	- -%	* 1%	* *%	* *%	* *%	* *%	- -%	* 1%	* 2%	* 1%	* *%	- -%	* *%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
		a	b	c	d	e
Significance Level: 95%						
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Yes	39	31	4	3	1	39
	28%	27%	28%	36%	27%	28%
No	102	84	10	5	2	102
	72%	73%	70%	62%	72%	72%
		c				c
Don't know	*	-	*	*	*	*
	***	-%	1%	2%	1%	***
				a		

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

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

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	166	86	80	26	57	38	45	83	83	166	64	28	42	32	143	23	166
Effective Weighted Sample	90	46	44	17	32	20	22	49	41	90	60	26	42	32	81	10	90
Total	39	21	18	8	15	9	7	23	16	39	31	4	3	1	34	5	39
At least every few weeks	18 45%	**	**	**	**	**	**	**	**	18 45%	**	**	**	**	15 44%	**	18 45%
At least every few months	10 25%	**	**	**	**	**	**	**	**	10 25%	**	**	**	**	9 25%	**	10 25%
EVERY FEW WEEKS OR EVERY FEW MONTHS	28 71%	**	**	**	**	**	**	**	**	28 71%	**	**	**	**	24 69%	**	28 71%
Less often than every few months, but more than once	6 16%	**	**	**	**	**	**	**	**	6 16%	**	**	**	**	6 17%	**	6 16%
Have talked to them once, and not since then	4 11%	**	**	**	**	**	**	**	**	4 11%	**	**	**	**	4 11%	**	4 11%
Don't know	1 2%	**	**	**	**	**	**	**	**	1 2%	**	**	**	**	1 2%	**	1 2%

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

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

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

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

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		~a	~b	~c	~d	e
Unweighted total	166	64	28	42	32	166
Effective Weighted Sample	90	60	26	42	32	90
Total	39	31	4	3	1	39
At least every few weeks	18 45%	**	**	**	**	18 45%
At least every few months	10 25%	**	**	**	**	10 25%
EVERY FEW WEEKS OR EVERY FEW MONTHS	28 71%	**	**	**	**	28 71%
Less often than every few months, but more than once	6 16%	**	**	**	**	6 16%
Have talked to them once, and not since then	4 11%	**	**	**	**	4 11%
Don't know	1 2%	**	**	**	**	1 2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 52

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
At least every few weeks	18 13%	9 12%	9 13%	3 9%	6 13%	5 20%	4 10%	9 11%	9 14%	18 13%	13 11%	2 11%	3 33%	* 9%	15 12%	3 13%	18 13%
At least every few months	10 7%	6 8%	4 5%	2 8%	6 11% eh	* 1%	2 5%	8 10% eh	2 3%	10 7%	9 8%	1 6%	* 1%	* 7%	9 7%	1 7%	10 7%
EVERY FEW WEEKS OR EVERY FEW MONTHS	28 20%	15 21%	13 18%	5 17%	12 24%	6 21%	5 15%	17 21%	11 18%	28 20%	22 19%	3 17%	3 34%	1 16%	24 19%	4 20%	28 20%
Less often than every few months, but more than once	6 5%	4 5%	3 4%	1 3%	2 4%	2 8%	1 4%	3 4%	3 6%	6 5%	5 4%	1 7%	* 2%	* 3%	6 5%	1 3%	6 5%
Have talked to them once, and not since then	4 3%	2 3%	2 3%	2 7% d	1 1%	1 2%	1 3%	3 3%	1 2%	4 3%	3 3%	* 3%	* 1%	* 5%	4 3%	* 1%	4 3%
Don't know	1 1%	* *%	1 1%	- -%	* 1%	* 1%	* *%	* *%	* 1%	1 1%	1 1%	* 1%	- -%	* 3%	1 1%	* *%	1 1%
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	102 72%	51 71%	52 74%	22 73%	36 70%	18 67%	27 78%	57 71%	45 74%	102 72%	84 73%	10 72%	5 64%	2 73%	87 72%	15 75%	102 72%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
At least every few weeks	18 13%	13 11%	2 11%	3 33%	* 9%	18 13%
				abde		
At least every few months	10 7%	9 8%	1 6%	* 1%	* 7%	10 7%
		c	c		c	c
EVERY FEW WEEKS OR EVERY FEW MONTHS	28 20%	22 19%	3 17%	3 34%	1 16%	28 20%
				abde		
Less often than every few months, but more than once	6 5%	5 4%	1 7%	* 2%	* 3%	6 5%
Have talked to them once, and not since then	4 3%	3 3%	* 3%	* 1%	* 5%	4 3%
Don't know	1 1%	1 1%	* 1%	- -%	* 3%	1 1%
				e		
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	102 72%	84 73%	10 72%	5 64%	2 73%	102 72%

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

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

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

Base : Parents whose child uses a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	~d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	278	136	142	56	62	39	121	118	160	278	140	33	67	38	232	46	278
Effective Weighted Sample	174	89	85	40	41	24	72	81	95	174	131	27	65	32	149	25	174
Total	72	37	35	17	19	10	26	36	36	72	61	5	5	1	61	12	72
Yes	1 1%	* 1%	1 2%	**	**	**	* %	1 2%	* 1%	1 1%	1 1%	**	**	**	1 1%	**	1 1%
No	71 99%	37 99%	34 98%	**	**	**	26 100%	35 98%	36 99%	71 99%	61 99%	**	**	**	60 99%	**	71 99%

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

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

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

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	8	-	8	1	1	-	6	2	6	8	2	1	3	2	8	-	8
Effective Weighted Sample	4	-	4	1	1	-	3	2	3	4	2	1	3	2	4	-	4
Total	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : Parents whose child uses a tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	615	292	323	117	189	118	191	306	309	615	297	110	93	115	513	102	615
Effective Weighted Sample	379	179	200	77	123	69	112	200	180	379	277	90	88	101	328	52	379
Total	159	78	82	33	56	29	42	89	71	159	132	16	7	4	134	25	159
Yes	15 9%	7 8%	8 10%	1 4%	4 7%	2 6%	8 18%	5 6%	10 13%	15 9%	12 9%	2 10%	**	1 17%	12 9%	2 10%	15 9%
							cdegi		cg					jnp			
No	144 91%	71 91%	73 90%	31 96%	52 93%	27 94%	34 82%	83 94%	61 86%	144 91%	120 91%	15 90%	**	3 83%	122 91%	23 90%	144 91%
				fh	f	f		fh		f	m				m		m
Don't know	* *%	* *%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	**	* 1%	- -%	* *%	* *%

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

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

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

Base : Parents of children with their own tablet

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	231	108	123	46	67	41	77	113	118	231	108	47	32	44	188	43	231
Effective Weighted Sample	139	67	73	32	43	21	44	75	65	139	101	39	30	44	119	21	139
Total	61	31	30	15	19	8	18	35	26	61	50	7	2	1	50	10	61
Yes	9 15%	5 15%	4 15%	**	**	**	**	2 6%	7 27%	9 15%	8 15%	**	**	**	7 15%	**	9 15%
No	51 85%	26 85%	25 85%	**	**	**	**	32 94%	19 73%	51 85%	43 85%	**	**	**	43 85%	**	51 85%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 57

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	74 57%	38 57%	36 56%	18 64%	25 51%	18 70%	13 47%	43 56%	31 58%	74 57%	60 56%	7 54%	5 72%	1 40%	64 57%	10 53%	74 57%
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)	73 56%	39 58%	35 54%	16 58%	26 54%	16 62%	15 53%	43 55%	31 57%	73 56%	60 56%	8 59%	4 58%	1 37%	62 56%	12 59%	73 56%
AWARE OF EITHER OF THESE CONTENT FILTERS	93 71%	48 71%	46 71%	22 76%	34 69%	20 81%	18 63%	55 71%	38 71%	93 71%	76 71%	10 72%	6 82%	2 55%	79 71%	14 72%	93 71%
PIN/ Password required to enter websites unless already approved	84 64%	40 61%	44 68%	22 79%	30 61%	16 62%	16 57%	52 67%	32 60%	84 64%	69 64%	9 66%	4 61%	2 62%	73 66%	11 57%	84 64%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	60 46%	31 46%	29 46%	14 50%	22 45%	11 45%	13 45%	36 46%	24 45%	60 46%	50 46%	5 40%	4 51%	1 37%	53 48%	7 35%	60 46%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
YouTube restricted mode enabled to filter inappropriate content	58 44%	30 45%	28 43%	13 46%	23 46%	11 44%	11 39%	36 46%	22 42%	58 44%	48 45%	6 44%	3 44%	1 36%	49 44%	9 44%	58 44%
Safe search enabled on search engine websites - e.g. Google	49 38%	25 37%	24 38%	12 42%	16 33%	11 42%	11 38%	28 36%	21 40%	49 38%	41 38%	4 33%	3 41%	1 21%	42 38%	7 35%	49 38%
AWARE OF ANY OF THE ABOVE 6 TOOLS OR CONTROLS	111 84%	54 81%	56 88%	26 91%	41 84%	22 87%	22 77%	67 87%	44 81%	111 84%	90 84%	11 85%	7 90%	3 88%	93 83%	18 90%	111 84%
Change the settings on your child's phone or tablet to stop any in-app purchases	57 43%	28 43%	28 44%	14 49%	20 41%	10 40%	13 45%	34 44%	23 43%	57 43%	46 43%	6 46%	4 52%	1 29%	49 44%	7 38%	57 43%
Change the settings on your child's phone or tablet to stop any apps being downloaded	55 42%	28 42%	27 42%	14 49%	20 41%	9 35%	13 44%	34 44%	21 40%	55 42%	45 42%	6 41%	4 54%	1 24%	49 44%	6 30%	55 42%
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	54 41%	27 41%	26 41%	14 48%	19 39%	10 40%	11 38%	33 42%	21 39%	54 41%	45 42%	5 34%	3 47%	1 25%	46 41%	7 38%	54 41%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
AWARE OF ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	71 54%	36 54%	35 55%	17 61%	25 51%	13 54%	16 55%	42 55%	29 54%	71 54%	58 m	7 54%	4 61%	1 41%	62 56%	9 48%	71 54%
AWARE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	112 86%	56 83%	57 89%	26 91%	41 85%	22 89%	23 80%	67 87%	45 84%	112 86%	91 85%	12 86%	7 91%	3 89%	95 85%	18 90%	112 86%
None of these	18 13%	10 16%	7 11%	2 8%	7 15%	3 11%	5 18%	10 13%	8 15%	18 13%	16 m	1 7%	1 9%	* 7%	16 14%	2 8%	18 13%
Don't know	1 1%	1 1%	* *%	* 2%	* *%	- -%	* 2%	1 1%	* 1%	1 1%	- -%	1 6%	- -%	* 3%	1 1%	* 1%	1 1%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG-LAND	SCOT-LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	74 57%	60 56% d	7 54% d	5 72% abde	1 40%	74 57% d
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)	73 56%	60 56% d	8 59% d	4 58% d	1 37%	73 56% d
AWARE OF EITHER OF THESE CONTENT FILTERS	93 71%	76 71% d	10 72% d	6 82% ade	2 55%	93 71% d
PIN/ Password required to enter websites unless already approved	84 64%	69 64%	9 66%	4 61%	2 62%	84 64%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	60 46%	50 46%	5 40%	4 51% d	1 37%	60 46%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
YouTube restricted mode enabled to filter inappropriate content	58 44%	48 45%	6 44%	3 44%	1 36%	58 44%
Safe search enabled on search engine websites - e.g. Google	49 38%	41 38%	4 33%	3 41%	1 21%	49 38%
		d	d	d		d
AWARE OF ANY OF THE ABOVE 6 TOOLS OR CONTROLS	111 84%	90 84%	11 85%	7 90%	3 88%	111 84%
Change the settings on your child's phone or tablet to stop any in-app purchases	57 43%	46 43%	6 46%	4 52%	1 29%	57 43%
		d	d	d		d
Change the settings on your child's phone or tablet to stop any apps being downloaded	55 42%	45 42%	6 41%	4 54%	1 24%	55 42%
		d	d	de		d
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	54 41%	45 42%	5 34%	3 47%	1 25%	54 41%
		d		d		d

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
AWARE OF ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	71 54%	58 54%	7 54%	4 61%	1 41%	71 54%
		d		d		d
AWARE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	112 86%	91 85%	12 86%	7 91%	3 89%	112 86%
None of these	18 13%	16 15%	1 7%	1 9%	* 7%	18 13%
		d				
Don't know	1 1%	- -%	1 6%	- -%	* 3%	1 1%
			ace		ae	

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
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)	37 28%	19 28%	18 28%	9 32%	15 31%	5 21%	8 26%	24 31%	13 24%	37 28%	32 30%	3 19%	2 27%	* 15%	30 27%	7 34%	37 28%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	32 25%	17 26%	15 24%	8 30%	13 26%	6 25%	5 17%	21 28%	11 21%	32 25%	28 26%	2 16%	2 33%	* 11%	27 24%	6 28%	32 25%
USE EITHER OF THESE CONTENT FILTERS	50 38%	26 39%	24 37%	12 41%	21 43%	8 34%	9 31%	33 43%	17 32%	50 38%	44 41%	3 23%	3 38%	1 19%	41 37%	9 48%	50 38%
PIN/ Password required to enter websites unless already approved	54 41%	25 37%	29 46%	15 54%	21 43%	8 33%	9 33%	36 47%	18 33%	54 41%	46 43%	4 28%	3 43%	1 28%	47 42%	7 38%	54 41%
YouTube restricted mode enabled to filter inappropriate content	31 24%	15 22%	16 26%	6 20%	16 32%	5 20%	5 17%	21 28%	10 18%	31 24%	26 25%	3 19%	2 26%	* 12%	26 24%	5 26%	31 24%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	24 19%	13 19%	11 18%	6 23%	10 20%	5 18%	3 12%	16 21%	8 15%	24 19%	21 20%	1 7%	2 22%	* 10%	22 20%	2 10%	24 19%
Safe search enabled on search engine websites - e.g. Google	13 10%	5 8%	8 12%	2 8%	4 8%	4 15%	3 10%	6 8%	6 12%	13 10%	9 9%	1 11%	2 25%	* 5%	11 10%	2 9%	13 10%
USE ANY OF THE ABOVE 6 TOOLS OR CONTROLS	84 64%	40 60%	43 68%	21 73%	34 70%	14 56%	15 52%	55 71%	29 54%	84 64%	73 68%	5 40%	4 58%	1 45%	70 63%	14 69%	84 64%
Change the settings on your child's phone or tablet to stop any apps being downloaded	22 17%	11 17%	11 17%	4 13%	10 21%	4 15%	4 15%	14 18%	8 15%	22 17%	18 17%	2 12%	2 30%	* 7%	19 17%	3 15%	22 17%
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	21 16%	11 16%	10 16%	6 20%	9 18%	3 11%	3 12%	15 19%	6 12%	21 16%	18 17%	1 6%	2 26%	* 5%	18 17%	2 12%	21 16%
Change the settings on your child's phone or tablet to stop any in-app purchases	20 15%	9 14%	10 16%	4 12%	9 18%	3 13%	4 14%	12 16%	7 14%	20 15%	15 14%	2 16%	2 27%	* 4%	17 15%	3 15%	20 15%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
USE ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	33 25%	16 25%	16 25%	7 24%	13 28%	6 23%	7 23%	20 26%	12 23%	33 25%	27 m	2 17%	3 35%	* 11%	29 m	4 20%	33 25%
USE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	87 66%	43 64%	44 69%	21 73%	35 72%	15 59%	16 57%	56 72%	31 58%	87 66%	75 km	6 45%	4 59%	1 47%	73 km	14 km	87 66%
Do not use any of these tools or controls	24 19%	12 18%	12 19%	5 18%	6 13%	7 26%	7 23%	11 15%	13 24%	24 19%	16 15%	5 39%	2 32%	1 42%	21 19%	3 17%	24 19%
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	18 13%	10 16%	7 11%	2 8%	7 15%	3 11%	5 18%	10 13%	8 15%	18 13%	16 m	1 7%	1 9%	* 7%	16 14%	2 8%	18 13%
Don't know	2 1%	2 2%	* *%	* 2%	* *%	1 3%	1 2%	1 1%	1 3%	2 1%	1 1%	1 8%	- -%	* 4%	1 1%	1 5%	2 1%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
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)	37 28%	32 30% d	3 19%	2 27% d	* 15%	37 28% d
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	32 25%	28 26% d	2 16%	2 33% bd	* 11%	32 25% d
USE EITHER OF THESE CONTENT FILTERS	50 38%	44 41% bd	3 23%	3 38% bd	1 19%	50 38% bd
PIN/ Password required to enter websites unless already approved	54 41%	46 43% bd	4 28%	3 43% bd	1 28%	54 41% bd
YouTube restricted mode enabled to filter inappropriate content	31 24%	26 25% d	3 19%	2 26% d	* 12%	31 24% d

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	24 19%	21 20% bd	1 7%	2 22% bd	* 10%	24 19% bd
Safe search enabled on search engine websites - e.g. Google	13 10%	9 9%	1 11%	2 25% abde	* 5%	13 10%
USE ANY OF THE ABOVE 6 TOOLS OR CONTROLS	84 64%	73 68% bd	5 40%	4 58% bd	1 45%	84 64% bd
Change the settings on your child's phone or tablet to stop any apps being downloaded	22 17%	18 17% d	2 12%	2 30% abde	* 7%	22 17% d
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	21 16%	18 17% bd	1 6%	2 26% bde	* 5%	21 16% bd
Change the settings on your child's phone or tablet to stop any in-app purchases	20 15%	15 14% d	2 16% d	2 27% ade	* 4%	20 15% d

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				ALL
		ENG-LAND	SCOT-LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
USE ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	33 25%	27 26% d	2 17%	3 35% bd	* 11%	33 25% d
USE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	87 66%	75 70% bd	6 45%	4 59%	1 47%	87 66% bd
Do not use any of these tools or controls	24 19%	16 15%	5 39% ae	2 32% ae	1 42% ae	24 19%
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	18 13%	16 15% d	1 7%	1 9%	* 7%	18 13%
Don't know	2 1%	1 1%	1 8% ace	- -%	* 4% ac	2 1%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 59

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
AWARE AND USE	37 28%	19 28%	18 28%	9 32%	15 31%	5 21%	8 26%	24 31%	13 24%	37 28%	32 30% m	3 19%	2 27% m	* 15%	30 27% m	7 34% m	37 28% m
AWARE AND STOPPED USING	3 2%	1 1%	2 3%	* 2%	1 3%	1 4% f	- -%	2 2%	1 2%	3 2%	3 3%	- -%	- -%	* 1%	2 2%	1 6%	3 2%
AWARE BUT NEVER USED	34 26%	19 28%	15 23%	7 24%	10 20%	9 36% dg	8 27%	17 22%	17 31% d	34 26%	25 24%	5 39% jmnop	2 31%	1 21%	30 27%	4 19%	34 26%
TOTAL AWARE	73 56%	39 58%	35 54%	16 58%	26 54%	16 62%	15 53%	43 55%	31 57%	73 56%	60 56% m	8 59% m	4 58% m	1 37%	62 56% m	12 59% m	73 56% m
TOTAL NOT AWARE	57 44%	28 42%	29 46%	12 42%	22 46%	10 38%	13 47%	35 45%	23 43%	57 44%	47 44%	6 41%	3 42%	2 63% jknop	49 44%	8 41%	57 44%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
AWARE AND USE	37	32	3	2	*	37
	28%	30%	19%	27%	15%	28%
		d		d		d
AWARE AND STOPPED USING	3	3	-	-	*	3
	2%	3%	-%	-%	1%	2%
AWARE BUT NEVER USED	34	25	5	2	1	34
	26%	24%	39%	31%	21%	26%
			ade			
TOTAL AWARE	73	60	8	4	1	73
	56%	56%	59%	58%	37%	56%
		d	d	d		d
TOTAL NOT AWARE	57	47	6	3	2	57
	44%	44%	41%	42%	63%	44%
				abce		

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 60

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

QP31B/ QP32B/ QP33B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
AWARE AND USE	32 25%	17 26%	15 24%	8 30%	13 26%	6 25%	5 17%	21 28%	11 21%	32 25%	28 26%	2 16%	2 33%	* 11%	27 24%	6 28%	32 25%
AWARE AND STOPPED USING	1 1%	* *%	1 2%	1 2%	* *%	* *%	1 2%	1 1%	1 1%	1 1%	1 1%	* 1%	- -%	* 1%	1 1%	- -%	1 1%
AWARE BUT NEVER USED	40 31%	21 31%	20 31%	9 32%	12 24%	11 45%	8 27%	21 27%	19 36%	40 31%	31 29%	5 38%	3 39%	1 29%	35 32%	5 25%	40 31%
TOTAL AWARE	74 57%	38 57%	36 56%	18 64%	25 51%	18 70%	13 47%	43 56%	31 58%	74 57%	60 56%	7 54%	5 72%	1 40%	64 57%	10 53%	74 57%
TOTAL NOT AWARE	57 43%	29 43%	28 44%	10 36%	24 49%	8 30%	15 53%	34 44%	23 42%	57 43%	47 44%	6 46%	2 28%	2 60%	48 43%	9 47%	57 43%

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

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

QP31B/ QP32B/ QP33B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				ALL
		ENG-LAND	SCOT-LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
AWARE AND USE	32 25%	28 26%	2 16%	2 33%	* 11%	32 25%
		d		bd		d
AWARE AND STOPPED USING	1 1%	1 1%	* 1%	- -%	* 1%	1 1%
AWARE BUT NEVER USED	40 31%	31 29%	5 38%	3 39%	1 29%	40 31%
TOTAL AWARE	74 57%	60 56%	7 54%	5 72%	1 40%	74 57%
		d	d	abde		d
TOTAL NOT AWARE	57 43%	47 44%	6 46%	2 28%	2 60%	57 43%
		c	c		abce	c

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
AWARE AND USE	24 19%	13 19%	11 18%	6 23%	10 20%	5 18%	3 12%	16 21%	8 15%	24 19%	21 20%	1 7%	2 22%	* 10%	22 20%	2 10%	24 19%
AWARE BUT DO NOT USE	36 27%	18 27%	18 28%	8 27%	12 24%	7 26%	9 33%	19 25%	16 30%	36 27%	28 26%	4 32%	2 29%	1 26%	31 27%	5 25%	36 27%
TOTAL AWARE	60 46%	31 46%	29 46%	14 50%	22 45%	11 45%	13 45%	36 46%	24 45%	60 46%	50 46%	5 40%	4 51%	1 37%	53 48%	7 35%	60 46%
TOTAL NOT AWARE	71 54%	36 54%	35 54%	14 50%	27 55%	14 55%	16 55%	41 54%	30 55%	71 54%	57 54%	8 60%	4 49%	2 63%	58 52%	13 65%	71 54%

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

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

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

Base : Parents with broadband at home whose child goes online

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
AWARE AND USE	24 19%	21 20% bd	1 7%	2 22% bd	* 10%	24 19% bd
AWARE BUT DO NOT USE	36 27%	28 26%	4 32%	2 29%	1 26%	36 27%
TOTAL AWARE	60 46%	50 46%	5 40%	4 51% d	1 37%	60 46%
TOTAL NOT AWARE	71 54%	57 54%	8 60%	4 49%	2 63% c	71 54%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 62

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
AWARE AND USE	54	25	29	15	21	8	9	36	18	54	46	4	3	1	47	7	54
	41%	37%	46%	54%	43%	33%	33%	47%	33%	41%	43%	28%	43%	28%	42%	38%	41%
				efh				fh			km		km		km		km
AWARE BUT DO NOT USE	30	16	14	7	9	7	7	16	14	30	22	5	1	1	26	4	30
	23%	23%	22%	25%	18%	29%	24%	20%	26%	23%	21%	38%	18%	34%	23%	19%	23%
											jlnop			jlnp			
TOTAL AWARE	84	40	44	22	30	16	16	52	32	84	69	9	4	2	73	11	84
	64%	61%	68%	79%	61%	62%	57%	67%	60%	64%	64%	66%	61%	62%	66%	57%	64%
				defhi													
TOTAL NOT AWARE	47	26	20	6	19	9	12	25	22	47	38	4	3	1	38	8	47
	36%	39%	32%	21%	39%	38%	43%	33%	40%	36%	36%	34%	39%	38%	34%	43%	36%
				c	c	c	c	c	c	c	c						

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
AWARE AND USE	54 41%	46 43% bd	4 28%	3 43% bd	1 28%	54 41% bd
AWARE BUT DO NOT USE	30 23%	22 21%	5 38% ace	1 18%	1 34% ace	30 23%
TOTAL AWARE	84 64%	69 64%	9 66%	4 61%	2 62%	84 64%
TOTAL NOT AWARE	47 36%	38 36%	4 34%	3 39%	1 38%	47 36%

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

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
AWARE AND USE	13 10%	5 8%	8 12%	2 8%	4 8%	4 15%	3 10%	6 8%	6 12%	13 10%	9 9%	1 11%	2 25%	* 5%	11 10%	2 9%	13 10%
AWARE BUT DO NOT USE	36 28%	20 29%	17 26%	10 33%	12 24%	7 27%	8 28%	21 28%	15 28%	36 28%	32 30%	3 22%	1 16%	1 17%	31 28%	5 27%	36 28%
TOTAL AWARE	49 38%	25 37%	24 38%	12 42%	16 33%	11 42%	11 38%	28 36%	21 40%	49 38%	41 38%	4 33%	3 41%	1 21%	42 38%	7 35%	49 38%
TOTAL NOT AWARE	82 62%	42 63%	40 62%	17 58%	33 67%	15 58%	18 62%	49 64%	32 60%	82 62%	66 62%	9 67%	4 59%	2 79%	69 62%	13 65%	82 62%

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

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

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

Base : Parents with broadband at home whose child goes online

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
AWARE AND USE	13 10%	9 9%	1 11%	2 25%	* 5%	13 10%
				abde		
AWARE BUT DO NOT USE	36 28%	32 30%	3 22%	1 16%	1 17%	36 28%
		cd				cd
TOTAL AWARE	49 38%	41 38%	4 33%	3 41%	1 21%	49 38%
		d	d	d		d
TOTAL NOT AWARE	82 62%	66 62%	9 67%	4 59%	2 79%	82 62%
				abce		

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 64

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

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	556	271	285	105	176	111	164	281	275	556	239	100	102	115	456	100	556
Effective Weighted Sample	316	155	162	67	107	59	87	174	144	316	223	91	101	115	273	43	316
Total	131	67	64	28	49	25	29	77	54	131	107	13	7	3	111	20	131
AWARE AND USE	31 24%	15 22%	16 26%	6 20%	16 32%	5 20%	5 17%	21 28%	10 18%	31 24%	26 25%	3 19%	2 26%	* 12%	26 24%	5 26%	31 24%
AWARE BUT DO NOT USE	27 20%	15 23%	11 18%	7 26%	7 14%	6 24%	6 22%	14 19%	12 23%	27 20%	21 20%	3 25%	1 18%	1 24%	23 21%	4 18%	27 20%
TOTAL AWARE	58 44%	30 45%	28 43%	13 46%	23 46%	11 44%	11 39%	36 46%	22 42%	58 44%	48 45%	6 44%	3 44%	1 36%	49 44%	9 44%	58 44%
TOTAL NOT AWARE	73 56%	37 55%	36 57%	15 54%	26 54%	14 56%	18 61%	41 54%	31 58%	73 56%	59 55%	7 56%	4 56%	2 64%	62 56%	11 56%	73 56%

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

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

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

Base : Parents with broadband at home whose child goes online

	INTERNET USER AGED 3-4					ALL
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	556	239	100	102	115	556
Effective Weighted Sample	316	223	91	101	115	316
Total	131	107	13	7	3	131
AWARE AND USE	31 24%	26 25% d	3 19%	2 26% d	* 12%	31 24% d
AWARE BUT DO NOT USE	27 20%	21 20%	3 25%	1 18%	1 24%	27 20%
TOTAL AWARE	58 44%	48 45%	6 44%	3 44%	1 36%	58 44%
TOTAL NOT AWARE	73 56%	59 55%	7 56%	4 56%	2 64%	73 56%

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

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

QP31G/ QP32G SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	615	292	323	117	189	118	191	306	309	615	297	110	93	115	513	102	615
Effective Weighted Sample	379	179	200	77	123	69	112	200	180	379	277	90	88	101	328	52	379
Total	159	78	82	33	56	29	42	89	71	159	132	16	7	4	134	25	159
AWARE AND USE	26 16%	13 17%	13 16%	5 15%	10 17%	4 13%	8 19%	15 16%	12 16%	26 16%	22 m	2 11%	**	*	22 m	4 15%	26 16%
AWARE BUT DO NOT USE	45 29%	20 25%	26 32%	12 38% e	15 26%	6 21%	12 29%	27 31%	18 26%	45 29%	38 29%	5 33% m	**	1 19%	40 30% m	5 20%	45 29% m
TOTAL AWARE	71 45%	33 42%	39 47%	17 53% e	24 44%	10 34%	20 48%	42 47%	30 42%	71 45%	59 m	7 44% m	**	1 25%	63 47% m	9 35%	71 45% m
TOTAL NOT AWARE	88 55%	45 58%	43 53%	15 47%	31 56%	19 66% c	22 52%	47 53%	41 58%	88 55%	73 55%	9 56%	**	3 75% jknp	71 53%	16 65%	88 55%

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

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

QP31G/ QP32G SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents whose child uses a smartphone or tablet computer

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	~c	d	e
Unweighted total	615	209	100	89	101	499
Effective Weighted Sample	379	195	91	88	101	282
Total	159	96	13	6	3	118
AWARE AND USE	26 16%	18 18%	2 12%	**	*	21 18%
		d				d
AWARE BUT DO NOT USE	45 29%	25 26%	4 29%	**	*	31 26%
				**	18%	
TOTAL AWARE	71 45%	43 45%	5 40%	**	1 27%	52 44%
		d	d			d
TOTAL NOT AWARE	88 55%	53 55%	8 60%	**	2 73%	66 56%
				**		
				abe		

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

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

QP31H/ QP32H SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	615	292	323	117	189	118	191	306	309	615	297	110	93	115	513	102	615
Effective Weighted Sample	379	179	200	77	123	69	112	200	180	379	277	90	88	101	328	52	379
Total	159	78	82	33	56	29	42	89	71	159	132	16	7	4	134	25	159
AWARE AND USE	23 15%	11 15%	12 15%	4 13%	8 15%	4 13%	7 17%	13 14%	11 15%	23 15%	19 14%	2 14%	** **	* 5%	19 14%	4 17%	23 15%
AWARE BUT DO NOT USE	48 30%	20 26%	28 34%	12 38%	15 28%	7 25%	13 31%	28 31%	20 28%	48 30%	40 30%	6 35%	** **	1 21%	42 31%	6 23%	48 30%
TOTAL AWARE	71 45%	32 41%	40 49%	17 51%	24 42%	11 39%	20 47%	40 46%	31 44%	71 45%	58 44%	8 49%	** **	1 25%	61 45%	10 41%	71 45%
TOTAL NOT AWARE	88 55%	46 59%	42 51%	16 49%	32 58%	18 61%	22 53%	48 54%	40 56%	88 55%	74 56%	8 51%	** **	3 75%	73 55%	15 59%	88 55%

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

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

QP31H/ QP32H SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	~c	d	e
Unweighted total	615	209	100	89	101	499
Effective Weighted Sample	379	195	91	88	101	282
Total	159	96	13	6	3	118
AWARE AND USE	23 15%	15 15%	2 15%	**	*	19 16%
		d	d			d
AWARE BUT DO NOT USE	48 30%	27 29%	4 30%	**	1 28%	33 28%
TOTAL AWARE	71 45%	42 44%	6 45%	**	1 33%	52 44%
TOTAL NOT AWARE	88 55%	54 56%	7 55%	**	2 67%	66 56%

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

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

QP31I/ QP32I SUMMARY OF AWARENESS AND USE - Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	615	292	323	117	189	118	191	306	309	615	297	110	93	115	513	102	615
Effective Weighted Sample	379	179	200	77	123	69	112	200	180	379	277	90	88	101	328	52	379
Total	159	78	82	33	56	29	42	89	71	159	132	16	7	4	134	25	159
AWARE AND USE	24 15%	13 17%	11 13%	7 20% e	8 15%	2 8%	7 16%	15 17%	9 13%	24 15%	22 16% km	1 4%	**	* 4%	21 16% km	3 13%	24 15% km
AWARE BUT DO NOT USE	45 28%	20 26%	25 30%	11 33%	15 27%	9 30%	10 24%	26 29%	19 26%	45 28%	37 28% m	5 33% m	**	1 16%	37 28% m	8 32% m	45 28% m
TOTAL AWARE	69 43%	33 43%	36 44%	17 53% h	24 43%	11 38%	17 41%	41 47%	28 39%	69 43%	59 45% m	6 37% m	**	1 20%	58 43% m	11 44% m	69 43% m
TOTAL NOT AWARE	90 57%	44 57%	46 56%	15 47%	32 57%	18 62%	25 59%	47 53%	43 61% c	90 57%	73 55%	10 63%	**	3 80% jknop	76 57%	14 56%	90 57%

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

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

QP31I/ QP32I SUMMARY OF AWARENESS AND USE - Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device

Base : Parents whose child uses a smartphone or tablet computer

	INTERNET USER AGED 3-4					ALL
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	~c	d	e
Unweighted total	615	209	100	89	101	499
Effective Weighted Sample	379	195	91	88	101	282
Total	159	96	13	6	3	118
AWARE AND USE	24 15%	17 18% bd	1 5%	**	*	20 17% bd
AWARE BUT DO NOT USE	45 28%	24 26%	4 29%	**	1 21%	30 26%
TOTAL AWARE	69 43%	42 44% d	4 34%	**	1 26%	50 42% d
TOTAL NOT AWARE	90 57%	54 56%	9 66%	**	2 74% ae	68 58%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 68

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

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

Base : Parents with broadband at home whose child goes online that use the tool 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all the devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	129	58	71	29	47	21	32	76	53	129	67	17	28	17	106	23	129
Effective Weighted Sample	81	39	43	20	30	12	20	49	32	81	63	15	28	17	67	14	81
Total	37	19	18	9	15	5	8	24	13	37	32	3	2	*	30	7	37
DO YOU FIND THIS TOOL USEFUL?																	
Yes	35 94%	**	**	**	**	**	**	**	**	35 94%	**	**	**	**	28 93%	**	35 94%
No	1 4%	**	**	**	**	**	**	**	**	1 4%	**	**	**	**	1 4%	**	1 4%
Don't know	1 2%	**	**	**	**	**	**	**	**	1 2%	**	**	**	**	1 2%	**	1 2%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?																	
Too much	1 3%	**	**	**	**	**	**	**	**	1 3%	**	**	**	**	1 4%	**	1 3%
Too little	5 13%	**	**	**	**	**	**	**	**	5 13%	**	**	**	**	3 11%	**	5 13%
The right amount	29 78%	**	**	**	**	**	**	**	**	29 78%	**	**	**	**	24 80%	**	29 78%
Don't know	2 6%	**	**	**	**	**	**	**	**	2 6%	**	**	**	**	1 5%	**	2 6%
CAN YOUR CHILD GET AROUND THIS TOOL?																	
Yes	1 2%	**	**	**	**	**	**	**	**	1 2%	**	**	**	**	* 1%	**	1 2%
No	35 96%	**	**	**	**	**	**	**	**	35 96%	**	**	**	**	29 97%	**	35 96%
Don't know	1 2%	**	**	**	**	**	**	**	**	1 2%	**	**	**	**	1 2%	**	1 2%

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

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

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

Base : Parents with broadband at home whose child goes online that use the tool 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all the devices using your home broadband service (also known as home network filtering)'

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	e
Unweighted total	129	67	17	28	17	129
Effective Weighted Sample	81	63	15	28	17	81
Total	37	32	3	2	*	37
DO YOU FIND THIS TOOL USEFUL?						
Yes	35 94%	**	**	**	**	35 94%
No	1 4%	**	**	**	**	1 4%
Don't know	1 2%	**	**	**	**	1 2%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?						
Too much	1 3%	**	**	**	**	1 3%
Too little	5 13%	**	**	**	**	5 13%
The right amount	29 78%	**	**	**	**	29 78%
Don't know	2 6%	**	**	**	**	2 6%
CAN YOUR CHILD GET AROUND THIS TOOL?						
Yes	1 2%	**	**	**	**	1 2%
No	35 96%	**	**	**	**	35 96%
Don't know	1 2%	**	**	**	**	1 2%

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

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

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that use the tool 'Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)'

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	121	58	63	28	40	22	31	68	53	121	60	15	34	12	100	21	121
Effective Weighted Sample	75	38	37	19	26	15	19	45	32	75	56	14	34	12	63	12	75
Total	32	17	15	8	13	6	5	21	11	32	28	2	2	*	27	6	32
DO YOU FIND THIS TOOL USEFUL?																	
Yes	31 95%	**	**	**	**	**	**	**	**	31 95%	**	**	**	**	26 96%	**	31 95%
No	* 1%	**	**	**	**	**	**	**	**	* 1%	**	**	**	**	* 1%	**	* 1%
Don't know	1 4%	**	**	**	**	**	**	**	**	1 4%	**	**	**	**	1 3%	**	1 4%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?																	
Too much	* 1%	**	**	**	**	**	**	**	**	* 1%	**	**	**	**	* 2%	**	* 1%
Too little	2 6%	**	**	**	**	**	**	**	**	2 6%	**	**	**	**	1 5%	**	2 6%
The right amount	28 86%	**	**	**	**	**	**	**	**	28 86%	**	**	**	**	23 88%	**	28 86%
Don't know	2 7%	**	**	**	**	**	**	**	**	2 7%	**	**	**	**	2 6%	**	2 7%
CAN YOUR CHILD GET AROUND THIS TOOL?																	
No	32 98%	**	**	**	**	**	**	**	**	32 98%	**	**	**	**	26 97%	**	32 98%
Don't know	1 2%	**	**	**	**	**	**	**	**	1 2%	**	**	**	**	1 3%	**	1 2%

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

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

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that use the tool 'Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)'

	INTERNET USER AGED 3-4					ALL
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		~a	~b	~c	~d	e
Unweighted total	121	60	15	34	12	121
Effective Weighted Sample	75	56	14	34	12	75
Total	32	28	2	2	*	32
DO YOU FIND THIS TOOL USEFUL?						
Yes	31	**	**	**	**	31
	95%	**	**	**	**	95%
No	*	**	**	**	**	*
	1%	**	**	**	**	1%
Don't know	1	**	**	**	**	1
	4%	**	**	**	**	4%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?						
Too much	*	**	**	**	**	*
	1%	**	**	**	**	1%
Too little	2	**	**	**	**	2
	6%	**	**	**	**	6%
The right amount	28	**	**	**	**	28
	86%	**	**	**	**	86%
Don't know	2	**	**	**	**	2
	7%	**	**	**	**	7%
CAN YOUR CHILD GET AROUND THIS TOOL?						
No	32	**	**	**	**	32
	98%	**	**	**	**	98%
Don't know	1	**	**	**	**	1
	2%	**	**	**	**	2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 70

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

QP42A. (SHOWCARD) You said earlier you were aware of but don't use content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering). Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not use 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	160	83	77	32	41	42	45	73	87	160	63	42	30	25	134	26	160
Effective Weighted Sample	91	48	44	18	26	24	24	44	47	91	59	39	30	25	81	11	91
Total	37	20	17	7	11	10	8	19	18	37	28	5	2	1	32	5	37
Child is too young/ don't need to worry about this yet	23 63%	** **	** **	** **	** **	** **	** **	** **	** **	23 63%	** **	** **	** **	** **	20 62%	** **	23 63%
Child is always supervised/ always an adult present	15 40%	** **	** **	** **	** **	** **	** **	** **	** **	15 40%	** **	** **	** **	** **	12 39%	** **	15 40%
I prefer to use other ways like talking to my child/ supervising them / using rules	7 19%	** **	** **	** **	** **	** **	** **	** **	** **	7 19%	** **	** **	** **	** **	6 20%	** **	7 19%
They block too much/ get in the way	2 5%	** **	** **	** **	** **	** **	** **	** **	** **	2 5%	** **	** **	** **	** **	1 4%	** **	2 5%
Trust my child to be sensible/ responsible	1 2%	** **	** **	** **	** **	** **	** **	** **	** **	1 2%	** **	** **	** **	** **	1 2%	** **	1 2%
Don't know how to do this/ too complicated/ time consuming to install/ administer	1 2%	** **	** **	** **	** **	** **	** **	** **	** **	1 2%	** **	** **	** **	** **	1 2%	** **	1 2%
Child learns how to be safe on the internet at school	* 1%	** **	** **	** **	** **	** **	** **	** **	** **	* 1%	** **	** **	** **	** **	* *%	** **	* 1%
Other reasons	1 2%	** **	** **	** **	** **	** **	** **	** **	** **	1 2%	** **	** **	** **	** **	- -%	** **	1 2%
Don't know	1 2%	** **	** **	** **	** **	** **	** **	** **	** **	1 2%	** **	** **	** **	** **	* 1%	** **	1 2%

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

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

QP42A. (SHOWCARD) You said earlier you were aware of but don't use content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering). Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not use 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering)'

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	e
Unweighted total	160	63	42	30	25	160
Effective Weighted Sample	91	59	39	30	25	91
Total	37	28	5	2	1	37
Child is too young/ don't need to worry about this yet	23 63%	**	**	**	**	23 63%
Child is always supervised/ always an adult present	15 40%	**	**	**	**	15 40%
I prefer to use other ways like talking to my child/ supervising them / using rules	7 19%	**	**	**	**	7 19%
They block too much/ get in the way	2 5%	**	**	**	**	2 5%
Trust my child to be sensible/ responsible	1 2%	**	**	**	**	1 2%
Don't know how to do this/ too complicated/ time consuming to install/ administer	1 2%	**	**	**	**	1 2%
Child learns how to be safe on the internet at school	* 1%	**	**	**	**	* 1%
Other reasons	1 2%	**	**	**	**	1 2%
Don't know	1 2%	**	**	**	**	1 2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 71

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
SUPERVISE & TALK TO CHILD & TOOLS & RULES	18 12%	10 14%	8 11%	4 13%	9 17% fh	3 10%	2 7%	13 16% fh	5 8%	18 12%	14 12%	2 11%	2 26% jkmnop	* 7%	17 14%	1 5%	18 12%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	1 1%	* %	1 1%	1 2%	* %	* %	* 1%	1 1%	* 1%	1 1%	1 1%	* 1%	* 4% jnp	* 3% n	* %	1 4% n	1 1%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	6 4%	3 5%	3 4%	* 1%	2 5%	2 8%	1 3%	3 3%	3 5%	6 4%	5 4%	1 5%	* 2%	* 1%	5 4%	2 8% m	6 4%
SUPERVISE & TOOLS & RULES & NOT TALK	46 33%	22 31%	24 35%	13 44% efh	19 36% h	6 24%	9 25%	31 39% efh	15 25%	46 33%	41 36% kl	3 18%	2 18%	1 26%	38 31% kl	9 44% klm	46 33% kl
TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE	* %	- %	* 1%	- %	* 1%	- %	* %	* %	* %	* %	* %	- %	- %	* 1%	* %	- %	* %
SUPERVISE & TALK TO CHILD ONLY	2 1%	1 2%	* 1%	* %	* 1%	1 3%	1 2%	* %	2 3%	2 1%	2 1%	* 1%	* 2%	* 5% jnp	1 1%	1 3%	2 1%
SUPERVISE & TOOLS ONLY	19 14%	8 12%	11 16%	4 12%	6 13% f	6 22% f	3 10%	10 12%	9 15%	19 14%	17 15% l	1 8%	* 6%	* 8%	16 14% l	3 15%	19 14% l
SUPERVISE & RULES ONLY	30 21%	16 22%	14 20%	5 18%	8 16%	7 25%	10 28% dg	13 17% dg	16 27% dg	30 21%	21 19% jmnop	5 33% jmnop	3 33% jmnop	1 20%	26 22%	3 16%	30 21%
TALK TO CHILD & TOOLS ONLY	1 %	- %	1 1%	- %	- %	- %	1 2%	- %	1 1%	1 %	1 %	- %	- %	- %	1 %	- %	1 %
TOOLS & RULES ONLY	1 %	* %	* %	- %	* 1%	- %	* 1%	* %	* 1%	1 %	1 1%	- %	- %	- %	1 1%	- %	1 %

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 71

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
TECHNICAL MEDIATION/ TOOLS ONLY	1 1%	1 1%	* *%	1 2%	- -%	- -%	* 1%	1 1%	* 1%	1 1%	1 1%	- -%	- -%	- -%	1 1%	- -%	1 1%
PARENTAL SUPERVISION WHEN ONLINE ONLY	15 10%	8 12%	6 9%	2 7%	5 9%	2 8%	6 16%	7 8%	8 13%	15 10%	10 9%	3 19%	* 5%	1 28%	14 11%	1 4%	15 10%
RULES ONLY	* *%	* 1%	* *%	* 1%	* *%	- -%	* *%	* *%	* *%	* *%	- -%	* 3%	* 1%	- -%	* *%	- -%	* *%
NONE OF THESE	2 1%	1 1%	1 1%	* *%	* 1%	- -%	1 3%	1 1%	1 2%	2 1%	1 1%	* 3%	* 3%	* 2%	1 1%	* 2%	2 1%
ANY OF THE SIX TECHNICAL MEDIATION TOOLS	87 62%	42 58%	45 65%	22 73%	35 68%	15 57%	16 46%	56 70%	31 51%	87 62%	76 66%	5 37%	4 54%	1 44%	73 61%	14 68%	87 62%
ANY PARENTAL SUPERVISION WHEN ONLINE	137 97%	70 97%	67 96%	29 97%	50 97%	26 100%	32 93%	78 97%	58 96%	137 97%	112 97%	14 94%	8 96%	3 98%	117 96%	20 98%	137 97%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	101 72%	52 73%	49 71%	22 76%	39 76%	18 67%	22 65%	61 76%	40 65%	101 72%	83 72%	10 69%	7 80%	2 55%	87 71%	15 72%	101 72%
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	28 20%	15 21%	13 18%	5 17%	12 24%	6 21%	5 15%	17 21%	11 18%	28 20%	22 19%	3 17%	3 34%	1 16%	24 19%	4 20%	28 20%
ANY THREE	54 38%	26 36%	28 40%	14 47%	21 42%	8 32%	10 30%	35 44%	19 31%	54 38%	48 41%	3 23%	2 24%	1 30%	43 35%	11 55%	54 38%
ANY TWO	52 37%	26 36%	26 38%	9 30%	15 30%	13 50%	15 43%	24 30%	28 46%	52 37%	42 36%	6 41%	3 41%	1 33%	45 37%	7 34%	52 37%

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

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
ANY ONE	16 11%	9 13%	7 10%	3 10%	5 9%	2 8%	6 18%	8 10%	8 13%	16 11%	11 10%	3 22% jlnop	* 6%	1 28% jlnop	15 13%	1 4%	16 11%
AT LEAST THREE OUT OF FOUR	72 51%	36 50%	36 51%	18 60% efh	30 59% efh	11 42%	12 36%	48 60% efh	24 39%	72 51% fh	61 53% km	5 34%	4 50% km	1 37%	59 49% km	12 61% km	72 51% km

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

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
SUPERVISE & TALK TO CHILD & TOOLS & RULES	18 12%	14 12%	2 11%	2 26%	* 7%	18 12%
				abde		
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	1 1%	1 1%	* 1%	* 4%	* 3%	1 1%
				ae		
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	6 4%	5 4%	1 5%	* 2%	* 1%	6 4%
SUPERVISE & TOOLS & RULES & NOT TALK	46 33%	41 36%	3 18%	2 18%	1 26%	46 33%
		bc				bc
TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE	* *%	* *%	- -%	- -%	* 1%	* *%
SUPERVISE & TALK TO CHILD ONLY	2 1%	2 1%	* 1%	* 2%	* 5%	2 1%
				ae		
SUPERVISE & TOOLS ONLY	19 14%	17 15%	1 8%	* 6%	* 8%	19 14%
		c				c
SUPERVISE & RULES ONLY	30 21%	21 19%	5 33%	3 33%	1 20%	30 21%
			ade	ade		
TALK TO CHILD & TOOLS ONLY	1 *%	1 *%	- -%	- -%	- -%	1 *%
TOOLS & RULES ONLY	1 *%	1 1%	- -%	- -%	- -%	1 *%

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

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
TECHNICAL MEDIATION/ TOOLS ONLY	1 1%	1 1%	- -%	- -%	- -%	1 1%
PARENTAL SUPERVISION WHEN ONLINE ONLY	15 10%	10 9%	3 19% ace	* 5%	1 28% ace	15 10%
RULES ONLY	* *%	- -%	* 3% ae	* 1%	- -%	* *%
NONE OF THESE	2 1%	1 1%	* 3%	* 3%	* 2%	2 1%
ANY OF THE SIX TECHNICAL MEDIATION TOOLS	87 62%	76 66% bcd	5 37%	4 54% b	1 44%	87 62% bd
ANY PARENTAL SUPERVISION WHEN ONLINE	137 97%	112 97%	14 94%	8 96%	3 98%	137 97%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	101 72%	83 72% d	10 69% d	7 80% d	2 55%	101 72% d
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	28 20%	22 19%	3 17%	3 34% abde	1 16%	28 20%
ANY THREE	54 38%	48 41% bcd	3 23%	2 24%	1 30%	54 38% bc
ANY TWO	52 37%	42 36%	6 41%	3 41%	1 33%	52 37%

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

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	INTERNET USER AGED 3-4					ALL
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
ANY ONE	16	11	3	*	1	16
	11%	10%	22%	6%	28%	11%
			ace		ace	
AT LEAST THREE OUT OF FOUR	72	61	5	4	1	72
	51%	53%	34%	50%	37%	51%
		bd		bd		bd

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

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

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps – so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Yes	1 1%	* *%	1 2%	- -%	- -%	1 4%	* 1%	- -%	1 2%	1 1%	1 1%	* 1%	- -%	* 1%	1 1%	1 3%	1 1%
						dgi											
No	140 99%	72 100%	68 98%	30 100%	51 100%	25 96%	34 99%	80 100%	60 98%	140 99%	114 99%	14 99%	8 100%	3 99%	120 99%	19 97%	140 99%
					e			e		e							

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

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

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps – so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND d	
Significance Level: 95%						
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Yes	1 1%	1 1%	* 1%	- -%	* 1%	1 1%
No	140 99%	114 99%	14 99%	8 100%	3 99%	140 99%

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 73

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

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps – so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Yes	1 1%	* *%	1 1%	- -%	- -%	1 3%	* *%	- -%	1 1%	1 1%	1 1%	* 1%	- -%	* *%	1 *%	1 2%	1 1%
No	140 56%	72 57%	68 55%	30 62% fh	51 64% fhi	25 55%	34 44%	80 64% fhi	60 48%	140 56% fh	114 54%	14 64%	8 83%	3 63%	120 55%	19 60%	140 56%
CHILD DOES NOT GO ONLINE	109 43%	53 43%	55 44%	18 38%	28 36%	19 42%	43 56%	46 36%	63 51%	109 43% g	97 46% l	8 35% l	2 17%	2 37% l	96 44% l	12 38% l	109 43% l

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

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

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps – so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : All parents

	Total	INTERNET USER AGED 3-4				ALL
		ENG-LAND a	SCOT-LAND b	WALES c	N IRELAND d	
Significance Level: 95%						
Unweighted total	900	257	111	115	119	602
Effective Weighted Sample	595	240	102	114	119	343
Total	250	115	15	8	3	141
Yes	1 1%	1 1%	* 1%	- -%	* 1%	1 1%
No	140 56%	114 99%	14 99%	8 100%	3 99%	140 99%
CHILD DOES NOT GO ONLINE	109 43%	- -%	- -%	- -%	- -%	- -%

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

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

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

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	4	1	3	-	-	2	2	-	4	4	2	1	-	1	3	1	4
Effective Weighted Sample	3	1	2	-	-	2	1	-	3	3	2	1	-	1	2	1	3
Total	1	*	1	-	-	1	*	-	1	1	1	*	-	*	1	1	1
YouTube	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of social media/ messaging sites or apps	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e
Unweighted total	4	2	1	-	1	4
Effective Weighted Sample	3	2	1	-	1	3
Total	1	1	*	-	*	1
YouTube	**	**	**	**	**	**
	**	**	**	**	**	**
Other	**	**	**	**	**	**
	**	**	**	**	**	**
Don't know	**	**	**	**	**	**
	**	**	**	**	**	**
Mean number of social media/ messaging sites or apps	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**
Standard error	**	**	**	**	**	**

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

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

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

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	4	1	3	-	-	2	2	-	4	4	2	1	-	1	3	1	4
Effective Weighted Sample	3	1	2	-	-	2	1	-	3	3	2	1	-	1	2	1	3
Total	1	*	1	-	-	1	*	-	1	1	1	*	-	*	1	1	1
YouTube	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e
Unweighted total	4	2	1	-	1	4
Effective Weighted Sample	3	2	1	-	1	3
Total	1	1	*	-	*	1
YouTube	**	**	**	**	**	**
	**	**	**	**	**	**
Other	**	**	**	**	**	**
	**	**	**	**	**	**
Don't know	**	**	**	**	**	**
	**	**	**	**	**	**

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 80

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

QP47. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF SOCIAL MEDIA/ MESSAGING SITES OR APPS - I would allow my child to use these sites before they had reached the minimum age required by that site or app. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Strongly disagree	85 60%	41 57%	44 63%	18 59%	31 61%	16 59%	21 60%	49 60%	36 60%	85 60%	67 59%	9 60%	7 80%	2 69%	72 59%	13 66%	85 60%
Slightly disagree	21 15%	10 14%	11 16%	4 15%	8 16%	5 18%	4 10%	13 16%	8 14%	21 15%	17 15%	3 20%	1 7%	* 13%	19 16%	2 9%	21 15%
Neither agree nor disagree	16 11%	9 13%	7 9%	3 10%	7 13%	3 13%	3 10%	9 12%	7 11%	16 11%	15 13%	* 2%	* 3%	* 4%	14 12%	2 9%	16 11%
Slightly agree	9 7%	6 9%	3 4%	2 7%	2 4%	1 4%	4 12%	4 5%	5 9%	9 7%	8 7%	1 7%	* 6%	* 7%	8 7%	1 6%	9 7%
Strongly agree	2 2%	2 2%	1 1%	* 1%	* 1%	* 1%	1 4%	1 1%	2 3%	2 2%	2 2%	* 2%	* 2%	* 3%	2 2%	* *	2 2%
Don't know	8 5%	4 5%	4 6%	2 8%	3 6%	1 4%	1 4%	5 6%	2 4%	8 5%	6 5%	1 10%	* 2%	* 5%	6 5%	2 9%	8 5%
SUMMARY CODES																	
TOTAL DISAGREE	106 75%	51 71%	55 79%	22 74%	39 77%	21 78%	24 70%	61 76%	45 74%	106 75%	84 73%	12 79%	7 87%	3 81%	91 75%	15 75%	106 75%
TOTAL AGREE	12 8%	8 11%	4 6%	2 8%	2 5%	1 5%	6 16%	5 6%	7 11%	12 8%	10 8%	1 9%	1 8%	* 9%	11 9%	1 6%	12 8%
TOTAL NEITHER/ DON'T KNOW	24 17%	13 18%	11 15%	5 17%	9 18%	4 17%	5 13%	14 18%	9 15%	24 17%	21 18%	2 12%	* 5%	* 9%	20 16%	4 18%	24 17%

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

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

QP47. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF SOCIAL MEDIA/ MESSAGING SITES OR APPS - I would allow my child to use these sites before they had reached the minimum age required by that site or app. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG-LAND	SCOT-LAND	WALES	N IRELAND	
		a	b	c	d	e
Significance Level: 95%						
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Strongly disagree	85 60%	67 59%	9 60%	7 80%	2 69%	85 60%
				abe		
Slightly disagree	21 15%	17 15%	3 20%	1 7%	* 13%	21 15%
			c			c
Neither agree nor disagree	16 11%	15 13%	* 2%	* 3%	* 4%	16 11%
		bcd				bcd
Slightly agree	9 7%	8 7%	1 7%	* 6%	* 7%	9 7%
Strongly agree	2 2%	2 2%	* 2%	* 2%	* 3%	2 2%
Don't know	8 5%	6 5%	1 10%	* 2%	* 5%	8 5%
			c			
SUMMARY CODES						
TOTAL DISAGREE	106 75%	84 73%	12 79%	7 87%	3 81%	106 75%
				ae		
TOTAL AGREE	12 8%	10 8%	1 9%	1 8%	* 9%	12 8%
TOTAL NEITHER/ DON'T KNOW	24 17%	21 18%	2 12%	* 5%	* 9%	24 17%
		cd				c

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 81

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Strongly disagree	14 10%	7 9%	8 11%	3 12%	8 15%	2 8%	1 4%	11 14%	3 5%	14 10%	13 12%	1 4%	* 4%	* 3%	13 10%	2 9%	14 10%
				f	fh			fh		f	klm				km		km
Slightly disagree	21 15%	11 16%	10 14%	5 17%	12 23%	2 8%	2 6%	17 21%	4 7%	21 15%	19 17%	1 7%	1 6%	* 6%	19 15%	2 12%	21 15%
				fh	efhi			efh		fh	klm				klm		klm
Neither agree nor disagree	40 29%	22 31%	18 26%	9 29%	11 21%	7 25%	14 42%	19 24%	21 34%	40 29%	34 30%	3 20%	2 27%	1 25%	35 29%	5 25%	40 29%
							degi		dg								
Slightly agree	39 28%	17 24%	22 31%	8 28%	13 26%	10 39%	7 22%	21 27%	18 29%	39 28%	30 26%	6 39%	3 31%	1 32%	32 26%	7 35%	39 28%
						f						jnp					
Strongly agree	21 15%	11 15%	10 15%	3 11%	6 11%	4 17%	8 23%	9 11%	12 20%	21 15%	15 13%	4 27%	2 29%	* 13%	19 16%	2 12%	21 15%
							cdg		dg			jmnp	jmnp				
Don't know	5 4%	3 4%	2 3%	1 2%	2 4%	1 4%	1 4%	3 3%	2 4%	5 4%	4 3%	1 4%	* 2%	1 21%	4 3%	1 7%	5 4%
														jklnp			
SUMMARY CODES																	
TOTAL DISAGREE	35 25%	18 25%	17 25%	9 29%	19 38%	4 15%	3 10%	28 35%	7 12%	35 25%	33 28%	2 11%	1 11%	* 9%	31 26%	4 21%	35 25%
				fh	efhi			efhi		fh	klm				klm	m	klm
TOTAL AGREE	61 43%	28 40%	32 46%	12 40%	19 37%	15 56%	15 45%	30 38%	30 50%	61 43%	45 39%	10 66%	5 61%	1 46%	51 42%	9 47%	61 43%
						dg		dg	dg		jmnp	jmnp					
TOTAL NEITHER/ DON'T KNOW	45 32%	25 35%	20 29%	9 32%	13 25%	8 29%	16 45%	22 27%	23 38%	45 32%	38 33%	3 24%	2 29%	1 46%	39 32%	6 32%	45 32%
							degi		dg					jklnp			

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Strongly disagree	14 10%	13 12%	1 4%	* 4%	* 3%	14 10%
		bcd				bd
Slightly disagree	21 15%	19 17%	1 7%	1 6%	* 6%	21 15%
		bcd				bcd
Neither agree nor disagree	40 29%	34 30%	3 20%	2 27%	1 25%	40 29%
Slightly agree	39 28%	30 26%	6 39%	3 31%	1 32%	39 28%
			ae			
Strongly agree	21 15%	15 13%	4 27%	2 29%	* 13%	21 15%
			ade	ade		
Don't know	5 4%	4 3%	1 4%	* 2%	1 21%	5 4%
				abce		
SUMMARY CODES						
TOTAL DISAGREE	35 25%	33 28%	2 11%	1 11%	* 9%	35 25%
		bcd				bcd
TOTAL AGREE	61 43%	45 39%	10 66%	5 61%	1 46%	61 43%
			ade	ade		
TOTAL NEITHER/ DON'T KNOW	45 32%	38 33%	3 24%	2 29%	1 46%	45 32%
				abce		

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 82

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

QP48B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to stay safe online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Strongly disagree	5 4%	3 5%	2 2%	1 4%	3 5%	* 1%	1 3%	4 5%	1 2%	5 4%	4 4%	* 3%	* 2%	* 4%	5 4%	1 3%	5 4%
Slightly disagree	10 7%	5 7%	5 7%	2 8%	5 10%	1 3%	2 6%	7 9%	3 4%	10 7%	9 7%	1 6%	* 3%	* 4%	8 7%	1 7%	10 7%
Neither agree nor disagree	15 11%	8 12%	7 9%	2 6%	6 12%	3 10%	4 13%	8 10%	7 11%	15 11%	13 11%	1 8%	* 5%	* 8%	13 11%	2 9%	15 11%
Slightly agree	41 29%	20 28%	21 30%	7 25%	15 30%	11 41%	8 22%	23 28%	19 31%	41 29%	32 28%	5 38%	2 27%	1 44%	33 27%	9 42%	41 29%
Strongly agree	69 49%	34 48%	35 50%	17 57%	21 42%	12 45%	19 54%	38 48%	30 50%	69 49%	56 48%	7 45%	5 62%	1 34%	61 50%	8 38%	69 49%
Don't know	2 1%	1 1%	1 1%	- -%	1 1%	* *%	1 2%	1 1%	1 1%	2 1%	1 1%	* 1%	- -%	* 6%	1 1%	* *%	2 1%
SUMMARY CODES																	
TOTAL DISAGREE	15 11%	8 12%	7 10%	4 12%	7 15% eh	1 4%	3 8%	11 14% eh	4 7%	15 11%	13 11%	1 9%	* 6%	* 8%	13 11%	2 10%	15 11%
TOTAL AGREE	110 78%	54 76%	56 80%	24 82%	37 72%	23 86% d	26 77%	61 76%	49 81%	110 78%	88 76%	12 83%	7 89%	2 78%	94 77%	16 81%	110 78%
TOTAL NEITHER/ DON'T KNOW	16 12%	9 13%	7 10%	2 6%	7 13%	3 10%	5 15%	9 11%	8 13%	16 12%	14 12%	1 8%	* 5%	* 14%	15 12%	2 9%	16 12%

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

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

QP48B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to stay safe online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG-LAND	SCOT-LAND	WALES	IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Strongly disagree	5 4%	4 4%	* 3%	* 2%	* 4%	5 4%
Slightly disagree	10 7%	9 7%	1 6%	* 3%	* 4%	10 7%
Neither agree nor disagree	15 11%	13 11%	1 8%	* 5%	* 8%	15 11%
Slightly agree	41 29%	32 28%	5 38%	2 27%	1 44%	41 29%
Strongly agree	69 49%	56 48%	7 45%	5 62%	1 34%	69 49%
Don't know	2 1%	1 1%	* 1%	- -%	* 6%	2 1%
					abce	
SUMMARY CODES						
TOTAL DISAGREE	15 11%	13 11%	1 9%	* 6%	* 8%	15 11%
TOTAL AGREE	110 78%	88 76%	12 83%	7 89%	2 78%	110 78%
TOTAL NEITHER/ DON'T KNOW	16 12%	14 12%	1 8%	* 5%	* 14%	16 12%
		c			c	c

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 83

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Very concerned	11 7%	5 7%	5 8%	2 7%	5 9%	3 9%	1 4%	7 8%	4 6%	11 7%	9 8%	1 9%	1 6%	* 1%	10 9%	* 1%	11 7%
Fairly concerned	20 14%	10 14%	10 14%	4 14%	10 19%	4 16%	2 6%	14 17%	6 10%	20 14%	18 16%	1 7%	1 13%	* 9%	19 16%	1 6%	20 14%
Neither/ nor	16 11%	8 11%	8 11%	3 11%	7 14%	3 12%	2 7%	10 13%	5 9%	16 11%	14 12%	1 5%	1 8%	* 10%	13 11%	2 11%	16 11%
Not very concerned	27 19%	15 21%	12 18%	7 22%	8 16%	5 19%	8 22%	15 18%	13 21%	27 19%	21 18%	4 26%	1 18%	1 34%	23 19%	4 20%	27 19%
Not at all concerned	67 48%	33 46%	34 49%	14 46%	21 42%	12 44%	21 60%	35 44%	32 53%	67 48%	54 47%	8 52%	5 55%	1 44%	55 45%	12 62%	67 48%
Don't know	* *%	* *%	- -%	- -%	- -%	* *%	* 1%	- -%	* *%	* *%	- -%	* 2%	- -%	* 1%	* *%	* *%	* *%
SUMMARY CODES																	
TOTAL CONCERNED	31 22%	16 22%	15 22%	6 21%	14 28%	7 25%	4 10%	21 26%	10 17%	31 22%	27 23%	2 16%	2 19%	* 10%	30 24%	1 7%	31 22%
TOTAL NOT CONCERNED	94 67%	48 67%	47 67%	20 68%	29 58%	17 63%	28 82%	50 62%	45 74%	94 67%	75 65%	11 78%	6 73%	2 79%	78 64%	17 82%	94 67%
TOTAL NEITHER/ DON'T KNOW	16 11%	8 12%	8 11%	3 11%	7 14%	3 12%	3 8%	10 13%	6 9%	16 11%	14 12%	1 7%	1 8%	* 11%	14 11%	2 11%	16 11%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Very concerned	11 7%	9 8%	1 9%	1 6%	* 1%	11 7%
		d	d	d		d
Fairly concerned	20 14%	18 16%	1 7%	1 13%	* 9%	20 14%
		b				
Neither/ nor	16 11%	14 12%	1 5%	1 8%	* 10%	16 11%
		b				
Not very concerned	27 19%	21 18%	4 26%	1 18%	1 34%	27 19%
				ace		
Not at all concerned	67 48%	54 47%	8 52%	5 55%	1 44%	67 48%
Don't know	* *%	- -%	* 2%	- -%	* 1%	* *%
			ae			
SUMMARY CODES						
TOTAL CONCERNED	31 22%	27 23%	2 16%	2 19%	* 10%	31 22%
		d				d
TOTAL NOT CONCERNED	94 67%	75 65%	11 78%	6 73%	2 79%	94 67%
			ae		ae	
TOTAL NEITHER/ DON'T KNOW	16 11%	14 12%	1 7%	1 8%	* 11%	16 11%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 84

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Very concerned	7 5%	2 2%	6 8%	3 9%	1 2%	2 6%	2 5%	4 5%	3 5%	7 5%	6 5%	1 7%	1 6%	* 1%	7 5%	1 4%	7 5%
Fairly concerned	20 14%	11 15%	9 13%	5 17%	10 19%	2 8%	3 9%	15 18%	5 9%	20 14%	17 15%	1 10%	1 13%	* 5%	19 16%	1 4%	20 14%
Neither/ nor	18 13%	9 12%	10 14%	4 15%	7 14%	4 15%	3 8%	12 14%	7 11%	18 13%	17 15%	* 1%	1 6%	1 16%	16 13%	2 11%	18 13%
Not very concerned	33 23%	16 22%	17 24%	6 20%	12 23%	7 27%	8 24%	17 22%	15 25%	33 23%	24 21%	6 39%	2 25%	1 38%	27 23%	5 27%	33 23%
Not at all concerned	63 44%	34 48%	29 41%	12 39%	21 42%	12 44%	18 53%	33 41%	30 49%	63 44%	51 45%	6 42%	4 49%	1 40%	52 43%	11 55%	63 44%
SUMMARY CODES																	
TOTAL CONCERNED	27 19%	13 18%	15 21%	8 26%	11 22%	4 14%	5 14%	19 23%	9 14%	27 19%	23 20%	3 17%	2 19%	* 6%	26 21%	2 8%	27 19%
TOTAL NOT CONCERNED	96 68%	50 70%	45 65%	17 59%	33 64%	19 71%	27 77%	50 62%	45 75%	96 68%	75 65%	12 81%	6 74%	2 78%	79 65%	16 82%	96 68%
TOTAL NEITHER/ DON'T KNOW	18 13%	9 12%	10 14%	4 15%	7 14%	4 15%	3 8%	12 14%	7 11%	18 13%	17 15%	* 1%	1 6%	1 16%	16 13%	2 11%	18 13%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Very concerned	7 5%	6 5%	1 7% d	1 6% d	* 1%	7 5%
Fairly concerned	20 14%	17 15% d	1 10%	1 13% d	* 5%	20 14% d
Neither/ nor	18 13%	17 15% bc	* 1%	1 6%	1 16% bc	18 13% b
Not very concerned	33 23%	24 21%	6 39% ace	2 25%	1 38% ace	33 23%
Not at all concerned	63 44%	51 45%	6 42%	4 49%	1 40%	63 44%
SUMMARY CODES						
TOTAL CONCERNED	27 19%	23 20% d	3 17% d	2 19% d	* 6%	27 19% d
TOTAL NOT CONCERNED	96 68%	75 65%	12 81% ae	6 74%	2 78% ae	96 68%
TOTAL NEITHER/ DON'T KNOW	18 13%	17 15% bc	* 1%	1 6%	1 16% bc	18 13% b

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 85

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Very concerned	12 9%	7 9%	6 8%	3 9%	5 10%	2 7%	3 9%	7 9%	5 8%	12 9%	9 8%	3 18%	1 10%	* 4%	11 9%	1 5%	12 9%
												jmnop					
Fairly concerned	17 12%	9 12%	8 12%	2 8%	10 19%	3 10%	2 6%	12 15%	5 8%	17 12%	14 12%	1 9%	1 15%	* 6%	15 13%	1 6%	17 12%
					cfhi			fh					m		m		
Neither/ nor	14 10%	8 11%	6 9%	4 13%	5 10%	4 16%	1 4%	9 11%	6 10%	14 10%	14 12%	* 3%	* 1%	* 9%	13 11%	1 6%	14 10%
				f		f					kl			l	kl		kl
Not very concerned	18 13%	8 11%	10 14%	3 10%	5 11%	4 13%	6 17%	8 10%	9 15%	18 13%	14 13%	2 10%	1 11%	1 29%	16 13%	2 9%	18 13%
														jknop			
Not at all concerned	79 56%	39 55%	39 57%	18 61%	25 49%	14 54%	22 63%	43 53%	36 59%	79 56%	63 55%	9 60%	5 62%	2 52%	64 53%	15 74%	79 56%
							d									jmnp	
Don't know	1 1%	1 1%	* 1%	- -%	1 2%	- -%	* *%	1 1%	* *%	1 1%	1 1%	- -%	* 1%	- -%	1 1%	- -%	1 1%
SUMMARY CODES																	
TOTAL CONCERNED	29 21%	15 21%	14 20%	5 17%	15 29%	4 16%	5 15%	20 24%	10 16%	29 21%	23 20%	4 27%	2 25%	* 10%	27 22%	2 12%	29 21%
					fh						m	mo	mo		m		m
TOTAL NOT CONCERNED	97 68%	48 66%	49 71%	21 71%	30 60%	18 67%	28 80%	51 64%	45 74%	97 68%	78 67%	10 70%	6 73%	3 82%	80 66%	17 82%	97 68%
							dgi		dg					jnp		jn	
TOTAL NEITHER/ DON'T KNOW	15 11%	9 12%	7 10%	4 13%	6 12%	4 16%	2 4%	10 12%	6 10%	15 11%	15 13%	* 3%	* 2%	* 9%	14 12%	1 6%	15 11%
				f		f		f		f	kl			l	kl		kl

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Very concerned	12 9%	9 8%	3 18% ade	1 10%	* 4%	12 9%
Fairly concerned	17 12%	14 12%	1 9%	1 15% d	* 6%	17 12%
Neither/ nor	14 10%	14 12% bc	* 3%	* 1%	* 9% c	14 10% bc
Not very concerned	18 13%	14 13%	2 10%	1 11%	1 29% abce	18 13%
Not at all concerned	79 56%	63 55%	9 60%	5 62%	2 52%	79 56%
Don't know	1 1%	1 1%	- -%	* 1%	- -%	1 1%
SUMMARY CODES						
TOTAL CONCERNED	29 21%	23 20% d	4 27% d	2 25% d	* 10%	29 21% d
TOTAL NOT CONCERNED	97 68%	78 67%	10 70%	6 73%	3 82% ae	97 68%
TOTAL NEITHER/ DON'T KNOW	15 11%	15 13% bc	* 3%	* 2%	* 9% c	15 11% bc

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 86

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Very concerned	14 10%	6 9%	8 11%	3 8%	7 14%	2 9%	2 7%	10 12%	5 8%	14 10%	11 9%	2 14%	1 17%	* 4%	12 10%	2 10%	14 10%
Fairly concerned	12 8%	6 9%	6 8%	2 8%	6 12%	1 3%	3 7%	9 11%	3 5%	12 8%	10 8%	1 7%	1 12%	* 6%	11 9%	1 5%	12 8%
Neither/ nor	16 11%	10 13%	7 10%	3 12%	8 15%	4 14%	1 4%	11 14%	5 9%	16 11%	15 13%	* 3%	* 1%	* 11%	15 12%	1 6%	16 11%
Not very concerned	18 12%	10 14%	8 11%	4 15%	5 10%	4 15%	4 12%	9 12%	8 13%	18 12%	14 12%	2 12%	1 7%	1 28%	15 12%	3 13%	18 12%
Not at all concerned	81 57%	40 55%	41 59%	17 56%	25 49%	16 59%	24 69%	42 52%	39 64%	81 57%	65 56%	9 63%	5 62%	2 49%	68 56%	13 66%	81 57%
Don't know	* *%	* *%	* 1%	- -%	- -%	* *%	* 1%	- -%	* 1%	* *%	* *%	- -%	* 1%	* 3%	* *%	* *%	* *%
SUMMARY CODES																	
TOTAL CONCERNED	26 19%	13 18%	14 20%	5 17%	13 26%	3 11%	5 14%	18 23%	8 13%	26 19%	20 18%	3 22%	2 29%	* 9%	23 19%	3 15%	26 19%
TOTAL NOT CONCERNED	98 70%	50 69%	49 70%	21 71%	30 59%	20 74%	28 81%	51 64%	47 78%	98 70%	79 69%	11 75%	6 69%	2 77%	83 68%	16 79%	98 70%
TOTAL NEITHER/ DON'T KNOW	17 12%	10 13%	7 10%	3 12%	8 15%	4 15%	2 5%	11 14%	6 9%	17 12%	16 14%	* 3%	* 2%	* 14%	15 13%	1 6%	17 12%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Very concerned	14 10%	11 9%	2 14%	1 17%	* 4%	14 10%
			d	ade		d
Fairly concerned	12 8%	10 8%	1 7%	1 12%	* 6%	12 8%
Neither/ nor	16 11%	15 13%	* 3%	* 1%	* 11%	16 11%
		bc			bc	bc
Not very concerned	18 12%	14 12%	2 12%	1 7%	1 28%	18 12%
				abce		
Not at all concerned	81 57%	65 56%	9 63%	5 62%	2 49%	81 57%
			d			
Don't know	* *%	* *%	- -%	* 1%	* 3%	* *%
				ae		
SUMMARY CODES						
TOTAL CONCERNED	26 19%	20 18%	3 22%	2 29%	* 9%	26 19%
		d	d	ade		d
TOTAL NOT CONCERNED	98 70%	79 69%	11 75%	6 69%	2 77%	98 70%
TOTAL NEITHER/ DON'T KNOW	17 12%	16 14%	* 3%	* 2%	* 14%	17 12%
		bc			bc	bc

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 87

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Very concerned	11 8%	5 7%	6 9%	3 10%	4 8%	2 9%	2 6%	7 9%	4 7%	11 8%	8 7%	2 14%	1 13%	* 1%	10 8%	1 6%	11 8%
Fairly concerned	18 13%	10 14%	8 12%	3 12%	10 20% eh	1 4%	4 10%	14 17% eh	5 8%	18 13% e	16 14%	1 7%	1 12%	* 9%	17 14%	1 7%	18 13%
Neither/ nor	18 13%	9 12%	9 14%	6 21% fh	6 12%	3 11%	3 9%	12 15%	6 10%	18 13%	17 15% kl	1 4%	* 4%	* 9%	16 13% kl	2 10%	18 13% kl
Not very concerned	19 13%	10 14%	9 12%	3 10%	6 12%	5 17%	5 14%	9 11%	9 15%	19 13%	16 13%	1 10%	1 7%	1 30% jknop	17 14%	2 10%	19 13%
Not at all concerned	73 52%	37 51%	36 52%	14 47%	24 47%	15 58%	20 58%	38 47%	35 58% g	73 52%	57 50%	9 63% jmn	5 61% mn	1 46%	60 49%	13 66% jmn	73 52%
Don't know	2 1%	1 2%	* 1%	- -%	1 1%	* 1%	1 3%	1 1%	1 2%	2 1%	1 1%	* 1%	* 3%	* 4% p	2 1%	* *%	2 1%
SUMMARY CODES																	
TOTAL CONCERNED	30 21%	15 21%	15 21%	7 22%	14 28% eh	3 12%	6 17%	21 26% eh	9 15%	30 21%	24 21% m	3 22% m	2 25% m	* 10%	27 22% m	3 14%	30 21% m
TOTAL NOT CONCERNED	92 65%	47 65%	45 64%	17 57%	30 59%	20 75% cdg	25 72% cdg	47 58%	45 74% cdg	92 65%	73 63%	11 73%	6 68%	2 76% jnp	76 63%	15 76%	92 65%
TOTAL NEITHER/ DON'T KNOW	20 14%	10 14%	10 14%	6 21%	7 13%	3 12%	4 11%	13 16%	7 12%	20 14%	18 16% kl	1 6%	1 7%	* 13%	18 15% kl	2 11%	20 14% k

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Very concerned	11 8%	8 7%	2 14%	1 13%	* 1%	11 8%
		d	ad	d		d
Fairly concerned	18 13%	16 14%	1 7%	1 12%	* 9%	18 13%
Neither/ nor	18 13%	17 15%	1 4%	* 4%	* 9%	18 13%
		bc				bc
Not very concerned	19 13%	16 13%	1 10%	1 7%	1 30%	19 13%
				abce		
Not at all concerned	73 52%	57 50%	9 63%	5 61%	1 46%	73 52%
			ad	d		
Don't know	2 1%	1 1%	* 1%	* 3%	* 4%	2 1%
				e		
SUMMARY CODES						
TOTAL CONCERNED	30 21%	24 21%	3 22%	2 25%	* 10%	30 21%
		d	d	d		d
TOTAL NOT CONCERNED	92 65%	73 63%	11 73%	6 68%	2 76%	92 65%
				ae		
TOTAL NEITHER/ DON'T KNOW	20 14%	18 16%	1 6%	1 7%	* 13%	20 14%
		bc				b

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 88

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Very concerned	17 12%	7 10%	10 14%	2 7%	8 15%	3 10%	5 14%	10 12%	8 12%	17 12%	13 11%	3 20%	2 22%	* 6%	15 12%	2 11%	17 12%
Fairly concerned	21 15%	12 17%	9 13%	5 16%	10 20%	1 5%	5 13%	15 19%	6 10%	21 15%	17 15%	2 14%	1 13%	* 15%	18 15%	3 16%	21 15%
Neither/ nor	17 12%	9 12%	8 12%	5 19%	6 11%	5 18%	1 4%	11 14%	6 10%	17 12%	17 14%	* 1%	* 2%	* 10%	16 13%	1 6%	17 12%
Not very concerned	18 12%	9 12%	9 13%	3 9%	4 9%	4 17%	6 18%	7 9%	11 17%	18 12%	16 13%	1 5%	* 6%	1 26%	16 13%	2 9%	18 12%
Not at all concerned	67 47%	33 47%	33 48%	15 49%	22 43%	13 49%	17 50%	37 45%	30 50%	67 47%	52 45%	9 59%	5 57%	1 41%	55 45%	12 58%	67 47%
Don't know	1 1%	1 2%	* *%	- -%	1 2%	* 1%	* *%	1 1%	* *%	1 1%	1 1%	* 1%	* 1%	* 2%	1 1%	* *%	1 1%
SUMMARY CODES																	
TOTAL CONCERNED	38 27%	19 27%	19 27%	7 23%	18 35%	4 16%	9 27%	25 31%	14 22%	38 27%	30 26%	5 34%	3 34%	1 21%	33 27%	5 27%	38 27%
TOTAL NOT CONCERNED	84 60%	42 59%	42 61%	17 58%	26 52%	17 65%	24 68%	44 54%	41 67%	84 60%	68 59%	9 64%	5 63%	2 67%	71 59%	13 67%	84 60%
TOTAL NEITHER/ DON'T KNOW	19 13%	10 14%	8 12%	5 19%	7 13%	5 19%	1 4%	12 15%	6 11%	19 13%	18 15%	* 2%	* 2%	* 12%	18 14%	1 6%	19 13%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Very concerned	17 12%	13 11%	3 20% ad	2 22% ade	* 6%	17 12%
Fairly concerned	21 15%	17 15%	2 14%	1 13%	* 15%	21 15%
Neither/ nor	17 12%	17 14% bc	* 1%	* 2%	* 10% bc	17 12% bc
Not very concerned	18 12%	16 13% bc	1 5%	* 6%	1 26% abce	18 12% b
Not at all concerned	67 47%	52 45%	9 59% ade	5 57% ad	1 41%	67 47%
Don't know	1 1%	1 1%	* 1%	* 1%	* 2%	1 1%
SUMMARY CODES						
TOTAL CONCERNED	38 27%	30 26%	5 34% d	3 34% d	1 21%	38 27%
TOTAL NOT CONCERNED	84 60%	68 59%	9 64%	5 63%	2 67%	84 60%
TOTAL NEITHER/ DON'T KNOW	19 13%	18 15% bc	* 2%	* 2%	* 12% bc	19 13% bc

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 89

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE						NATION							
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Very concerned	10 7%	6 8%	5 7%	2 6%	4 9%	2 6%	3 7%	6 8%	4 7%	10 7%	7 6%	2 16%	1 7%	* 3%	10 8%	* 2%	10 7%
Fairly concerned	15 10%	8 11%	7 9%	3 11%	7 13%	1 5%	4 11%	10 12%	5 8%	15 10%	12 11%	2 10%	1 6%	* 8%	13 10%	2 10%	15 10%
Neither/ nor	18 13%	10 14%	8 11%	6 19%	6 13%	4 14%	2 5%	12 15%	6 9%	18 13%	16 14%	* 2%	1 12%	* 10%	15 13%	2 12%	18 13%
Not very concerned	20 14%	10 14%	10 14%	2 8%	8 17%	4 17%	5 14%	11 13%	9 15%	20 14%	17 15%	1 10%	1 10%	1 28%	18 15%	2 11%	20 14%
Not at all concerned	78 55%	37 52%	40 58%	16 55%	25 48%	15 58%	21 62%	41 51%	37 60%	78 55%	62 53%	9 62%	5 64%	2 50%	64 53%	13 65%	78 55%
Don't know	1 1%	* *%	1 1%	- -%	* 1%	* *%	* 1%	* *%	* 1%	1 1%	1 1%	- -%	* 1%	* 2%	1 1%	* *%	1 1%
SUMMARY CODES																	
TOTAL CONCERNED	25 18%	14 19%	11 16%	5 17%	11 22%	3 11%	6 18%	16 20%	9 15%	25 18%	20 17%	4 26%	1 13%	* 10%	23 19%	2 12%	25 18%
TOTAL NOT CONCERNED	98 69%	47 66%	50 72%	19 63%	33 65%	20 75%	26 76%	52 64%	46 75%	98 69%	79 68%	11 72%	6 74%	2 78%	82 68%	15 76%	98 69%
TOTAL NEITHER/ DON'T KNOW	19 13%	10 14%	8 12%	6 19%	7 13%	4 15%	2 6%	12 16%	6 10%	19 13%	17 15%	* 2%	1 13%	* 12%	16 13%	2 12%	19 13%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Very concerned	10 7%	7 6%	2 16%	1 7%	* 3%	10 7%
			acde			
Fairly concerned	15 10%	12 11%	2 10%	1 6%	* 8%	15 10%
Neither/ nor	18 13%	16 14%	* 2%	1 12%	* 10%	18 13%
		b		b	b	b
Not very concerned	20 14%	17 15%	1 10%	1 10%	1 28%	20 14%
				abce		
Not at all concerned	78 55%	62 53%	9 62%	5 64%	2 50%	78 55%
			d			
Don't know	1 1%	1 1%	- -%	* 1%	* 2%	1 1%
SUMMARY CODES						
TOTAL CONCERNED	25 18%	20 17%	4 26%	1 13%	* 10%	25 18%
			cd			
TOTAL NOT CONCERNED	98 69%	79 68%	11 72%	6 74%	2 78%	98 69%
TOTAL NEITHER/ DON'T KNOW	19 13%	17 15%	* 2%	1 13%	* 12%	19 13%
		b		b	b	b

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 90

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Very concerned	14 10%	8 11%	7 10%	4 15%	5 10%	2 8%	3 8%	9 12%	5 8%	14 10%	11 10%	2 14%	1 11%	* 2%	14 11%	1 4%	14 10%
Fairly concerned	23 16%	12 17%	11 16%	5 16%	11 21%	3 12%	4 12%	15 19%	7 12%	23 16%	19 16%	2 15%	2 18%	1 18%	18 15%	5 23%	23 16%
Neither/ nor	21 15%	10 13%	12 17%	6 20%	7 14%	5 19%	3 10%	13 16%	8 14%	21 15%	20 17%	1 6%	1 10%	* 11%	20 17%	1 7%	21 15%
Not very concerned	16 11%	9 13%	7 9%	2 7%	6 12%	3 11%	5 14%	8 10%	8 13%	16 11%	13 11%	1 9%	1 14%	1 21%	14 11%	2 11%	16 11%
Not at all concerned	64 45%	30 42%	33 48%	12 42%	20 40%	12 46%	19 54%	33 41%	31 51%	64 45%	51 44%	8 54%	4 44%	1 41%	54 44%	10 50%	64 45%
Don't know	3 2%	3 4%	* *%	* *%	1 3%	1 3%	1 1%	1 2%	1 2%	3 2%	2 2%	* 3%	* 3%	* 6%	2 2%	1 4%	3 2%
SUMMARY CODES																	
TOTAL CONCERNED	37 26%	20 27%	18 25%	9 31%	16 31%	5 21%	7 20%	25 31%	12 20%	37 26%	30 26%	4 29%	2 29%	1 20%	32 26%	5 27%	37 26%
TOTAL NOT CONCERNED	80 57%	40 56%	40 57%	14 49%	27 52%	15 57%	24 69%	41 51%	39 64%	80 57%	64 56%	9 63%	5 58%	2 62%	67 56%	12 62%	80 57%
TOTAL NEITHER/ DON'T KNOW	24 17%	12 17%	12 17%	6 20%	8 17%	6 22%	4 11%	14 18%	10 16%	24 17%	21 19%	1 8%	1 13%	1 17%	22 18%	2 11%	24 17%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Very concerned	14 10%	11 10%	2 14%	1 11%	* 2%	14 10%
		d	d	d		d
Fairly concerned	23 16%	19 16%	2 15%	2 18%	1 18%	23 16%
Neither/ nor	21 15%	20 17%	1 6%	1 10%	* 11%	21 15%
		b				b
Not very concerned	16 11%	13 11%	1 9%	1 14%	1 21%	16 11%
				abe		
Not at all concerned	64 45%	51 44%	8 54%	4 44%	1 41%	64 45%
Don't know	3 2%	2 2%	* 3%	* 3%	* 6%	3 2%
				ae		
SUMMARY CODES						
TOTAL CONCERNED	37 26%	30 26%	4 29%	2 29%	1 20%	37 26%
TOTAL NOT CONCERNED	80 57%	64 56%	9 63%	5 58%	2 62%	80 57%
TOTAL NEITHER/ DON'T KNOW	24 17%	21 19%	1 8%	1 13%	1 17%	24 17%
		b			b	b

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 91

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

QP51J. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The possibility of my child being radicalised, e.g. influenced by extreme views online whether political, social or religious (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Very concerned	13 9%	6 8%	7 10%	2 6%	5 10%	2 8%	4 10%	7 9%	6 10%	13 9%	8 7%	2 17%	2 20%	- -%	11 9%	1 7%	13 9%
											m	jmnp	jmnp		m	m	m
Fairly concerned	12 9%	5 8%	7 9%	4 14%	6 12%	* 2%	2 5%	10 12%	2 3%	12 9%	10 9%	1 6%	1 6%	* 6%	10 8%	2 11%	12 9%
				efh	eh			efh		h							
Neither/ nor	19 14%	11 15%	9 13%	5 16%	7 14%	6 22%	2 5%	12 15%	8 12%	19 14%	18 16%	1 4%	* 1%	* 15%	18 15%	1 7%	19 14%
				f	f	f		f		f	kl			kl	kl		kl
Not very concerned	18 13%	10 14%	8 11%	2 6%	6 13%	4 15%	6 16%	8 10%	10 16%	18 13%	15 13%	1 9%	* 5%	1 27%	16 13%	2 10%	18 13%
							c		c		l			jklop	l		l
Not at all concerned	79 56%	40 55%	39 56%	17 57%	26 51%	14 53%	22 63%	43 54%	35 58%	79 56%	63 54%	9 62%	5 65%	2 50%	66 54%	13 65%	79 56%
												jmnp					
Don't know	1 1%	* *%	* 1%	* 1%	- -%	* *%	* 1%	* *%	* 1%	1 1%	* *%	* 1%	* 2%	* 2%	1 1%	* *%	1 1%
														jp			
SUMMARY CODES																	
TOTAL CONCERNED	25 17%	11 16%	13 19%	6 20%	11 22%	3 10%	5 15%	17 21%	8 13%	25 17%	19 16%	3 23%	2 27%	* 6%	21 17%	4 18%	25 17%
								h			m	m	jmnp		m	m	m
TOTAL NOT CONCERNED	96 68%	50 69%	47 67%	19 63%	33 64%	18 68%	27 79%	51 64%	45 74%	96 68%	78 68%	10 71%	6 71%	2 77%	81 67%	15 75%	96 68%
							cdgi		g								
TOTAL NEITHER/ DON'T KNOW	20 14%	11 15%	9 13%	5 17%	7 14%	6 22%	2 6%	12 15%	8 13%	20 14%	19 16%	1 6%	* 3%	1 17%	19 15%	1 7%	20 14%
				f	f	f		f		f	kl			kl	kl		kl

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

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

QP51J. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The possibility of my child being radicalised, e.g. influenced by extreme views online whether political, social or religious (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG-LAND	SCOT-LAND	WALES	IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Very concerned	13 9%	8 7%	2 17%	2 20%	- -%	13 9%
		d	ade	ade		d
Fairly concerned	12 9%	10 9%	1 6%	1 6%	* 6%	12 9%
Neither/ nor	19 14%	18 16%	1 4%	* 1%	* 15%	19 14%
		bc			bc	bc
Not very concerned	18 13%	15 13%	1 9%	* 5%	1 27%	18 13%
		c			abce	c
Not at all concerned	79 56%	63 54%	9 62%	5 65%	2 50%	79 56%
				ad		
Don't know	1 1%	* *%	* 1%	* 2%	* 2%	1 1%
				ae		
SUMMARY CODES						
TOTAL CONCERNED	25 17%	19 16%	3 23%	2 27%	* 6%	25 17%
		d	d	ade		d
TOTAL NOT CONCERNED	96 68%	78 68%	10 71%	6 71%	2 77%	96 68%
TOTAL NEITHER/ DON'T KNOW	20 14%	19 16%	1 6%	* 3%	1 17%	20 14%
		bc			bc	bc

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 92

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Your child's school	41 29%	18 25%	23 33%	11 38% fh	15 29%	8 31%	7 19%	26 33% f	15 25%	41 29% f	35 31% km	2 16%	3 33% km	1 17%	35 29% km	6 30%	41 29% km
Family or friends	39 28%	20 28%	19 28%	7 24%	14 28%	9 36%	8 24%	21 26%	18 29%	39 28%	31 27%	4 25%	3 37%	1 35%	33 27%	6 31%	39 28%
Other websites or apps with information about how to stay safe online	27 19%	15 21%	12 17%	8 28% efh	13 25% efh	2 9%	4 10%	21 26% efh	6 10%	27 19% fh	24 21% m	2 12%	1 12%	*	25 20% m	2 11%	27 19%
Internet service providers/ ISPs	25 18%	14 19%	12 17%	6 21%	11 23% fh	3 13%	4 12%	18 22% fh	7 12%	25 18%	22 19% k	1 9%	1 15%	*	23 19% k	3 13%	25 18% k
Manufacturers or retailers selling the product	17 12%	9 13%	7 10%	5 18% fh	7 14%	2 7%	2 7%	12 15% fh	4 7%	17 12%	14 13% k	*	1 16% k	*	15 13% k	1 6%	17 12% k
TV, radio, newspapers or magazines	16 11%	7 10%	8 12%	3 11%	5 9%	4 14%	4 12%	8 10%	8 13%	16 11%	12 11%	2 13%	1 11%	1 25% jklmp	12 10%	4 18%	16 11%
Government or local authority	7 5%	2 3%	5 7%	1 4%	2 5%	1 5%	2 7%	4 4%	4 6%	7 5%	5 5%	1 4%	1 11% jnp	*	6 5%	1 4%	7 5%
BBC	7 5%	4 5%	4 5%	2 7%	3 6%	1 5%	1 3%	5 6%	2 4%	7 5%	5 5%	1 6%	1 9%	*	6 5%	1 6%	7 5%
From your child themselves	3 2%	2 3%	1 1%	* *%	2 3%	1 3%	* 1%	2 2%	1 2%	3 2%	2 2%	* 1%	* 6% jnp	*	2 2%	1 3%	3 2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 92

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
SPONTANEOUS RESPONSE																	
Police/ police talk at child's school	*	*	-	-	*	-	-	*	-	*	-	-	*	-	*	-	*
	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%	*%	-%	*%
Other sources	4	3	1	2	1	1	*	3	1	4	3	*	*	-	4	-	4
	3%	4%	2%	5%	3%	2%	1%	4%	2%	3%	3%	1%	5%	-%	3%	-%	3%
													m				
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	88	44	44	22	34	15	17	56	32	88	74	7	5	2	77	11	88
	62%	62%	63%	76%	66%	57%	48%	70%	52%	62%	64%	45%	61%	65%	63%	56%	62%
				efhi	fh			fh		fh	k		k	k	k	k	k
No, have not looked for or received any information or advice	52	27	25	7	17	11	18	24	28	52	40	8	3	1	44	8	52
	37%	37%	36%	23%	33%	40%	52%	29%	46%	37%	35%	53%	39%	31%	36%	40%	37%
					c		cdgi		cdgi	c		jlmnp					
Don't know	1	1	1	*	*	1	*	*	1	1	1	*	-	*	1	1	1
	1%	1%	1%	1%	*%	3%	*%	1%	1%	1%	1%	1%	-%	4%	1%	3%	1%
														jlnp			

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Your child's school	41	35	2	3	1	41
	29%	31%	16%	33%	17%	29%
		bd		bd		bd
Family or friends	39	31	4	3	1	39
	28%	27%	25%	37%	35%	28%
Other websites or apps with information about how to stay safe online	27	24	2	1	*	27
	19%	21%	12%	12%	12%	19%
		d				
Internet service providers/ ISPs	25	22	1	1	*	25
	18%	19%	9%	15%	12%	18%
		b				b
Manufacturers or retailers selling the product	17	14	*	1	*	17
	12%	13%	3%	16%	10%	12%
		b		b	b	b
TV, radio, newspapers or magazines	16	12	2	1	1	16
	11%	11%	13%	11%	25%	11%
				abce		
Government or local authority	7	5	1	1	*	7
	5%	5%	4%	11%	8%	5%
			ae			
BBC	7	5	1	1	*	7
	5%	5%	6%	9%	10%	5%
				ae		
From your child themselves	3	2	*	*	*	3
	2%	2%	1%	6%	6%	2%
			ae	ae		

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
SPONTANEOUS RESPONSE						
Police/ police talk at child's school	*	-	-	*	-	*
	*%	-%	-%	1%	-%	*%
Other sources	4	3	*	*	-	4
	3%	3%	1%	5%	-%	3%
				d		
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	88	74	7	5	2	88
	62%	64%	45%	61%	65%	62%
		b		b	b	b
No, have not looked for or received any information or advice	52	40	8	3	1	52
	37%	35%	53%	39%	31%	37%
			acde			
Don't know	1	1	*	-	*	1
	1%	1%	1%	-%	4%	1%
				ace		

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 93

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
To learn a new skill	78 55%	42 59%	36 51%	17 58%	31 61%	12 47%	18 52%	48 60%	30 50%	78 55%	65 m	7 m	6 jkmnp	1 32%	67 55%	12 58%	78 55%
To develop creative skills	76 54%	39 55%	37 54%	16 53%	31 62%	14 54%	15 44%	47 58%	29 48%	76 54%	63 m	7 50%	5 59%	1 42%	66 55%	10 51%	76 54%
With their schoolwork/ homework	28 20%	14 19%	14 21%	8 27%	11 22%	5 17%	5 13%	19 24%	9 15%	28 20%	25 km	1 5%	3 33%	* 8%	26 km	3 13%	28 20%
To find useful information about any problems or issues they may have	14 10%	8 11%	6 8%	4 12%	4 8%	3 10%	3 10%	8 10%	6 10%	14 10%	13 klm	1 4%	* 4%	* 3%	12 10%	2 10%	14 10%
To understand what other people think and feel about things	9 6%	5 7%	3 5%	2 7%	2 3%	2 9%	3 8%	4 5%	5 8%	9 6%	8 7%	* 3%	* 5%	* 3%	8 6%	1 5%	9 6%
To build or maintain friendships	7 5%	5 7%	2 3%	1 4%	3 5%	1 4%	2 6%	4 5%	3 5%	7 5%	6 6%	* 1%	* 2%	* 4%	6 5%	1 3%	7 5%
None of these	38 27%	21 29%	17 25%	8 26%	13 25%	8 30%	9 28%	21 26%	17 29%	38 27%	31 l	5 l	1 13%	1 40%	32 l	6 l	38 27%
Don't know	3 2%	1 1%	3 4%	* *%	* 1%	1 3%	2 7%	* *%	3 5%	3 2%	2 2%	1 4%	* 1%	* 9%	3 3%	* 1%	3 2%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
To learn a new skill	78 55%	65 56%	7 46%	6 70%	1 32%	78 55%
		d	d	abde		d
To develop creative skills	76 54%	63 55%	7 50%	5 59%	1 42%	76 54%
		d		d		d
With their schoolwork/ homework	28 20%	25 21%	1 5%	3 33%	* 8%	28 20%
		bd		abde		bd
To find useful information about any problems or issues they may have	14 10%	13 11%	1 4%	* 4%	* 3%	14 10%
		bcd				d
To understand what other people think and feel about things	9 6%	8 7%	* 3%	* 5%	* 3%	9 6%
To build or maintain friendships	7 5%	6 6%	* 1%	* 2%	* 4%	7 5%
		b				
None of these	38 27%	31 27%	5 34%	1 13%	1 40%	38 27%
		c	c		ace	c
Don't know	3 2%	2 2%	1 4%	* 1%	* 9%	3 2%
					ace	

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 94

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Make a drawing or picture	31 22%	15 21%	15 22%	6 22%	10 19%	5 21%	9 27%	16 20%	15 24%	31 22%	22 19%	5 36%	3 34%	1 21%	25 21%	5 27%	31 22%
Make a video	8 6%	3 5%	5 7%	1 4%	2 4%	2 7%	3 9%	3 4%	5 8%	8 6%	6 5%	1 10%	1 14%	* 5%	6 5%	2 12%	8 6%
Change or edit a photo	6 4%	4 5%	2 3%	1 4%	1 2%	2 8%	1 4%	2 3%	4 6%	6 4%	4 4%	1 6%	* 4%	* 7%	4 4%	2 8%	6 4%
Make their own music	2 1%	1 1%	1 2%	1 2%	1 2%	* *%	* 1%	2 2%	* 1%	2 1%	2 2%	- -%	* 3%	- -%	2 2%	- -%	2 1%
Make an animation/ moving picture or image	2 1%	* 1%	1 2%	1 2%	* *%	1 2%	1 2%	1 1%	1 2%	2 1%	2 1%	- -%	* 3%	* 1%	2 2%	- -%	2 1%
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	2 1%	1 1%	1 1%	- -%	* 1%	1 2%	1 2%	* *%	1 2%	2 1%	1 1%	* 1%	* 3%	* 2%	2 1%	- -%	2 1%
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	1 1%	1 1%	- -%	- -%	1 1%	- -%	* *%	1 1%	* *%	1 1%	1 1%	- -%	* 1%	- -%	* *%	1 3%	1 1%
Make an app or game	1 *%	* 1%	* *%	- -%	* 1%	* *%	* *%	* 1%	* *%	1 *%	* *%	- -%	* 2%	* 2%	* *%	* *%	1 *%
Created an emoji of themselves using sites/ apps like Snapchat or Bitmoji	* *%	* *%	* *%	* *%	- -%	* 1%	* *%	* *%	* 1%	* *%	- -%	* 1%	* 3%	- -%	* *%	- -%	* *%

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

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	602	294	308	109	182	114	197	291	311	602	257	111	115	119	496	106	602
Effective Weighted Sample	343	167	176	71	112	62	104	182	163	343	240	102	114	119	297	45	343
Total	141	72	70	30	51	26	34	80	61	141	115	15	8	3	121	20	141
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	* *%	* *%	- -%	- -%	* 1%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	* *%
Written a review about something they've used or somewhere they've been	* *%	* *%	- -%	- -%	* 1%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	* *%
ANY OF THESE	35 25%	17 24%	18 26%	6 22%	11 21%	7 25%	11 33%	17 21%	18 30%	35 25%	25 22%	6 42%	3 37%	1 25%	29 24%	6 31%	35 25%
None of these	105 74%	54 75%	51 74%	23 78%	40 78%	19 73%	23 67%	63 78%	42 69%	105 74%	90 78%	8 52%	5 62%	2 69%	91 75%	14 69%	105 74%
Don't know	1 1%	1 1%	* 1%	* *%	* 1%	* 2%	* 1%	* 1%	1 1%	1 1%	- -%	1 6%	* 1%	* 6%	1 1%	* *%	1 1%
Columns Tested:	a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL e
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND d	
Significance Level: 95%						
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Make a drawing or picture	31 22%	22 19%	5 36% ade	3 34% ade	1 21%	31 22%
Make a video	8 6%	6 5%	1 10%	1 14% ade	* 5%	8 6%
Change or edit a photo	6 4%	4 4%	1 6%	* 4%	* 7%	6 4%
Make their own music	2 1%	2 2%	- -%	* 3% d	- -%	2 1%
Make an animation/ moving picture or image	2 1%	2 1%	- -%	* 3%	* 1%	2 1%
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	2 1%	1 1%	* 1%	* 3%	* 2%	2 1%
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	1 1%	1 1%	- -%	* 1%	- -%	1 1%
Make an app or game	1 *%	* *%	- -%	* 2%	* 2%	1 *%
Created an emoji of themselves using sites/ apps like Snapchat or Bitmoji	* *%	- -%	* 1%	* 3% ae	- -%	* *%

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

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
		a	b	c	d	e
Significance Level: 95%						
Unweighted total	602	257	111	115	119	602
Effective Weighted Sample	343	240	102	114	119	343
Total	141	115	15	8	3	141
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	* **%	* **%	- -%	- -%	- -%	* **%
Written a review about something they've used or somewhere they've been	* **%	* **%	- -%	- -%	- -%	* **%
ANY OF THESE	35 25%	25 22%	6 42% ade	3 37% ae	1 25%	35 25%
None of these	105 74%	90 78% bc	8 52%	5 62%	2 69% b	105 74% bc
Don't know	1 1%	- -%	1 6% ace	* 1%	* 6% ace	1 1%

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

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

QP55A. Does your child ever watch CBeebies or use the CBeebies app or website? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Yes	200 80%	101 81%	99 79%	40 85%	63 80%	35 76%	62 80%	103 82%	97 79%	200 80%	171 81%	16 71%	8 82%	5 95%	173 79%	27 84%	200 80%
No	49 20%	24 19%	26 21%	7 15%	16 20%	11 24%	15 20%	23 18%	26 21%	49 20%	41 19%	6 27%	2 18%	* 5%	44 20%	5 16%	49 20%
Don't know	* *%	* *%	* *%	- -%	* *%	- -%	* *%	* *%	* *%	* *%	- -%	* 2%	- -%	- -%	* *%	- -%	* *%

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

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

QP55A. Does your child ever watch CBeebies or use the CBeebies app or website? (SINGLE CODE)

Base : All parents

	Total	INTERNET USER AGED 3-4				ALL
		ENG-LAND	SCOT-LAND	WALES	N IRELAND	
Significance Level: 95%		a	b	c	d	e
Unweighted total	900	257	111	115	119	602
Effective Weighted Sample	595	240	102	114	119	343
Total	250	115	15	8	3	141
Yes	200	96	11	7	3	117
	80%	83%	73%	85%	93%	83%
		b		b	abce	b
No	49	19	4	1	*	24
	20%	17%	26%	15%	7%	17%
		d	acde	d		d
Don't know	*	-	*	-	-	*
	*%	-%	1%	-%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 96

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

QP56. (SHOWCARD) Using this card can you please tell me the extent to which you think these CBeebies resources are educational? (SINGLE CODE)

Base : Parents whose child ever watches CBeebies or use the CBeebies app or website

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p
Unweighted total	734	360	374	137	213	129	255	350	384	734	392	96	106	140	611	123	734
Effective Weighted Sample	474	232	243	94	142	79	160	236	238	474	365	74	98	119	416	59	474
Total	200	101	99	40	63	35	62	103	97	200	171	16	8	5	173	27	200
Very educational	59 29%	31 31%	28 28%	12 30%	19 30%	8 23%	20 32%	31 30%	28 29%	59 29%	47 27%	**	4 45%	2 46%	52 30%	7 26%	59 29%
Fairly educational	116 58%	57 56%	59 59%	24 59%	41 65%	21 60%	30 48%	65 63%	51 53%	116 58%	103 60%	**	4 47%	2 46%	100 58%	16 59%	116 58%
Neither educational nor not educational	12 6%	6 6%	6 6%	2 4%	1 1%	4 12%	5 8%	2 2%	9 10%	12 6%	10 6%	**	* 5%	* 5%	9 5%	2 9%	12 6%
Not very educational	7 4%	3 3%	4 4%	2 5%	1 2%	1 3%	3 5%	3 3%	4 4%	7 4%	5 3%	**	* 3%	* 2%	6 3%	2 6%	7 4%
Not at all educational	3 2%	2 2%	1 1%	* 1%	- -%	- -%	3 5%	* *%	3 3%	3 2%	3 2%	**	- -%	* 1%	3 2%	- -%	3 2%
Don't know	3 2%	2 2%	1 1%	1 1%	1 2%	1 2%	1 1%	2 2%	1 1%	3 2%	3 2%	**	- -%	* 1%	3 2%	* *%	3 2%
SUMMARY CODES																	
TOTAL EDUCATIONAL	175 87%	88 87%	86 87%	36 89%	60 95%	29 83%	50 81%	95 92%	79 82%	175 87%	150 88%	**	8 93%	4 92%	151 88%	23 85%	175 87%
TOTAL NOT EDUCATIONAL	11 5%	5 5%	5 5%	2 6%	1 2%	1 3%	6 10%	4 3%	7 7%	11 5%	8 5%	**	* 3%	* 2%	9 5%	2 6%	11 5%
TOTAL NEITHER/ DON'T KNOW	15 7%	8 8%	7 7%	2 5%	2 3%	5 14%	6 9%	4 4%	11 11%	15 7%	13 8%	**	* 5%	* 5%	12 7%	2 9%	15 7%

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

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

QP56. (SHOWCARD) Using this card can you please tell me the extent to which you think these CBeebies resources are educational? (SINGLE CODE)

Base : Parents whose child ever watches CBeebies or use the CBeebies app or website

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%		a	~b	~c	d	e
Unweighted total	734	215	80	98	111	504
Effective Weighted Sample	474	200	73	97	111	283
Total	200	96	11	7	3	117
Very educational	59 29%	28 29%	**	**	1 29%	38 32%
Fairly educational	116 58%	60 62%	**	**	2 59%	70 60%
Neither educational nor not educational	12 6%	3 3%	**	**	* 8%	4 3%
					e	
Not very educational	7 4%	1 1%	**	**	* 3%	1 1%
Not at all educational	3 2%	2 2%	**	**	* 1%	2 2%
Don't know	3 2%	2 2%	**	**	* 1%	2 2%
SUMMARY CODES						
TOTAL EDUCATIONAL	175 87%	88 92%	**	**	3 88%	107 92%
TOTAL NOT EDUCATIONAL	11 5%	3 3%	**	**	* 4%	3 3%
TOTAL NEITHER/ DON'T KNOW	15 7%	5 6%	**	**	* 9%	6 5%

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

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

QP59. (SHOWCARD) Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE)

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	8	-	8	1	1	-	6	2	6	8	2	1	3	2	8	-	8
Effective Weighted Sample	4	-	4	1	1	-	3	2	3	4	2	1	3	2	4	-	4
Total	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
Rules about how much time they spend using their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about who they are in contact with on their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about when they can use their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about downloading apps onto their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about how much money they can spend on their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY RULES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, do not have any rules	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QP60A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much time they spend using the phone (SINGLE CODE)

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	8	-	8	1	1	-	6	2	6	8	2	1	3	2	8	-	8
Effective Weighted Sample	4	-	4	1	1	-	3	2	3	4	2	1	3	2	4	-	4
Total	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
Fairly concerned	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very concerned	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not at all concerned	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY CODES																	
TOTAL CONCERNED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QP60B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE)

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	8	-	8	1	1	-	6	2	6	8	2	1	3	2	8	-	8
Effective Weighted Sample	4	-	4	1	1	-	3	2	3	4	2	1	3	2	4	-	4
Total	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
Fairly concerned	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very concerned	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not at all concerned	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY CODES																	
TOTAL CONCERNED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QP60D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	8	-	8	1	1	-	6	2	6	8	2	1	3	2	8	-	8
Effective Weighted Sample	4	-	4	1	1	-	3	2	3	4	2	1	3	2	4	-	4
Total	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
Fairly concerned	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very concerned	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not at all concerned	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY CODES																	
TOTAL CONCERNED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QP61. The UK mobile phone networks – so O2, Vodafone, EE and so on have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on the user's phone. Did you know about this bar on adult content before today? (SINGLE CODE)

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	8	-	8	1	1	-	6	2	6	8	2	1	3	2	8	-	8
Effective Weighted Sample	4	-	4	1	1	-	3	2	3	4	2	1	3	2	4	-	4
Total	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents whose child has a mobile phone aware of the bar on adult content that can be set on the child's phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	8	-	8	1	1	-	6	2	6	8	2	1	3	2	8	-	8
Effective Weighted Sample	4	-	4	1	1	-	3	2	3	4	2	1	3	2	4	-	4
Total	1	-	1	*	*	-	1	*	1	1	1	*	*	*	1	-	1
Bar on adult content is in place	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know whether bar on adult content is in place	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - child's phone cannot be used to go online	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 104

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

QP67. (SHOWCARD) Do you have any of these rules about the games your child plays at home or elsewhere - whether on a games console or player, a computer, or any other device? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
Rules about only playing games with an age appropriate rating	60 61%	33 59%	28 64%	** **	22 69%	** **	14 53%	38 68%	22 52%	60 61%	54 63%	** **	** **	** **	52 62%	** **	60 61%
Rules about how much time they spend playing games	40 41%	21 37%	20 46%	** **	13 40%	** **	11 43%	24 42%	16 39%	40 41%	35 41%	** **	** **	** **	36 43%	** **	40 41%
Rules about when they can play games	34 35%	18 33%	16 36%	** **	13 42%	** **	8 31%	23 40%	12 28%	34 35%	28 33%	** **	** **	** **	29 35%	** **	34 35%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc)	34 34%	17 31%	17 39%	** **	12 38%	** **	9 35%	20 35%	14 33%	34 34%	31 36%	** **	** **	** **	31 37%	** **	34 34%
Rules about whether they can play games online	14 14%	7 12%	7 17%	** **	5 16%	** **	4 17%	8 14%	6 15%	14 14%	12 14%	** **	** **	** **	12 15%	** **	14 14%
Rules about who they can play games with	14 14%	8 14%	6 14%	** **	6 18%	** **	5 18%	8 14%	6 13%	14 14%	11 13%	** **	** **	** **	12 14%	** **	14 14%
Rules about purchasing or downloading games or apps / in-app purchasing	13 14%	7 12%	7 16%	** **	5 15%	** **	5 20%	6 11%	7 17%	13 14%	12 14%	** **	** **	** **	11 13%	** **	13 14%
Other rules	5 5%	3 5%	2 4%	** **	2 6%	** **	1 4%	4 7%	1 2%	5 5%	4 5%	** **	** **	** **	4 4%	** **	5 5%
ANY RULES	76 77%	41 74%	35 82%	** **	26 82%	** **	18 70%	47 82%	29 71%	76 77%	66 77%	** **	** **	** **	66 79%	** **	76 77%

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

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

QP67. (SHOWCARD) Do you have any of these rules about the games your child plays at home or elsewhere - whether on a games console or player, a computer, or any other device? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
No, do not have any rules	23	15	8	**	6	**	8	10	12	23	19	**	**	**	18	**	23
	23%	26%	18%	**	18%	**	30%	18%	29%	23%	23%	**	**	**	21%	**	23%

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

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

QP68. Some games consoles and games players can be used to go online, watch and download TV and films and to chat with others. Did you know this before today? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Yes	192 77%	96 77%	96 77%	40 83%	59 75%	34 75%	59 76%	99 78%	93 76%	192 77%	161 76%	20 87%	7 72%	5 90%	164 75%	29 88%	192 77%
No	53 21%	25 20%	27 22%	8 17%	18 23%	11 23%	16 20%	26 21%	26 21%	53 21%	47 22%	3 13%	3 27%	* 9%	50 23%	3 10%	53 21%
Don't know	5 2%	4 3%	2 1%	- -%	1 2%	1 1%	3 4%	1 1%	4 3%	5 2%	5 2%	- -%	* 2%	* 1%	4 2%	1 3%	5 2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 106

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

QP70. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Fortnite and Roblox. Does your child ever play online games? IF YES: When your child plays online games, which of these describes how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB ~c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
Playing on their own/ against the computer or games console/ player	37 38%	21 38%	16 37%	** **	15 47%	** **	6 24%	23 41%	14 34%	37 38%	32 38%	** **	** **	** **	34 40%	** **	37 38%
Playing against or with someone else in the same room as them	14 15%	9 17%	5 12%	** **	6 18%	** **	3 11%	9 15%	6 14%	14 15%	12 14%	** **	** **	** **	14 17%	** **	14 15%
Playing against or with someone else they have met in person who is playing somewhere else	1 1%	1 1%	* 1%	** **	1 2%	** **	- -%	1 2%	- -%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Playing against or with one or more other people they have not met in person who are playing somewhere else	* *%	- -%	* *%	** **	- -%	** **	* *%	- -%	* *%	* *%	- -%	** **	** **	** **	* *%	** **	* *%
TOTAL - PLAYS GAMES ONLINE	43 44%	24 43%	19 44%	** **	16 51%	** **	8 32%	26 46%	17 40%	43 44%	37 44%	** **	** **	** **	39 47%	** **	43 44%
No - child does not play online games	55 56%	31 56%	24 56%	** **	16 49%	** **	18 68%	30 53%	25 60%	55 56%	47 55%	** **	** **	** **	44 52%	** **	55 56%
Don't know	1 1%	1 1%	- -%	** **	- -%	** **	- -%	1 1%	- -%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%

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

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

QP71. Are there any parental controls set on either the handheld games player or the games console connected to a TV? IF NECESSARY – This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online. (SINGLE CODE)

Base : Parents whose child ever plays games on a handheld games console or a games console connected to a TV

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	67	46	21	10	11	19	27	21	46	67	28	10	16	13	58	9	67
Effective Weighted Sample	39	26	12	6	6	11	16	12	27	39	26	7	15	13	34	5	39
Total	17	11	6	3	3	5	6	6	11	17	13	2	1	*	14	3	17
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QP74A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The content of the games they are playing (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
Very concerned	3 3%	2 3%	2 4%	** **	2 6% fh	** **	- -%	3 6% fh	* *% fh	3 3%	3 3%	** **	** **	** **	3 4%	** **	3 3%
Fairly concerned	13 13%	7 13%	6 14%	** **	7 23% fhi	** **	2 7%	11 19% fh	3 6%	13 13%	12 14%	** **	** **	** **	12 15%	** **	13 13%
Neither/ nor	14 15%	8 14%	6 15%	** **	5 15%	** **	2 9%	9 16%	5 13%	14 15%	14 16%	** **	** **	** **	14 17%	** **	14 15%
Not very concerned	14 14%	6 10%	8 19%	** **	3 10%	** **	6 21% g	5 9% g	9 21% g	14 14%	11 12%	** **	** **	** **	11 13%	** **	14 14%
Not at all concerned	53 53%	32 57%	21 48%	** **	14 45%	** **	16 62%	29 51%	24 57%	53 53%	46 54%	** **	** **	** **	42 50%	** **	53 53%
Don't know	1 1%	1 2%	* *%	** **	* *% fh	** **	* 1%	* *% fh	1 3%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
SUMMARY CODES																	
TOTAL CONCERNED	16 17%	9 16%	8 18%	** **	9 29% fhi	** **	2 7%	14 24% fh	3 6%	16 17% fh	14 17%	** **	** **	** **	16 19%	** **	16 17%
TOTAL NOT CONCERNED	66 67%	37 67%	29 67%	** **	18 56%	** **	22 83% dgi	34 60% dg	33 78% dg	66 67%	57 66%	** **	** **	** **	53 63%	** **	66 67%
TOTAL NEITHER/ DON'T KNOW	16 16%	9 17%	7 15%	** **	5 15%	** **	3 10%	9 16%	7 16%	16 16%	14 17%	** **	** **	** **	15 18%	** **	16 16%

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 109

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

QP74B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much time they spend playing games (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
Very concerned	3 3%	1 1%	2 5%	** **	1 4%	** **	- -%	2 4%	1 2%	3 3%	2 3%	** **	** **	** **	3 3%	** **	3 3%
Fairly concerned	20 21%	12 22%	8 18%	** **	7 23%	** **	4 15%	15 26%	5 13%	20 21%	17 20%	** **	** **	** **	19 22%	** **	20 21%
Neither/ nor	11 11%	5 9%	6 14%	** **	5 15%	** **	2 9%	7 12%	4 10%	11 11%	10 11%	** **	** **	** **	11 13%	** **	11 11%
Not very concerned	20 20%	11 20%	9 21%	** **	6 18%	** **	6 24%	10 18%	10 24%	20 20%	17 19%	** **	** **	** **	17 20%	** **	20 20%
Not at all concerned	43 44%	25 45%	18 42%	** **	13 40%	** **	13 51%	23 40%	20 49%	43 44%	39 46%	** **	** **	** **	35 41%	** **	43 44%
Don't know	1 1%	1 2%	* *%	** **	* *%	** **	* 1%	* *%	1 2%	1 1%	1 1%	** **	** **	** **	* *%	** **	1 1%
SUMMARY CODES																	
TOTAL CONCERNED	23 23%	13 24%	10 23%	** **	9 27%	** **	4 15%	17 30%	6 14%	23 23%	19 23%	** **	** **	** **	21 25%	** **	23 23%
TOTAL NOT CONCERNED	63 64%	36 65%	27 63%	** **	19 58%	** **	19 75%	33 58%	30 73%	63 64%	56 65%	** **	** **	** **	51 62%	** **	63 64%
TOTAL NEITHER/DON'T KNOW	12 12%	6 11%	6 14%	** **	5 15%	** **	3 10%	7 12%	5 13%	12 12%	10 12%	** **	** **	** **	11 13%	** **	12 12%
Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																	

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

QP74C. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Who they are playing online games with (SINGLE CODE)

Base : Parents whose child ever plays games online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	152	84	68	32	52	33	35	84	68	152	78	21	20	33	137	15	152
Effective Weighted Sample	93	50	43	21	32	19	21	53	40	93	73	19	18	33	87	6	93
Total	43	24	19	10	16	9	8	26	17	43	37	3	2	1	39	4	43
Very concerned	2 4%	**	**	**	**	**	**	**	**	2 4%	**	**	**	**	2 4%	**	2 4%
Fairly concerned	7 16%	**	**	**	**	**	**	**	**	7 16%	**	**	**	**	6 16%	**	7 16%
Neither/ nor	10 23%	**	**	**	**	**	**	**	**	10 23%	**	**	**	**	9 24%	**	10 23%
Not very concerned	3 7%	**	**	**	**	**	**	**	**	3 7%	**	**	**	**	3 7%	**	3 7%
Not at all concerned	21 50%	**	**	**	**	**	**	**	**	21 50%	**	**	**	**	19 48%	**	21 50%
Don't know	* 1%	**	**	**	**	**	**	**	**	* 1%	**	**	**	**	* 1%	**	* 1%
SUMMARY CODES																	
TOTAL CONCERNED	9 20%	**	**	**	**	**	**	**	**	9 20%	**	**	**	**	8 20%	**	9 20%
TOTAL NOT CONCERNED	24 56%	**	**	**	**	**	**	**	**	24 56%	**	**	**	**	22 55%	**	24 56%
TOTAL NEITHER/ DON'T KNOW	10 24%	**	**	**	**	**	**	**	**	10 24%	**	**	**	**	10 24%	**	10 24%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 111

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

QP74D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The pressure to make in-game purchases for things like access to game upgrades, additional points, tokens or levels, particular characters or avatars (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB ~c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 95%																	
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
Very concerned	8 8%	4 8%	4 8%	** **	2 8%	** **	2 8%	5 9%	3 7%	8 8%	6 7%	** **	** **	** **	8 9%	** **	8 8%
Fairly concerned	11 11%	7 12%	4 9%	** **	6 17% h	** **	3 11%	7 13%	3 7%	11 11%	9 11%	** **	** **	** **	11 13%	** **	11 11%
Neither/ nor	18 18%	10 17%	8 19%	** **	6 18%	** **	2 8%	10 18%	8 18%	18 18% f	16 19%	** **	** **	** **	16 19%	** **	18 18%
Not very concerned	12 12%	7 12%	5 12%	** **	3 10%	** **	3 13%	7 11%	5 13%	12 12%	10 11%	** **	** **	** **	10 12%	** **	12 12%
Not at all concerned	48 49%	27 48%	22 51%	** **	14 45%	** **	16 60%	26 47%	22 53%	48 49%	43 50%	** **	** **	** **	37 44%	** **	48 49%
Don't know	2 2%	1 3%	1 1%	** **	1 2%	** **	* 1%	1 2%	1 2%	2 2%	2 2%	** **	** **	** **	2 2%	** **	2 2%
SUMMARY CODES																	
TOTAL CONCERNED	18 19%	11 20%	7 17%	** **	8 25%	** **	5 19%	12 22%	6 14%	18 19%	15 18%	** **	** **	** **	18 22%	** **	18 19%
TOTAL NOT CONCERNED	60 61%	33 60%	27 62%	** **	18 55% d	** **	19 73%	33 58%	27 65%	60 61%	52 61%	** **	** **	** **	47 56%	** **	60 61%
TOTAL NEITHER/ DON'T KNOW	20 20%	11 20%	9 21%	** **	6 20%	** **	2 9%	11 20% f	9 20% f	20 20% f	18 21%	** **	** **	** **	18 22%	** **	20 20%

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 112

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

QP74E. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The possibility of them being bullied by other players (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
Very concerned	6 6%	3 5%	3 8%	** **	3 10% fh	** **	* *% fh	5 9% fh	1 2%	6 6%	5 6%	** **	** **	** **	5 6%	** **	6 6%
Fairly concerned	10 10%	6 11%	3 8%	** **	4 14%	** **	2 8%	7 12%	3 6%	10 10%	8 10%	** **	** **	** **	10 11%	** **	10 10%
Neither/ nor	14 14%	7 13%	7 16%	** **	6 19%	** **	2 9%	9 16%	5 12%	14 14%	14 16%	** **	** **	** **	13 16%	** **	14 14%
Not very concerned	11 11%	6 11%	5 11%	** **	3 8%	** **	4 15%	5 9%	6 14%	11 11%	9 10%	** **	** **	** **	10 11%	** **	11 11%
Not at all concerned	56 57%	32 57%	25 57%	** **	16 49%	** **	17 65%	31 54%	26 62%	56 57%	48 56%	** **	** **	** **	45 54%	** **	56 57%
Don't know	2 2%	1 3%	* 1%	** **	* *% g	** **	1 3%	* *% g	2 4%	2 2%	1 1%	** **	** **	** **	2 2%	** **	2 2%
SUMMARY CODES																	
TOTAL CONCERNED	16 16%	9 16%	7 15%	** **	8 24% fh	** **	2 8%	12 22% fh	3 8%	16 16%	14 16%	** **	** **	** **	14 17%	** **	16 16%
TOTAL NOT CONCERNED	67 68%	38 69%	29 68%	** **	18 57%	** **	21 80% dg	36 63% dg	32 76% dg	67 68%	57 67%	** **	** **	** **	55 65%	** **	67 68%
TOTAL NEITHER/ DON'T KNOW	16 16%	9 15%	7 16%	** **	6 19%	** **	3 12%	9 16%	7 16%	16 16%	15 17%	** **	** **	** **	15 18%	** **	16 16%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 113

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

QP74F. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The amount of advertising in games (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
Very concerned	7 7%	3 5%	4 9%	** **	2 7%	** **	1 2%	5 8%	2 5%	7 7%	5 6%	** **	** **	** **	6 7%	** **	7 7%
Fairly concerned	21 21%	13 23%	9 20%	** **	7 21%	** **	4 15%	14 24%	7 18%	21 21%	19 22%	** **	** **	** **	18 22%	** **	21 21%
Neither/ nor	18 18%	10 18%	8 19%	** **	9 28% fh	** **	2 7%	14 24% fh	5 11%	18 18% f	17 20%	** **	** **	** **	17 20%	** **	18 18%
Not very concerned	15 15%	6 11%	9 21%	** **	3 11%	** **	6 24% g	7 12%	9 20%	15 15%	13 15%	** **	** **	** **	13 16%	** **	15 15%
Not at all concerned	35 35%	22 40%	13 30%	** **	10 32% g	** **	12 48% g	17 31%	18 42%	35 35%	30 35%	** **	** **	** **	27 33%	** **	35 35%
Don't know	2 2%	2 3%	1 2%	** **	* 1%	** **	1 4%	1 1%	2 4%	2 2%	1 1%	** **	** **	** **	2 3%	** **	2 2%
SUMMARY CODES																	
TOTAL CONCERNED	28 28%	16 28%	12 29%	** **	9 27%	** **	4 17%	18 32% f	10 23%	28 28%	24 28%	** **	** **	** **	24 29%	** **	28 28%
TOTAL NOT CONCERNED	50 51%	28 51%	22 51%	** **	14 43%	** **	19 72% dgi	24 42%	26 62% dg	50 51%	43 50%	** **	** **	** **	41 49%	** **	50 51%
TOTAL NEITHER/ DON'T KNOW	20 21%	12 21%	9 21%	** **	9 30% fh	** **	3 11%	14 25% f	6 15%	20 21%	19 22%	** **	** **	** **	19 23%	** **	20 21%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 114

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

QP75A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Disagree a lot	151 61%	72 58%	79 64%	27 57%	49 62%	29 64%	46 59%	76 60%	75 61%	151 61%	129 61%	14 60%	6 58%	3 57%	128 59%	23 70%	151 61%
Disagree a little	45 18%	23 18%	22 17%	11 23%	15 19%	7 15%	12 15%	26 21%	19 15%	45 18%	37 17%	4 19%	2 23%	1 26%	41 19%	3 11%	45 18%
Neither agree nor disagree	16 7%	11 9%	6 4%	1 1%	7 8%	3 7%	6 7%	7 6%	9 7%	16 7%	15 7%	* 2%	* 4%	* 6%	14 6%	2 7%	16 7%
Agree a little	28 11%	14 11%	14 11%	7 15%	5 7%	5 11%	10 13%	13 10%	15 12%	28 11%	23 11%	3 12%	1 13%	* 7%	24 11%	3 10%	28 11%
Agree a lot	10 4%	6 5%	4 4%	2 3%	3 3%	1 3%	5 6%	4 3%	6 5%	10 4%	8 4%	1 6%	* 3%	* 2%	10 4%	* 1%	10 4%
Don't know	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* 1%	* *%	- -%	* *%
SUMMARY CODES																	
TOTAL DISAGREE	196 78%	95 76%	101 81%	38 80%	65 82%	36 78%	58 74%	103 81%	93 76%	196 78%	166 78%	18 79%	8 81%	4 83%	170 78%	26 81%	196 78%
TOTAL AGREE	38 15%	19 16%	18 15%	9 19%	8 10%	7 14%	14 18%	17 13%	21 17%	38 15%	31 15%	4 19%	2 15%	* 9%	34 16%	4 12%	38 15%
TOTAL NEITHER/ DON'T KNOW	16 7%	11 9%	6 4%	1 1%	7 8%	3 7%	6 7%	7 6%	9 7%	16 7%	15 7%	* 2%	* 4%	* 8%	14 6%	2 7%	16 7%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 115

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

QP75B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Disagree a lot	5 2%	2 2%	3 2%	1 2%	1 2%	* 1%	3 4%	2 2%	3 2%	5 2%	4 2%	1 5% m	* 3%	* 1%	5 2%	* 1%	5 2%
Disagree a little	9 4%	6 5%	3 3%	1 3%	5 6%	1 2%	3 4%	6 5%	4 3%	9 4%	8 4%	1 2%	* 3%	* 5%	9 4%	* *%	9 4%
Neither agree nor disagree	19 8%	10 8%	9 7%	5 10%	5 7%	5 10%	5 6%	10 8%	10 8%	19 8%	17 8%	2 7%	1 6%	* 5%	17 8%	2 7%	19 8%
Agree a little	55 22%	28 22%	27 22%	9 20%	20 25%	8 18%	18 23%	29 23%	26 21%	55 22%	46 22%	6 25%	2 17%	1 28% lo	50 23%	5 15%	55 22%
Agree a lot	160 64%	78 63%	82 66%	31 65%	48 61%	32 69%	49 63%	79 63%	81 66%	160 64%	137 64%	13 60%	7 70% m	3 55%	136 62%	25 76% kmn	160 64%
Don't know	1 *%	* *%	* *%	* *%	* *%	* *%	* 1%	* *%	1 *%	1 *%	* *%	- -%	- -%	* 6% jknop	1 *%	* *%	1 *%
SUMMARY CODES																	
TOTAL DISAGREE	15 6%	8 7%	6 5%	2 5%	6 7%	1 2%	6 7%	8 6%	7 5%	15 6%	12 6%	2 8%	1 7%	* 5%	14 7%	1 2%	15 6%
TOTAL AGREE	215 86%	106 85%	109 87%	40 85%	68 86%	40 87%	67 86%	108 86%	107 87%	215 86%	183 86%	19 85%	9 87%	4 83%	186 85%	30 91%	215 86%
TOTAL NEITHER/ DON'T KNOW	20 8%	11 9%	9 8%	5 10%	5 7%	5 10%	5 7%	10 8%	10 8%	20 8%	17 8%	2 7%	1 6%	1 12%	18 8%	2 7%	20 8%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 116

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

QP76A. Across all the devices they use to watch things on YouTube, how much time do they spend watching YouTube on a typical school day? (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	452	222	230	77	138	87	150	215	237	452	250	69	62	71	385	67	452
Effective Weighted Sample	295	148	147	56	96	54	91	152	144	295	233	57	58	69	259	37	295
Total	127	65	62	24	46	23	34	70	58	127	111	10	5	2	110	17	127
None	11 9%	4 7%	7 11%	** **	3 8%	** **	2 5%	7 10%	4 7%	11 9%	10 9%	** **	** **	** **	9 8%	** **	11 9%
Up to 1 hour	75 59%	38 59%	37 60%	** **	27 59%	** **	19 55%	42 61%	33 57%	75 59%	65 59%	** **	** **	** **	65 59%	** **	75 59%
Up to 2 hours	26 21%	16 25%	10 17%	** **	12 25%	** **	7 21%	15 21%	12 21%	26 21%	23 21%	** **	** **	** **	23 21%	** **	26 21%
Up to 3 hours	4 3%	1 2%	3 4%	** **	1 2%	** **	2 5%	2 3%	2 4%	4 3%	3 3%	** **	** **	** **	4 3%	** **	4 3%
Up to 4 hours	2 2%	1 1%	1 2%	** **	* *%	** **	2 5%	* *%	2 3%	2 2%	1 1%	** **	** **	** **	2 2%	** **	2 2%
Up to 5 hours	1 1%	* 1%	1 1%	** **	* 1%	** **	1 2%	* 1%	1 1%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Up to 6 hours	1 1%	- -%	1 1%	** **	- -%	** **	1 2%	- -%	1 1%	1 1%	1 *%	** **	** **	** **	1 1%	** **	1 1%
Up to 7 hours	* *%	- -%	* 1%	** **	- -%	** **	* 1%	- -%	* 1%	* *%	* *%	** **	** **	** **	* *%	** **	* *%
Don't know	7 5%	4 6%	3 4%	** **	2 5%	** **	2 5%	3 5%	3 6%	7 5%	6 5%	** **	** **	** **	6 6%	** **	7 5%
Mean number of hours	1.1	1.0	1.1	**	1.0	**	1.4 dgi	.9 g	1.2	1.1	1.0	**	**	**	1.1	**	1.1
Standard deviation	1.02	.83	1.19	**	.82	**	1.38	.79	1.24	1.02	1.01	**	**	**	1.05	**	1.02
Standard error	.05	.06	.08	**	.07	**	.12	.06	.08	.05	.07	**	**	**	.06	**	.05

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 117

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

QP76B. And how much time do they spend watching YouTube on a typical weekend day? (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	452	222	230	77	138	87	150	215	237	452	250	69	62	71	385	67	452
Effective Weighted Sample	295	148	147	56	96	54	91	152	144	295	233	57	58	69	259	37	295
Total	127	65	62	24	46	23	34	70	58	127	111	10	5	2	110	17	127
None	4 3%	1 2%	2 4%	** **	2 4%	** **	* 1%	2 3%	1 2%	4 3%	3 2%	** **	** **	** **	2 2%	** **	4 3%
Up to 1 hour	72 57%	35 53%	37 60%	** **	26 58%	** **	16 48%	41 60%	31 53%	72 57%	64 58%	** **	** **	** **	62 56%	** **	72 57%
Up to 2 hours	27 21%	18 27%	9 15%	** **	10 23%	** **	8 22%	16 23%	11 19%	27 21%	23 21%	** **	** **	** **	25 23%	** **	27 21%
Up to 3 hours	11 9%	5 8%	6 10%	** **	4 9%	** **	3 8%	5 8%	6 10%	11 9%	10 9%	** **	** **	** **	8 7%	** **	11 9%
Up to 4 hours	3 2%	1 2%	1 2%	** **	1 1%	** **	2 6%	1 1%	2 3%	3 2%	2 2%	** **	** **	** **	2 2%	** **	3 2%
Up to 5 hours	1 1%	* 1%	1 2%	** **	- -%	** **	1 4%	- -%	1 2%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Up to 6 hours	1 1%	* 1%	1 1%	** **	- -%	** **	1 3%	- -%	1 2%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Up to 7 hours	* *%	- -%	* 1%	** **	- -%	** **	* 1%	- -%	* 1%	* *%	* *%	** **	** **	** **	* *%	** **	* *%
Up to 8 hours	1 1%	- -%	1 1%	** **	- -%	** **	1 3%	- -%	1 2%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Don't know	7 5%	4 7%	2 4%	** **	2 5%	** **	2 5%	4 5%	3 6%	7 5%	6 5%	** **	** **	** **	7 6%	** **	7 5%
Mean number of hours	1.4	1.3	1.4	**	1.2	**	1.9 dgi	1.2	1.6 dgi	1.4	1.4	**	**	**	1.4	**	1.4
Standard deviation	1.26	1.02	1.47	**	.83	**	1.88	.80	1.63	1.26	1.26	**	**	**	1.28	**	1.26
Standard error	.06	.07	.10	**	.07	**	.16	.06	.11	.06	.08	**	**	**	.07	**	.06

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 118

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

QP76A-B. HOURS WATCHING THINGS ON YOUTUBE IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	452	222	230	77	138	87	150	215	237	452	250	69	62	71	385	67	452
Effective Weighted Sample	295	148	147	56	96	54	91	152	144	295	233	57	58	69	259	37	295
Total	127	65	62	24	46	23	34	70	58	127	111	10	5	2	110	17	127
None	1 1%	* 1%	* 1%	** **	* **	** **	* **	* **	* **	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Up to 5 hours	52 41%	25 38%	27 43%	** **	18 40%	** **	11 31%	30 43%	22 38%	52 41%	46 42%	** **	** **	** **	41 37%	** **	52 41%
Up to 10 hours	32 25%	15 23%	17 27%	** **	12 26%	** **	9 27%	18 26%	14 24%	32 25%	27 24%	** **	** **	** **	30 27%	** **	32 25%
Up to 15 hours	23 18%	15 24%	8 12%	** **	9 20%	** **	6 18%	14 19%	9 16%	23 18%	20 18%	** **	** **	** **	20 19%	** **	23 18%
Up to 20 hours	7 6%	3 5%	4 6%	** **	3 7%	** **	2 5%	3 5%	4 6%	7 6%	6 6%	** **	** **	** **	5 5%	** **	7 6%
Up to 25 hours	1 1%	* 1%	1 1%	** **	* **	** **	1 2%	* **	1 2%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Up to 30 hours	2 2%	1 1%	1 2%	** **	* **	** **	2 6%	* **	2 3%	2 2%	2 2%	** **	** **	** **	2 2%	** **	2 2%
Up to 35 hours	1 1%	* 1%	1 2%	** **	* 1%	** **	1 3%	* 1%	1 2%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Over 40 hours	1 1%	- -%	1 2%	** **	- -%	** **	1 3%	- -%	1 2%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Don't know	7 5%	4 7%	3 4%	** **	2 5%	** **	2 5%	4 5%	3 6%	7 5%	6 5%	** **	** **	** **	7 6%	** **	7 5%
Mean number of hours	8.1	7.7	8.4	**	7.6	**	10.7	7.1	9.2	8.1	8.0	**	**	**	8.4	**	8.1
Standard deviation	7.18	5.74	8.44	**	5.38	**	10.13	5.17	8.97	7.18	7.18	**	**	**	7.39	**	7.18
Standard error	.35	.41	.58	**	.48	**	.86	.37	.61	.35	.47	**	**	**	.39	**	.35

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 119

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

QP77A. Across all the devices they use to watch TV programmes or films, how much time do they spend watching TV programmes or films on a typical school day? This includes watching anything on scheduled TV, using any catch up services, any on-demand services like Netflix or anything that's been recorded to watch later. (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	888	430	458	158	254	165	311	412	476	888	481	133	126	148	749	139	888
Effective Weighted Sample	585	283	303	111	173	104	199	284	302	585	447	99	116	126	518	68	585
Total	246	124	122	47	78	45	76	125	121	246	209	23	10	5	214	32	246
None	11 4%	4 4%	7 5%	3 7%	3 3%	2 4%	3 4%	6 5%	5 4%	11 4%	10 5%	* 2%	* 3%	* 4%	11 5%	* %	11 4%
Up to 1 hour	90 37%	44 36%	46 37%	19 40%	33 43%	17 38%	21 27%	52 42%	38 31%	90 37%	80 38%	5 22%	3 31%	2 39%	73 34%	17 52%	90 37%
Up to 2 hours	80 33%	39 32%	41 33%	15 32%	24 31%	15 34%	26 34%	39 31%	41 34%	80 33%	66 32%	8 36%	4 42%	1 30%	75 35%	6 17%	80 33%
Up to 3 hours	34 14%	18 15%	16 13%	5 11%	11 14%	6 13%	12 16%	16 13%	18 15%	34 14%	28 13%	5 21%	2 15%	* 8%	28 13%	6 18%	34 14%
Up to 4 hours	14 6%	7 5%	8 6%	2 3%	3 3%	2 4%	8 11%	4 3%	10 8%	14 6%	12 6%	2 8%	* 2%	* %	13 6%	2 6%	14 6%
Up to 5 hours	4 1%	2 1%	2 2%	- -%	1 2%	- -%	2 3%	1 1%	2 2%	4 1%	3 1%	1 4%	* 1%	* 1%	3 1%	* 1%	4 1%
Up to 6 hours	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	* *%	- -%	- -%	* 1%	* *%	- -%	* *%
Up to 7 hours	* *%	- -%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* 1%	- -%	* *%	- -%	* *%
Don't know	13 5%	9 7%	4 3%	3 6%	3 4%	3 6%	4 5%	6 5%	7 5%	13 5%	9 5%	2 7%	1 5%	1 18%	11 5%	2 5%	13 5%
Mean number of hours	1.7	1.7	1.7	1.4	1.6	1.6	2.0	1.5	1.8	1.7	1.6	2.1	1.7	1.4	1.7	1.5	1.7
Standard deviation	1.10	1.09	1.10	.96	1.03	1.01	1.24	1.00	1.18	1.10	1.10	1.12	1.05	1.01	1.10	1.10	1.10
Standard error	.04	.06	.05	.08	.07	.08	.07	.05	.06	.04	.05	.10	.10	.09	.04	.10	.04

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 120

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

QP77B. And how much time do they spend watching TV programmes or films on a typical weekend day? This includes watching anything on scheduled TV, using any catch up services, any on-demand services like Netflix or anything that's been recorded to watch later. (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 95%																	
Unweighted total	888	430	458	158	254	165	311	412	476	888	481	133	126	148	749	139	888
Effective Weighted Sample	585	283	303	111	173	104	199	284	302	585	447	99	116	126	518	68	585
Total	246	124	122	47	78	45	76	125	121	246	209	23	10	5	214	32	246
None	8 3%	5 4%	4 3%	1 2%	3 3%	2 5%	3 4%	4 3%	5 4%	8 3%	7 3%	1 4%	* 3%	* 6%	8 4%	1 2%	8 3%
Up to 1 hour	68 28%	31 25%	37 30%	16 33%	20 25%	14 32%	19 25%	35 28%	33 27%	68 28%	62 30% klm	4 16%	2 19%	1 20%	56 26% k	12 39% klmn	68 28% kl
Up to 2 hours	64 26%	32 26%	31 26%	10 22%	24 31%	12 26%	17 23%	35 28%	29 24%	64 26%	54 26%	6 26%	2 23%	1 29%	57 27%	7 21%	64 26%
Up to 3 hours	47 19%	22 17%	25 20%	10 21%	15 19%	8 18%	14 19%	24 19%	22 18%	47 19%	41 20% m	4 17%	1 13%	* 9%	43 20% m	4 12%	47 19% m
Up to 4 hours	28 11%	15 12%	13 11%	6 13%	8 11%	4 10%	9 12%	15 12%	13 11%	28 11%	22 10%	3 14% m	3 27% jkmnop	* 6%	24 11%	4 12%	28 11%
Up to 5 hours	12 5%	7 6%	6 4%	1 3%	4 5%	* 1%	7 9% ceg	5 4%	7 6% e	12 5%	10 5%	2 8%	1 7%	* 3%	12 5%	1 2%	12 5%
Up to 6 hours	3 1%	1 1%	2 1%	- -%	1 1%	- -%	2 2%	1 1%	2 1%	3 1%	2 1%	1 4% jp	* 1%	* 2%	3 1%	* 1%	3 1%
Up to 7 hours	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%
Up to 8 hours	1 *%	* *%	* *%	- -%	- -%	* 1%	* 1%	- -%	1 1%	1 *%	1 *%	- -%	- -%	- -%	* *%	* 1%	1 *%
Don't know	15 6%	11 9% b	5 4%	3 6%	4 5%	4 9%	5 6%	7 5%	9 7%	15 6%	11 5%	2 10%	1 8%	1 26% jknop	12 6%	3 9%	15 6%
Mean number of hours	2.2	2.2	2.1	2.0	2.2 e	1.9	2.4 cdegi	2.1 e	2.2 e	2.2 e	2.1	2.6 jmnop	2.6 jmnop	2.0	2.2	1.9	2.2
Standard deviation	1.40	1.43	1.38	1.27	1.33	1.30	1.57	1.30	1.50	1.40	1.38	1.56	1.45	1.53	1.38	1.53	1.40
Standard error	.05	.07	.07	.11	.09	.11	.09	.07	.07	.05	.06	.14	.13	.15	.05	.14	.05

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 121

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

QP77A-B. HOURS WATCHING TV PROGRAMMES OR FILMS IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	888	430	458	158	254	165	311	412	476	888	481	133	126	148	749	139	888
Effective Weighted Sample	585	283	303	111	173	104	199	284	302	585	447	99	116	126	518	68	585
Total	246	124	122	47	78	45	76	125	121	246	209	23	10	5	214	32	246
None	5 2%	2 1%	3 3%	1 2%	2 2%	1 3%	1 1%	3 2%	2 2%	5 2%	4 2%	* 2%	* 2%	* 3%	5 2%	* *%	5 2%
Up to 5 hours	37 15%	18 15%	18 15%	8 18%	11 14%	8 17%	10 13%	19 15%	17 14%	37 15%	34 16% km	1 6%	1 10%	* 9%	30 14% k	7 21% klm	37 15% k
Up to 10 hours	57 23%	27 21%	30 25%	11 24%	21 27%	11 24%	14 18%	32 26%	25 20%	57 23%	49 23%	4 19%	2 21%	1 29%	47 22%	10 31%	57 23%
Up to 15 hours	60 25%	31 25%	30 24%	11 24%	22 28%	10 23%	17 23%	33 26%	28 23%	60 25%	53 25% lo	5 22%	2 15%	1 19%	56 26% lo	4 13%	60 25% lo
Up to 20 hours	29 12%	14 11%	16 13%	8 18% d	7 9%	5 11%	9 12%	15 12%	14 12%	29 12%	23 11%	4 17% m	3 27% jmnop	* 6%	25 12%	4 12%	29 12%
Up to 25 hours	25 10%	14 11%	11 9%	3 6%	9 11%	4 10%	9 12%	12 9%	14 11%	25 10%	21 10%	2 10%	1 13%	* 6%	23 11%	3 8%	25 10%
Up to 30 hours	12 5%	5 4%	7 6%	1 3% ceg	3 4%	1 3%	7 9%	4 3%	8 6%	12 5%	10 5% lm	2 9% lmo	* 1%	* *%	11 5% lm	1 2% lm	12 5% lm
Up to 35 hours	5 2%	2 2%	3 2%	- -%	1 2%	- -%	3 4% ceg	1 1%	3 3%	5 2%	4 2%	1 4%	* 1%	* 1%	4 2%	1 2%	5 2%
Up to 40 hours	* *%	* *%	- -%	- -%	- -%	- -%	* 1%	- -%	* *%	* *%	* *%	- -%	- -%	- -%	- -%	* 1% n	* *%
Over 40 hours	* *%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	* *%	* *%	* *%	- -%	* 1%	* 1%	* *%	- -%	* *%
Don't know	15 6%	11 9% b	5 4%	3 6%	4 5%	4 9%	5 6%	7 5%	9 7%	15 6%	11 5%	2 10%	1 9%	1 26% jklmnop	12 6%	3 9%	15 6%
Mean number of hours	12.7	12.9	12.5	11.2	12.4	11.3	14.8 cdegi	12.0	13.5 ceg	12.7 ce	12.4	15.4 jmnop	13.7 mo	10.9	12.9 mo	11.3	12.7 m
Standard deviation	7.85	7.88	7.85	6.76	7.34	7.18	8.99	7.13	8.51	7.85	7.81	8.36	7.69	7.83	7.83	7.96	7.85
Standard error	.28	.41	.38	.57	.49	.59	.54	.37	.41	.28	.37	.76	.72	.76	.30	.74	.28

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

QP78A. Across all the devices they use to watch for social media or messaging sites or apps, how much time do they spend using social media or messaging sites or apps on a typical school day? (SINGLE CODE)

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	4	1	3	-	-	2	2	-	4	4	2	1	-	1	3	1	4
Effective Weighted Sample	3	1	2	-	-	2	1	-	3	3	2	1	-	1	2	1	3
Total	1	*	1	-	-	1	*	-	1	1	1	*	-	*	1	1	1
None	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to 1 hour	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to 3 hours	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of hours	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QP78A. Across all the devices they use to watch for social media or messaging sites or apps, how much time do they spend using social media or messaging sites or apps on a typical school day? (SINGLE CODE)

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	INTERNET USER AGED 3-4					
	Total	ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	N IRELAND ~d	ALL ~e
Significance Level: 95%						
Unweighted total	4	2	1	-	1	4
Effective Weighted Sample	3	2	1	-	1	3
Total	1	1	*	-	*	1
None	**	**	**	**	**	**
	**	**	**	**	**	**
Up to 1 hour	**	**	**	**	**	**
	**	**	**	**	**	**
Up to 3 hours	**	**	**	**	**	**
	**	**	**	**	**	**
Mean number of hours	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**
Standard error	**	**	**	**	**	**

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

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

QP78B. And how much time do they spend using social media or messaging sites or apps on a typical weekend day? (SINGLE CODE)

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	4	1	3	-	-	2	2	-	4	4	2	1	-	1	3	1	4
Effective Weighted Sample	3	1	2	-	-	2	1	-	3	3	2	1	-	1	2	1	3
Total	1	*	1	-	-	1	*	-	1	1	1	*	-	*	1	1	1
None	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to 1 hour	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to 2 hours	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of hours	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QP78B. And how much time do they spend using social media or messaging sites or apps on a typical weekend day? (SINGLE CODE)

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	INTERNET USER AGED 3-4					
	Total	ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	N IRELAND ~d	ALL ~e
Significance Level: 95%						
Unweighted total	4	2	1	-	1	4
Effective Weighted Sample	3	2	1	-	1	3
Total	1	1	*	-	*	1
None	**	**	**	**	**	**
	**	**	**	**	**	**
Up to 1 hour	**	**	**	**	**	**
	**	**	**	**	**	**
Up to 2 hours	**	**	**	**	**	**
	**	**	**	**	**	**
Mean number of hours	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**
Standard error	**	**	**	**	**	**

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

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

QP78A-B. HOURS USING SOCIAL MEDIA OR MESSAGING SITES OR APPS IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 95%																	
Unweighted total	4	1	3	-	-	2	2	-	4	4	2	1	-	1	3	1	4
Effective Weighted Sample	3	1	2	-	-	2	1	-	3	3	2	1	-	1	2	1	3
Total	1	*	1	-	-	1	*	-	1	1	1	*	-	*	1	1	1
None	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to 5 hours	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to 20 hours	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of hours	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QP78A-B. HOURS USING SOCIAL MEDIA OR MESSAGING SITES OR APPS IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child has a profile or account on social media or messaging sites or apps

	INTERNET USER AGED 3-4					
	Total	ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	N IRELAND ~d	ALL ~e
Significance Level: 95%						
Unweighted total	4	2	1	-	1	4
Effective Weighted Sample	3	2	1	-	1	3
Total	1	1	*	-	*	1
None	**	**	**	**	**	**
	**	**	**	**	**	**
Up to 5 hours	**	**	**	**	**	**
	**	**	**	**	**	**
Up to 20 hours	**	**	**	**	**	**
	**	**	**	**	**	**
Mean number of hours	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**
Standard error	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 125

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

QP79A. Across all the devices they use for gaming or to play games, how much time do they spend playing games on a typical school day? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
None	17	10	8	**	6	**	1	14	3	17	16	**	**	**	12	**	17
	18%	18%	18%	**	19%	**	6%	25%	8%	18%	19%	**	**	**	15%	**	18%
					fh			fh		fh							
Up to 1 hour	66	36	30	**	21	**	19	35	31	66	59	**	**	**	58	**	66
	67%	65%	69%	**	65%	**	74%	62%	74%	67%	69%	**	**	**	69%	**	67%
Up to 2 hours	5	3	1	**	2	**	2	3	2	5	3	**	**	**	5	**	5
	5%	6%	3%	**	7%	**	8%	5%	6%	5%	3%	**	**	**	6%	**	5%
Up to 3 hours	1	1	1	**	-	**	1	*	1	1	1	**	**	**	1	**	1
	1%	1%	2%	**	-%	**	4%	*%	3%	1%	1%	**	**	**	2%	**	1%
Up to 4 hours	*	-	*	**	-	**	*	-	*	*	*	**	**	**	*	**	*
	*%	-%	1%	**	-%	**	1%	-%	1%	*%	*%	**	**	**	*%	**	*%
Up to 5 hours	*	-	*	**	*	**	-	*	-	*	-	**	**	**	-	**	*
	*%	-%	*%	**	*%	**	-%	*%	-%	*%	-%	**	**	**	-%	**	*%
Don't know	9	6	3	**	3	**	2	5	4	9	6	**	**	**	7	**	9
	9%	10%	7%	**	8%	**	7%	9%	9%	9%	8%	**	**	**	8%	**	9%
Mean number of hours	.6	.6	.6	**	.6	**	.8	.5	.7	.6	.5	**	**	**	.6	**	.6
									gi								
Standard deviation	.59	.57	.63	**	.53	**	.77	.49	.70	.59	.53	**	**	**	.61	**	.59
Standard error	.03	.04	.05	**	.06	**	.08	.04	.06	.03	.04	**	**	**	.04	**	.03

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 126

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

QP79B. Across all the devices they use for gaming or to play games, how much time do they spend playing games on a typical weekend day? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
None	7 7%	4 8%	2 5%	** **	2 8%	** **	2 6%	4 7%	3 6%	7 7%	6 7%	** **	** **	** **	4 5%	** **	7 7%
Up to 1 hour	66 67%	35 63%	31 71%	** **	21 67%	** **	15 60%	40 71%	26 62%	66 67%	60 70%	** **	** **	** **	57 68%	** **	66 67%
Up to 2 hours	14 14%	7 13%	6 15%	** **	4 12%	** **	6 21%	7 12%	7 17%	14 14%	10 12%	** **	** **	** **	12 15%	** **	14 14%
Up to 3 hours	2 2%	2 3%	1 1%	** **	1 2%	** **	1 3%	1 1%	2 4%	2 2%	2 2%	** **	** **	** **	2 2%	** **	2 2%
Up to 4 hours	1 1%	1 1%	* 1%	** **	1 2%	** **	* 2%	1 1%	* 1%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%
Up to 5 hours	* *%	* *%	* *%	** **	* *%	** **	- -%	* *%	* *%	* *%	- -%	** **	** **	** **	* *%	** **	* *%
Don't know	9 9%	6 11%	3 6%	** **	3 9%	** **	2 8%	5 8%	4 9%	9 9%	6 7%	** **	** **	** **	7 8%	** **	9 9%
Mean number of hours	.9	.9	.9	**	.9	**	1.1	.8	1.0	.9	.8	**	**	**	.9	**	.9
Standard deviation	.74	.78	.69	**	.74	**	.83	.64	.85	.74	.69	**	**	**	.72	**	.74
Standard error	.04	.06	.06	**	.08	**	.08	.05	.07	.04	.05	**	**	**	.04	**	.04

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 127

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

QP79A-B. HOURS PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	~c	d	~e	f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	346	193	153	71	102	67	106	173	173	346	183	43	49	71	289	57	346
Effective Weighted Sample	218	120	98	51	67	37	64	118	102	218	171	32	47	68	189	30	218
Total	99	56	43	25	32	16	26	57	42	99	85	8	4	2	84	15	99
None	4	3	2	**	1	**	*	3	1	4	4	**	**	**	2	**	4
	4%	5%	4%	**	4%	**	1%	5%	3%	4%	5%	**	**	**	2%	**	4%
Up to 5 hours	54	31	24	**	18	**	12	33	21	54	50	**	**	**	46	**	54
	55%	55%	55%	**	56%	**	48%	58%	51%	55%	58%	**	**	**	55%	**	55%
Up to 10 hours	24	13	12	**	8	**	8	13	11	24	22	**	**	**	22	**	24
	25%	23%	28%	**	24%	**	30%	23%	27%	25%	25%	**	**	**	26%	**	25%
Up to 15 hours	3	2	2	**	1	**	1	2	1	3	1	**	**	**	3	**	3
	3%	3%	4%	**	4%	**	5%	3%	3%	3%	1%	**	**	**	4%	**	3%
Up to 20 hours	2	2	1	**	1	**	2	1	2	2	2	**	**	**	2	**	2
	3%	3%	1%	**	2%	**	7%	1%	4%	3%	2%	**	**	**	3%	**	3%
Up to 25 hours	*	*	*	**	-	**	*	-	*	*	-	**	**	**	*	**	*
	*%	*%	*%	**	-%	**	*%	-%	1%	*%	-%	**	**	**	*%	**	*%
Up to 30 hours	*	-	*	**	-	**	*	-	*	*	*	**	**	**	*	**	*
	*%	-%	1%	**	-%	**	1%	-%	1%	*%	*%	**	**	**	*%	**	*%
Up to 35 hours	*	-	*	**	*	**	-	*	-	*	-	**	**	**	-	**	*
	*%	-%	*%	**	*%	**	-%	*%	-%	*%	-%	**	**	**	-%	**	*%
Don't know	9	6	3	**	3	**	2	5	4	9	7	**	**	**	8	**	9
	10%	11%	8%	**	10%	**	8%	9%	10%	10%	8%	**	**	**	9%	**	10%
Mean number of hours	4.7	4.7	4.8	**	4.5	**	6.4	4.1	5.7	4.7	4.4	**	**	**	5.0	**	4.7
Standard deviation	4.12	4.11	4.18	**	3.74	**	5.19	3.39	4.83	4.12	3.72	**	**	**	4.17	**	4.12
Standard error	.24	.32	.36	**	.41	**	.53	.28	.39	.24	.29	**	**	**	.26	**	.24

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 196

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

QP80. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents (giving their consent to answer this question)

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	857	416	441	154	235	165	303	389	468	857	459	130	126	142	720	137	857
Effective Weighted Sample	561	271	292	107	159	105	194	265	298	561	427	97	116	121	494	69	561
Total	236	119	117	45	72	45	74	117	119	236	200	22	10	5	204	32	236
WHITE - British	138 58%	68 57%	70 59%	29 65% fh	45 62%	25 55%	39 53%	74 63% fh	64 54%	138 58%	124 62% kln	5 24%	5 50% k	3 70% klnp	113 56% k	24 75% jklmp	138 58% k
WHITE - English	13 6%	7 6%	6 5%	3 7%	4 5%	3 6%	3 5%	7 6%	6 5%	13 6%	13 7% klm	- -%	* 1%	* 1%	11 5% km	2 7% km	13 6% km
WHITE - Scottish	17 7%	9 8%	8 7%	3 6%	4 6%	4 8%	6 9%	7 6%	10 8%	17 7%	2 1%	15 71% jlmnop	- -%	- -%	13 7% jlm	4 11% jlm	17 7% jlm
WHITE - Welsh	4 2%	2 2%	2 2%	1 1%	1 1%	1 2%	2 3%	1 1%	3 2%	4 2%	- -%	- -%	4 44% jkmnop	- -%	4 2% j	1 2% j	4 2% j
WHITE - Irish	2 1%	1 1%	1 1%	* *% h	1 1%	* 1%	* *% h	1 1%	1 1%	2 1%	* *% h	- -%	- -%	1 25% jklmp	1 1% h	1 2% h	2 1% h
WHITE - Any other white background	15 6%	6 5%	10 8%	2 4% h	4 6%	5 11% g	4 6% cegi	6 5% h	9 8% h	15 6% h	15 7% klm	* 2%	* 1%	* 1%	14 7% klm	1 3% h	15 6% lm
MIXED - White and Black Caribbean	6 3%	3 3%	3 3%	- -% h	2 3%	- -% h	4 6% cegi	2 2% h	4 4% h	6 3% h	6 3% h	- -% h	- -% h	- -% h	6 3% h	- -% h	6 3% h
MIXED - White and Black African	2 1%	1 1%	1 *% h	1 1% h	* *% h	1 1% h	- -% h	1 1% h	1 *% h	2 1% h	2 1% h	- -% h	- -% h	- -% h	2 1% h	- -% h	2 1% h
MIXED - White and Asian	5 2%	2 1% h	3 3% h	1 1% h	2 2% h	1 1% h	2 2% h	2 2% h	2 2% h	5 2% h	4 2% h	1 3% h	* 1% h	* 1% h	5 2% h	- -% h	5 2% h
MIXED - Any other mixed background	1 1% h	1 1% h	1 1% h	1 1% h	1 1% h	- -% h	- -% h	1 1% h	- -% h	1 1% h	1 1% h	- -% h	- -% h	- -% h	1 1% h	- -% h	1 1% h
ASIAN AND BRITISH ASIAN - Indian	7 3% lm	4 3% lm	3 3% lm	2 4% lm	1 1% lm	1 3% lm	3 4% lm	3 2% lm	4 4% lm	7 3% lm	7 4% lm	- -% lm	- -% lm	- -% lm	7 3% lm	- -% lm	7 3% lm

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 196

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

QP80. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents (giving their consent to answer this question)

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	857	416	441	154	235	165	303	389	468	857	459	130	126	142	720	137	857
Effective Weighted Sample	561	271	292	107	159	105	194	265	298	561	427	97	116	121	494	69	561
Total	236	119	117	45	72	45	74	117	119	236	200	22	10	5	204	32	236
ASIAN AND BRITISH ASIAN - Pakistani	8 4%	5 4%	3 3%	1 3%	2 3%	2 3%	3 5%	3 3%	5 4%	8 4%	8 4%	* 1%	* 1%	- -%	8 4%	- -%	8 4%
ASIAN AND BRITISH ASIAN - Bangladeshi	3 1%	3 2%	1 1%	* 1%	1 1%	1 3%	1 1%	1 1%	2 2%	3 1%	3 2%	- -%	* 1%	- -%	3 2%	- -%	3 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	1 *%	1 1%	* *%	* 1%	* *%	- -%	* *%	1 1%	* *%	1 *%	1 1%	- -%	- -%	- -%	1 1%	- -%	1 *%
BLACK AND BLACK BRITISH - Caribbean	3 1%	1 *%	2 2%	- -%	1 2%	1 1%	1 2%	1 1%	2 1%	3 1%	3 1%	- -%	- -%	- -%	3 1%	- -%	3 1%
BLACK AND BLACK BRITISH - African	9 4%	6 5%	3 3%	1 3%	3 5%	1 3%	3 4%	5 4%	4 4%	9 4%	9 4%	- -%	- -%	- -%	9 4%	- -%	9 4%
MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	* *%
CHINESE OR OTHER ETHNIC GROUP - Chinese	1 *%	1 1%	- -%	- -%	1 1%	- -%	* *%	1 1%	* *%	1 *%	1 *%	- -%	- -%	* 1%	1 *%	* *%	1 *%
Any other background	1 *%	* *%	* *%	* 1%	- -%	* *%	* *%	* *%	* *%	1 *%	1 *%	- -%	* 1%	- -%	1 *%	- -%	1 *%
Refused	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* 1%	- -%	* *%	* *%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 197

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

QP82. Does your child have any of their day-to-day activities limited because of a health difficulty or disability which has lasted or is expected to last for at least 12 months? IF YES - Would you say this limits them a little or a lot? (SINGLE CODE)

Base : All parents (giving their consent to answer this question)

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	800	396	404	142	218	152	288	360	440	800	421	128	124	127	671	129	800
Effective Weighted Sample	524	258	267	97	145	97	188	241	284	524	391	96	114	108	460	65	524
Total	220	113	107	41	66	42	72	107	113	220	184	22	10	4	190	31	220
Yes, limited a little	5 2%	3 3%	1 1%	* 1%	* 1%	* *% degi	4 5%	1 1%	4 3%	5 2%	3 2%	1 4%	* 4%	* 1%	4 2%	* 1%	5 2%
Yes, limited a lot	4 2%	2 2%	1 1%	* 1%	1 1%	1 1%	2 3%	1 1%	3 2%	4 2%	3 2%	* 1%	* 4%	* 1%	4 2%	- -%	4 2%
No	211 96%	106 94%	104 97%	40 98%	65 98%	41 97%	65 91%	105 98%	106 93%	211 96%	177 96%	21 94%	9 90%	4 96%	180 95%	30 99%	211 96%
Prefer not to say/ Refused	1 1%	1 1%	1 *%	- -%	* 1%	* 1%	1 1%	* *%	1 1%	1 1%	1 *%	* 2%	* 1%	* 2%	1 1%	* *%	1 1%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 198

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

QP83. (SHOWCARD) Using this showcard, please read out the number or numbers for the health difficulties or disabilities that apply to your child (MULTI CODE)

Base : All parents (giving their consent to answer this question)

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	800	396	404	142	218	152	288	360	440	800	421	128	124	127	671	129	800
Effective Weighted Sample	524	258	267	97	145	97	188	241	284	524	391	96	114	108	460	65	524
Total	220	113	107	41	66	42	72	107	113	220	184	22	10	4	190	31	220
Social or behavioural issues (e.g. due to neuro diverse conditions such as Autism, Attention Deficit Disorder, Asperger's Syndrome)	4 2%	3 3%	1 1%	* *%	1 1%	- -%	3 5%	1 1%	3 3%	4 2%	3 2%	1 3%	* 3%	- -%	4 2%	* *%	4 2%
Learning, concentrating or remembering	3 2%	3 2%	1 1%	* *%	* 1%	- -%	3 4%	* *%	3 3%	3 2%	2 1%	1 3%	* 2%	- -%	3 2%	* *%	3 2%
Hearing (e.g. due to deafness, poor or partial hearing)	2 1%	1 1%	1 1%	* 1%	- -%	1 1%	1 2%	* *%	2 1%	2 1%	2 1%	* 2%	- -%	- -%	2 1%	- -%	2 1%
Difficulty speaking or communicating	1 1%	1 *%	1 1%	* *%	* *%	* *%	1 2%	* *%	1 1%	1 1%	1 *%	* 2%	* 2%	* 1%	1 1%	* *%	1 1%
Mobility, such as difficulty walking short distances, climbing stairs, lifting and carrying objects	1 *%	1 *%	* *%	* 1%	- -%	- -%	1 1%	* *%	1 1%	1 *%	1 *%	* 1%	* 1%	- -%	1 *%	- -%	1 *%
Stamina or breathing difficulty	1 *%	* *%	* *%	- -%	* *%	* *%	1 1%	* *%	1 1%	1 *%	* *%	* 1%	* 3%	* 1%	1 *%	* *%	1 *%
Vision (e.g. due to blindness, poor or partial sight)	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* 1%	- -%	* *%	* *%

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

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

QP83. (SHOWCARD) Using this showcard, please read out the number or numbers for the health difficulties or disabilities that apply to your child (MULTI CODE)

Base : All parents (giving their consent to answer this question)

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	800	396	404	142	218	152	288	360	440	800	421	128	124	127	671	129	800
Effective Weighted Sample	524	258	267	97	145	97	188	241	284	524	391	96	114	108	460	65	524
Total	220	113	107	41	66	42	72	107	113	220	184	22	10	4	190	31	220
Other health difficulty or disability	1 *%	* *%	1 1%	- -%	- -%	- -%	1 1%	- -%	1 1%	1 *%	1 *%	- -%	* 4%	- -%	1 *%	* 1%	1 *%
													jkmpn				
DOES NOT HAVE A HEALTH DIFFICULTY OR DISABILITY	211 96%	106 94%	104 97%	40 98%	65 98%	41 97%	65 91%	105 98%	106 93%	211 96%	177 96%	21 94%	9 90%	4 96%	180 95%	30 99%	211 96%
				f	f			fh		f	l				l	l	l
PREFER NOT TO SAY/ REFUSED	1 1%	1 1%	1 *%	- -%	* 1%	* 1%	1 1%	* *%	1 1%	1 1%	1 *%	* 2%	* 1%	* 2%	1 1%	* *%	1 1%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 199

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

QP84. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
2	23 9%	12 10%	11 9%	1 2%	6 8% c	2 4%	15 19% cdegi	7 5%	17 13% cdeg	23 9% cg	16 8%	5 22% jnop	2 16% jnp	1 13%	21 10%	3 8%	23 9%
3	81 32%	39 31%	42 34%	17 37%	27 34%	12 27%	24 31%	44 35%	37 30%	81 32%	67 31%	9 42% jlo	3 28% jlo	2 43% jlnop	73 34%	8 26%	81 32%
4	95 38%	50 40%	46 36%	23 49% fhi	33 42% fh	20 44% fh	19 25%	56 44% fh	39 32%	95 38% f	85 40% kl	6 25%	3 30%	2 31%	79 37% k	16 49% klmn	95 38% k
5-6	45 18%	22 17%	24 19%	5 11%	12 16%	11 24% cg	17 21% cg	18 14%	28 22% cg	45 18% k	40 19% k	2 11%	2 21% k	1 14%	41 19% k	4 14%	45 18%
7-9	4 2%	2 1%	3 2%	1 2%	* *% -	1 1% -	2 3% -	1 1% *	3 3% -	4 2% *	4 2% *	- -% -	* 5% - jkmnp	- -% -	3 1% -	1 4% -	4 2% *
10 or more	* *%	* *%	- -%	- -%	* *% -	- -%	- -%	* *% -	- -%	* *% -	* *% -	- -%	- -%	- -%	* *% -	- -%	* *% -

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 200

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

QP85. How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE						NATION							
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
1	104	51	53	18	32	20	34	50	54	104	83	14	4	3	94	10	104
	41%	41%	42%	37%	41%	44%	43%	39%	44%	41%	39%	61%	42%	53%	43%	30%	41%
											jlnop			jop	o		
2	102	54	48	26	35	18	23	61	41	102	91	7	3	2	86	16	102
	41%	43%	39%	54%	45%	39%	30%	48%	33%	41%	43%	30%	30%	34%	39%	50%	41%
				efhi	fh			fhi		fh	kl				klm		kl
3	30	15	15	3	8	6	13	10	20	30	26	2	2	*	26	4	30
	12%	12%	12%	5%	10%	13%	17%	8%	16%	12%	12%	8%	19%	9%	12%	13%	12%
						c	cdg		cg	c			kmnp				
4	11	4	7	2	4	1	5	5	6	11	10	*	1	*	9	2	11
	4%	3%	5%	3%	5%	2%	6%	4%	5%	4%	5%	1%	7%	4%	4%	6%	4%
													k				
5 or more	3	1	2	-	-	1	3	-	3	3	3	-	*	-	3	*	3
	1%	1%	2%	-%	-%	1%	3%	-%	3%	1%	1%	-%	2%	-%	1%	1%	1%
							dg		dg								

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

OFCEM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 201

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

QP86. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Under 1	30 12%	16 13%	14 11%	7 15%	7 9%	6 13%	11 14%	14 11%	16 13%	30 12%	27 13%	1 6%	1 13%	* 7%	25 12%	5 15%	30 12%
Aged 1	26 10%	15 12%	12 9%	4 9%	10 12%	5 11%	8 10%	14 11%	13 10%	26 10%	23 11%	2 8%	1 8%	* 8%	23 10%	4 11%	26 10%
Aged 2	18 7%	8 6%	10 8%	2 4%	5 6%	4 9%	7 9%	7 6%	11 9%	18 7%	16 7%	1 6%	1 7%	* 2%	15 7%	3 10%	18 7%
Aged 3	6 2%	2 2%	3 3%	1 1%	1 1%	2 3%	2 3%	2 1%	4 3%	6 2%	5 3%	- -%	* 2%	- -%	3 2%	2 7%	6 2%
Aged 4	5 2%	2 2%	3 2%	1 1%	1 2%	1 2%	2 3%	2 1%	3 2%	5 2%	4 2%	* 1%	* 3%	* 3%	4 2%	1 2%	5 2%
Aged 5	15 6%	7 5%	8 6%	4 9%	6 7%	2 5%	3 4%	10 8%	5 4%	15 6%	14 7%	* %*	* 5%	* 9%	13 6%	2 5%	15 6%
Aged 6	24 10%	10 8%	14 11%	1 3%	11 13%	3 6%	9 12%	12 9%	12 10%	24 10%	22 10%	1 3%	1 12%	* 8%	22 10%	2 6%	24 10%
Aged 7	26 10%	12 10%	14 11%	5 11%	8 10%	4 9%	8 11%	13 11%	13 10%	26 10%	23 11%	2 7%	1 10%	* 4%	22 10%	4 12%	26 10%
Aged 8	14 5%	8 7%	5 4%	4 8%	5 6%	2 3%	4 5%	9 7%	5 4%	14 5%	12 6%	1 5%	1 6%	* 4%	13 6%	1 3%	14 5%
Aged 9	8 3%	3 3%	5 4%	1 3%	* 1%	3 6%	4 5%	2 2%	7 5%	8 3%	6 3%	1 3%	1 11%	* 4%	6 3%	2 6%	8 3%
Aged 10	8 3%	3 2%	5 4%	1 2%	3 4%	1 1%	3 4%	4 3%	4 3%	8 3%	7 3%	1 3%	* 3%	* 3%	7 3%	1 3%	8 3%
Aged 11	7 3%	4 3%	3 2%	1 2%	2 2%	1 2%	3 4%	3 2%	4 3%	7 3%	6 3%	* 2%	* 4%	* 2%	5 2%	1 4%	7 3%
Aged 12	7	4	2	2	* 1	1	3	3	4	7	6	-	* 1	* 1	5	2	7

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 201

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

QP86. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Aged 13	4 1%	1 1%	3 2%	- -%	1 1%	1 2%	2 2%	1 1%	3 2%	4 1%	3 2%	- -%	* 2%	* 3%	3 2%	* *%	4 1%
Aged 14	3 1%	* *%	3 2%	- -%	1 1%	1 1%	2 2%	1 1%	2 2%	3 1%	2 1%	1 3%	* 1%	* 1%	3 1%	* 1%	3 1%
Aged 15	4 2%	2 1%	2 2%	* 1%	1 1%	* 1%	2 3%	1 1%	3 2%	4 2%	3 2%	- -%	* 4%	* 2%	3 1%	1 3%	4 2%
Aged 16	2 1%	* *%	1 1%	* 1%	* *%	* 1%	1 2%	* *%	2 1%	2 1%	2 1%	- -%	- -%	* 1%	1 1%	1 2%	2 1%
Refused	* *%	* *%	* *%	- -%	* *%	- -%	* *%	* *%	* *%	* *%	* *%	- -%	* 1%	* 2%	* *%	* *%	* *%
ANY YOUNGER SIBLINGS AT HOME	72 29%	38 30%	34 27%	13 27%	21 27%	15 32%	23 30%	34 27%	38 31%	72 29%	64 30%	4 19%	3 29%	1 17%	60 27%	12 37%	72 29%
NO YOUNGER SIBLINGS AT HOME	178 71%	87 70%	91 73%	35 73%	58 73%	31 68%	55 70%	93 73%	86 69%	178 71%	149 70%	18 81%	7 71%	4 83%	158 73%	20 63%	178 71%
ANY OLDER SIBLINGS AT HOME	90 36%	44 35%	46 37%	18 39%	29 37%	14 30%	29 37%	48 38%	42 34%	90 36%	79 37%	5 22%	4 44%	2 32%	77 35%	13 40%	90 36%
NO OLDER SIBLINGS AT HOME	160 64%	81 65%	79 63%	29 61%	50 63%	32 70%	49 63%	79 62%	81 66%	160 64%	134 63%	17 78%	6 56%	3 68%	140 65%	20 60%	160 64%
ONLY CHILD WITH NO SIBLINGS AT HOME	104 41%	51 41%	53 42%	18 37%	32 41%	20 44%	34 43%	50 39%	54 44%	104 41%	83 39%	14 61%	4 42%	3 53%	94 43%	10 30%	104 41%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 202

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

QP87. What is your working status? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Working full time (30hrs/wk+)	97 39%	54 43%	43 34%	26 54%	43 55%	17 37%	11 14%	69 54%	28 23%	97 39%	85 40%	7 30%	2 21%	3 60%	84 38%	13 40%	97 39%
		b		efhi	efhi	fh		efhi	f	fh	l			jklnop	l	l	l
Working part time (8-29 hrs/wk)	62 25%	31 24%	32 26%	13 27%	23 29%	14 30%	13 17%	36 28%	27 22%	62 25%	51 24%	8 38%	2 22%	1 15%	54 25%	9 27%	62 25%
				f	f	f		f		f	m	jmnp			m	m	m
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	73 29%	32 26%	41 33%	8 16%	10 13%	14 31%	41 53%	18 14%	55 45%	73 29%	63 29%	5 22%	5 51%	1 13%	64 30%	9 28%	73 29%
						cdg	cdegi		cdegi	cdg	m		jklnop		m	m	m
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	13 5%	6 5%	7 6%	1 2%	1 1%	1 1%	11 14%	2 1%	11 9%	13 5%	11 5%	1 6%	1 5%	1 12%	12 5%	1 4%	13 5%
							cdegi		cdegi	dg				jnp			
Not working (i.e. under 8hrs/wk) - student	3 1%	2 2%	1 1%	- -%	2 2%	* *%	2 2%	2 1%	2 1%	3 1%	2 1%	1 5%	* 1%	* 1%	3 2%	* *%	3 1%
												jmnp					
Not working (i.e. under 8hrs/wk) - retired	1 *%	* *%	1 1%	* 1%	* *%	- -%	* *%	1 1%	* *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
WORKING STATUS SUMMARY																	
WORKING	159 64%	84 68%	75 60%	39 81%	66 83%	31 67%	24 31%	104 83%	55 44%	159 64%	136 64%	15 68%	4 43%	4 75%	137 63%	22 67%	159 64%
		b		efhi	efhi	fh		efhi	f	fh	l	l		jlnp	l	l	l
NOT WORKING	91 36%	41 32%	50 40%	9 19%	13 17%	15 33%	54 69%	22 17%	69 56%	91 36%	77 36%	7 32%	6 57%	1 25%	80 37%	11 33%	91 36%
			a			cdg	cdeghi		cdegi	cdg	m		jklnop		m		m

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

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

QP88. Are any other adults in the household working either full time or part time? (SINGLE CODE)

Base : Parents in households with more than one adult where the respondent is not working

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	~d	~e	f	~g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	210	84	126	25	31	50	104	56	154	210	127	24	40	19	176	34	210
Effective Weighted Sample	149	59	90	19	24	36	70	43	107	149	118	17	36	16	131	19	149
Total	61	25	36	9	11	15	27	19	42	61	53	4	3	1	52	9	61
Yes, somebody in the household is working	44 73%	** **	25 70%	** **	** **	** **	12 45%	** **	26 63%	44 73%	38 73%	** **	** **	** **	38 73%	** **	44 73%
No members of the household are working	16 27%	** **	10 29%	** **	** **	** **	14 54%	** **	15 36%	16 27%	14 27%	** **	** **	** **	14 27%	** **	16 27%
Don't know/ refused to say	* 1%	** **	* 1%	** **	** **	** **	* 1%	** **	* 1%	* 1%	* 1%	** **	** **	** **	* 1%	** **	* 1%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 204

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

QP89. Can I please ask your age? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
16-24	23 9%	11 9%	12 10%	1 3%	3 4%	3 6%	16 20%	5 4%	19 15%	23 9%	18 8%	3 11%	3 27%	* 5%	20 9%	3 11%	23 9%
							cdegi		cdegi	cdg			jklnop				
25-34	131 52%	63 50%	68 54%	19 40%	45 57%	26 56%	42 54%	64 50%	67 55%	131 52%	109 51%	15 66%	4 44%	3 54%	116 53%	15 45%	131 52%
					c	c	c		c	c		jlno					
35-44	77 31%	40 32%	37 30%	23 49%	24 30%	15 32%	15 20%	47 37%	30 24%	77 31%	69 33%	4 16%	3 28%	2 31%	66 30%	12 36%	77 31%
				defghi	f	f		fh		fh	k	k	k	k	k	k	k
45-54	9 4%	6 5%	3 2%	3 6%	4 5%	1 2%	1 2%	7 5%	2 2%	9 4%	8 4%	1 4%	- -%	* 2%	7 3%	2 5%	9 4%
				fh				fh			l				l	l	l
55-64	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
65-74	1 *%	- -%	1 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Refused	8 3%	4 3%	4 3%	1 3%	3 4%	1 1%	3 4%	4 3%	4 3%	8 3%	7 3%	1 3%	* 1%	* 9%	7 3%	1 3%	8 3%
														jlno			

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 205

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

QP90. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Up to £199 / Up to £10,399	24 9%	13 11%	10 8%	1 1%	1 2%	2 4%	20 26%	2 2%	22 17%	24 9%	20 10%	1 6%	2 17%	* 5%	20 9%	3 10%	24 9%
From £200 to £299 / From £10,400 to £15,599	15 6%	7 6%	8 6%	- -	3 4%	2 5%	10 13%	3 2%	12 10%	15 6%	12 5%	3 12%	1 8%	* 7%	12 5%	4 12%	15 6%
From £300 to £499 / From £15,600 to £25,999	36 14%	18 14%	18 14%	1 3%	11 14%	11 24%	12 16%	12 10%	23 19%	36 14%	30 14%	4 16%	1 11%	1 20%	32 15%	4 12%	36 14%
From £500 to £699 / From £26,000 to £36,399	33 13%	18 15%	14 12%	5 11%	17 21%	7 14%	4 6%	22 17%	11 9%	33 13%	29 14%	2 10%	1 12%	1 11%	29 14%	3 10%	33 13%
From £700 to £999 / From £36,400 to £51,999	29 12%	16 13%	13 10%	13 28%	11 13%	5 11%	* *	24 19%	5 4%	29 12%	26 12%	2 11%	* 4%	* 7%	24 11%	5 16%	29 12%
£1,000 and above / £52,000 and above	26 10%	11 9%	15 12%	15 31%	7 9%	3 7%	1 1%	22 17%	4 3%	26 10%	25 12%	* 1%	* 3%	* 1%	23 10%	3 9%	26 10%
Don't know/ Refused	88 35%	41 33%	47 38%	12 26%	29 37%	16 34%	30 39%	42 33%	46 37%	88 35%	71 33%	10 45%	4 45%	2 49%	78 36%	10 31%	88 35%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 11th July 2019.

Table 206

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

QP92. GENDER OF PARENT INTERVIEWED (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	900	434	466	160	256	168	316	416	484	900	491	133	127	149	760	140	900
Effective Weighted Sample	595	285	310	112	175	107	203	287	309	595	457	99	117	127	527	69	595
Total	250	125	125	47	79	46	78	127	123	250	212	23	10	5	218	32	250
Male	67	44	23	14	25	12	16	39	28	67	60	4	2	1	59	8	67
	27%	35%	19%	30%	32%	26%	20%	31%	22%	27%	28%	19%	15%	24%	27%	26%	27%
		b			fh			fh			l			l			l
Female	183	81	102	33	54	34	62	87	96	183	152	18	8	4	159	24	183
	73%	65%	81%	70%	68%	74%	80%	69%	78%	73%	72%	81%	85%	76%	73%	74%	73%
			a				dg		dg				jnp				

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